#EleNão: circulation of meanings in the electoral period in women's groups on Facebook

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Work Group Circulation: Circuits and flows
Grupo de Trabalho Circulação: Circuitos e fluxos

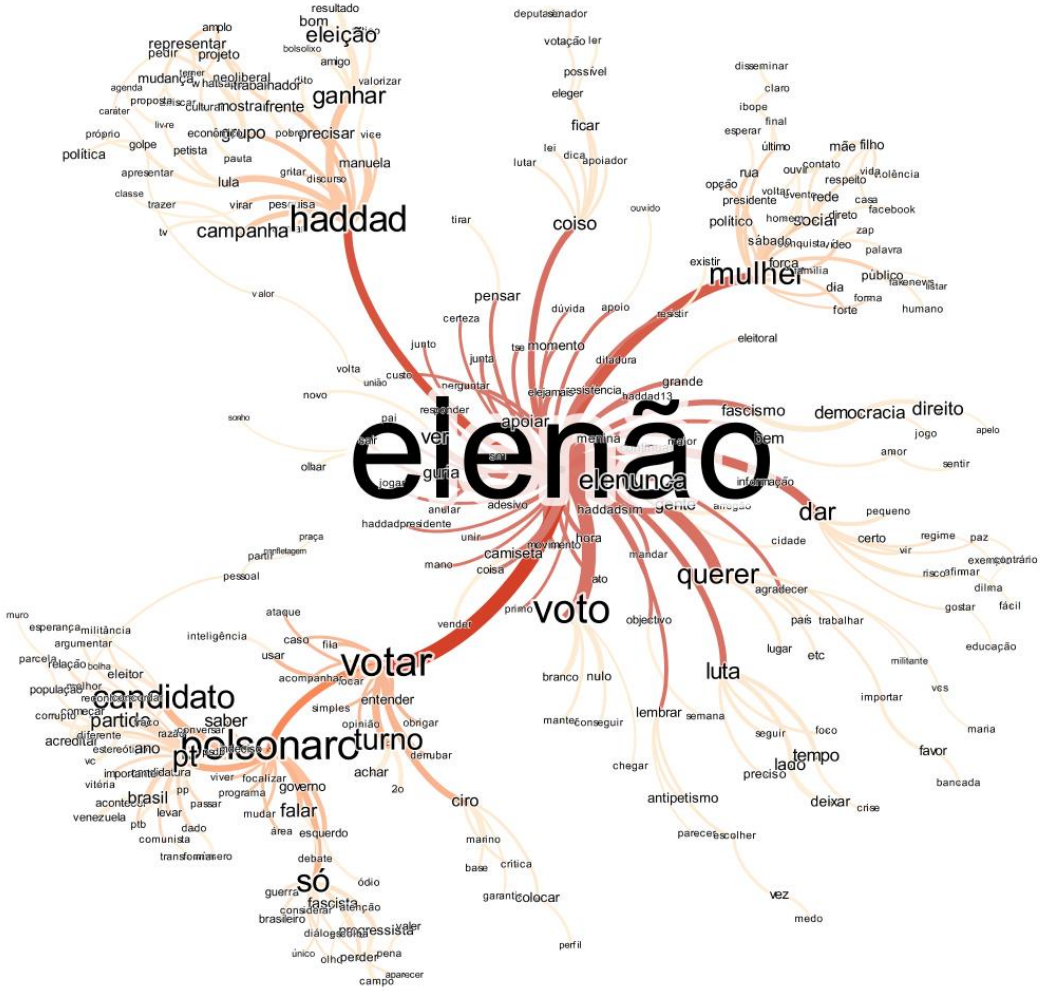
IV **Seminário** Internacional de Pesquisas em **Midiatização** e Processos Sociais

Introductory notes

The circulation of meanings in the “Mulheres Unidas pela Democracia Santa Maria - RS” group was analyzed during the 2018 election period. We have circulation as the guiding concept (BRAGA, 2012, 2017; FAUSTO NETO, 2018), situated in discussions about the process of mediatization of society (VERÓN, 1997, 2004; FAUSTO NETO, 2010). From a methodological point of view, the investigation takes place based on two movements: in order to collect evidence for the research, we use the Iramuteq software; and the semiological analysis of the speeches assists in the analysis of the circulation of meanings in a macro way, relating it to the movement # EleNão.

Maximum tree posts

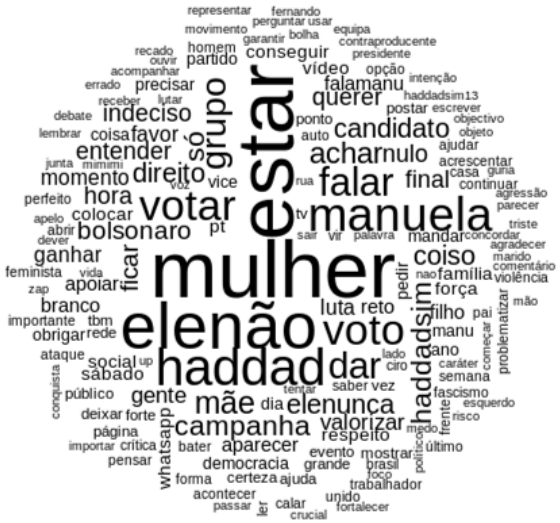
1	Id	Label	v_frequence	modularity_	betweenesscentrality
30	n107	mulher	28	4	11159
31	n80	querer	25	4	2132
32	n110	voto	36	4	1530
33	n223	agradecer	5	4	920
34	n136	elenunca	24	4	615
35	n22	gente	12	4	308
36	n42	sair	6	4	308
37	n76	ver	18	4	308
38	n117	objectivo	5	4	308
39	n177	grande	7	4	308
40	n218	apoio	4	4	308
41	n220	rua	8	4	308
42	n263	guria	12	4	308
43	n265	vcs	4	4	308
44	n276	camiseta	10	4	308
45	n279	pensar	10	4	308
46	n300	resistir	3	4	308
47	n303	sábado	7	4	308

