Words of Nostalgia: Nostalgic Rhetoric in Philippines' Social Media

Sanghoon Kim-Leffingwell, Center for Advanced Governmental Studies, Johns Hopkins University
Emily Sallenback, Department of Political Science, University of Illinois at Urbana-Champaign

01 Why do people feel nostalgic for a former dictatorship?
- And through what means is authoritarian nostalgia delivered, circulated, and accepted to and by the mass?
- Analyze Twitter posts around the Philippines presidential election in May 2022
- Collected around 60,000 tweets from February to May 2022

02 Methods
- Tweets with BBM support hashtags
- Unsupervised learning
- Human labeling I
- Supervised classification
- Human labeling II
- Get timeline of nostalgia accounts
- Sentiment analysis
- Hypothesis testing

03 How is nostalgic rhetoric circulated on social media?
- We employ topic modeling (LDA) to classify tweets from BBM supporters.
- We further improve our classification by combining supervised and unsupervised topic modeling.
- Based on supervised machine learning classification and hand-labeling, we identify around 7.7% of nostalgia tweets.

04 Who are likely to post nostalgia tweets?
- Will nostalgists tend to express negative evaluation on social media (Tucker 2006; Prusik and Lewicka 2016)?
- We further collected timelines of BBM supporter accounts based on topic modeling results