

Facebook Sentiment Analysis:
April - August 2020 (Data complete as of 8/21/2020)

Methods:

- 1) Collected information on individuals who have engaged with facebook posts of 6 candidates¹ in the MA 04 primary.
- 2) Coded positive sentiment (e.g. “like”, “love”) vs. negative sentiment (e.g., “angry”)
- 3) Matched information across campaigns to measure overlap between other candidates and overlap between candidates and Natalia Linos’ posts and ads.

Definition of Outcome Measure: Positive overlap = the number of unique individuals who have engaged positively with more than one campaign’s posts (i.e. they first liked candidate A’s posts and then later liked candidate B’s posts)

Results:

- 1) **Natalia Linos** has broad positive overlap across many candidates.
- 2) The greatest positive overlap between two candidates is between **Linos and Auchincloss**, followed by **Linos and Cavell**, and then **Linos and Leckey**.

	Auchincloss	Cavell	Grossman	Khazei	Leckey	Linos	Mermell
Auchincloss		3	7	1	1	41	3
Cavell	3		4	1	3	15	13
Grossman	7	4		0	0	1	0
Khazei	1	1	0		0	1	0
Leckey	1	3	0	0		14	2
Linos	41	15	1	1	14		6
Mermell	3	13	0	0	2	6	

*Note: 13 individuals have overlapped with 3 or more campaigns. They are not included in the table above because in each case, cell size is ≤ 2 .

¹ Auchincloss, Mermell, Grossman, Leckey, Khazei, Cavell