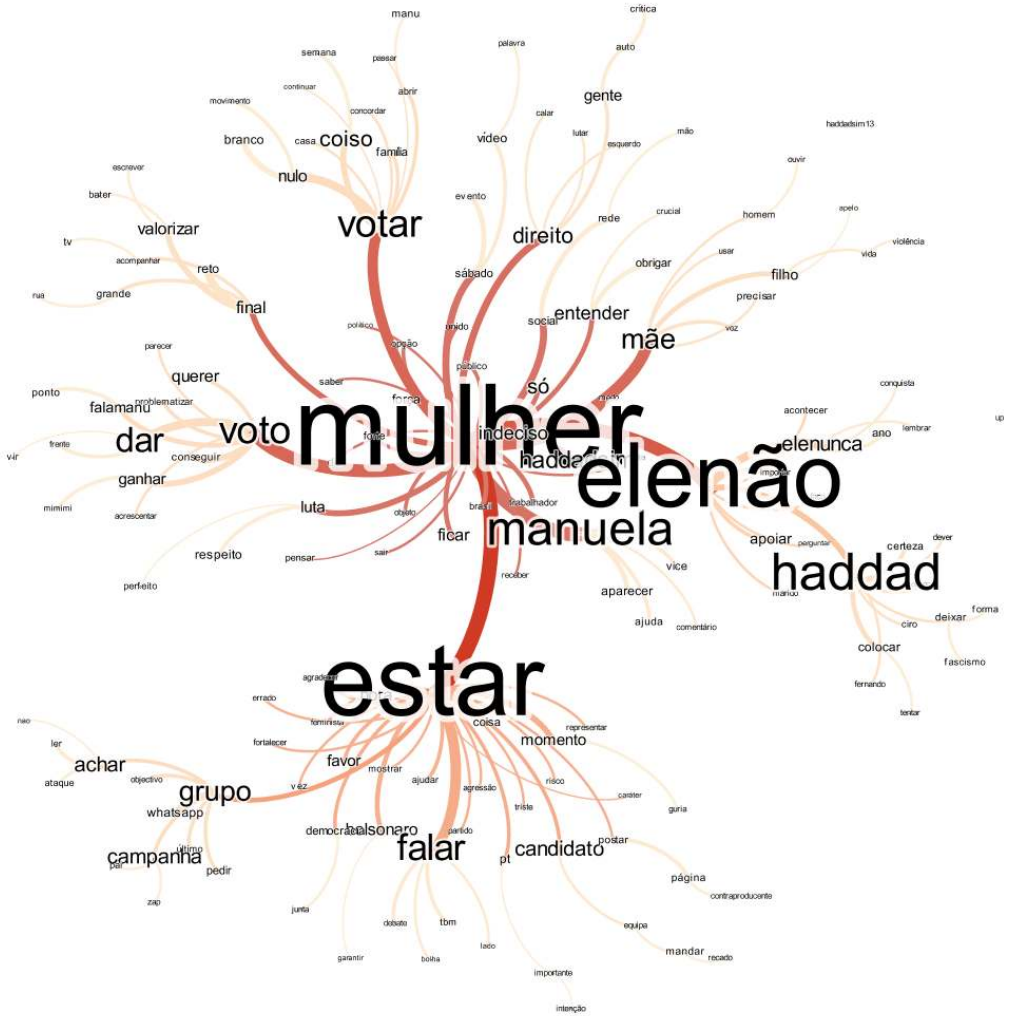


Circulation of senses in the group

To analyze the circulation of meanings in the Facebook group “Mulheres Unidas pela Democracia Santa Maria - RS”, we started from 17 posts and 142 comments. Based on the semiological analysis of the speeches, from Eliseo Verón's perspective, and on the observation of the maximum tree graphs and the word cloud, inferences are made regarding the meanings in circulation in the electoral process and the #EleNão movement.

Maximum tree posts with “Woman” and her comments





Clusters of meanings and initial inferences

Order: it is women's obligation to vote against Bolsonaro

Call: women dressed in white to vote

Report: favorable family members / against Bolsonaro

Acknowledgment: to whom the # EleNo movement joined

Outburst: about current setbacks

Haddad: the fight must be changed to #HaddadSIM

Fake news / disinformation: disagreements about the focus in the 2nd round

Manuela / Mulher: many flows ahead on the role of the “Manuela woman”

Help request: material, t-shirt, poll in polls

Appeal: for right-wing men and women not to vote for Bolsonaro