

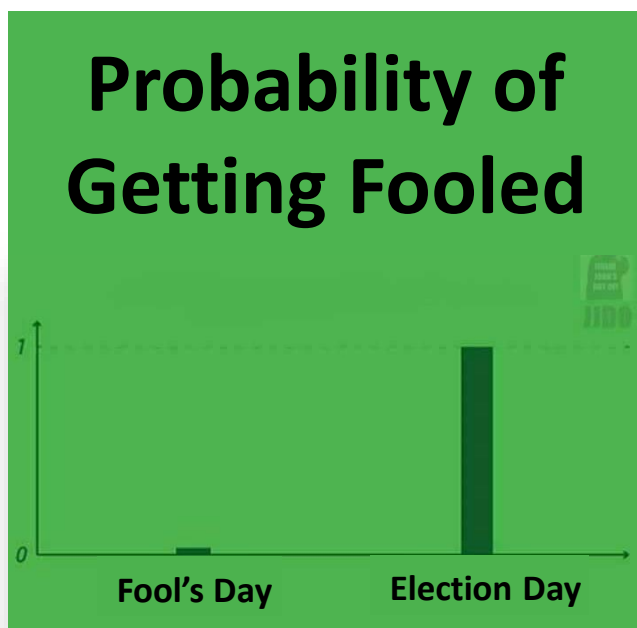
***“We believe that in the next elections—what is at stake—Is the country model that we want.”***

## Overview

With less than two months remaining until Colombia’s presidential election, Ivan Duque holds a comfortable lead with Gustavo Petro trailing a distant second. However, the race is far from over. By addressing key campaign topics with marginalized segments of the population, campaigns can expand their influence, grow their bases of support, and ultimately influence the election outcome. Data analytics and social media exploitation of online discussions and trending hashtags associated with key campaign topics deliver unique insights and identify opportunities for campaigns to optimize their existing campaign strategies.

## Data Analytics

Data analytics and social media exploitation examined a total of 912,017 Tweets, 772,497 Facebook posts, 84,408 Rich Site Summary (RSS) feeds, 72,231 Facebook videos, 48,175 YouTube videos, 34,967 Instagram posts, 235 blogs, 112 online news articles, 89 memes, 79 Snapchats, 32 political cartoons, and 12 WhatsApp group screenshots. Analysts used topic modeling and sentiment analysis to identify important and trending topics related to Colombia’s upcoming presidential elections and measure social media users’ public sentiment associated with the topics and candidates.



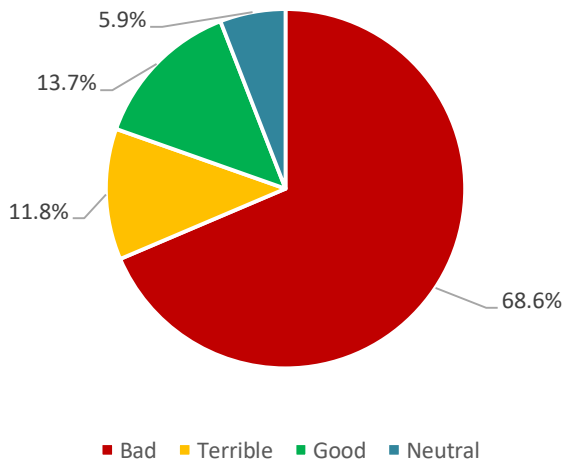
Political cartoons illustrate the negative sentiment associated with social media users

***"The political class has divided the public treasury with ease."***

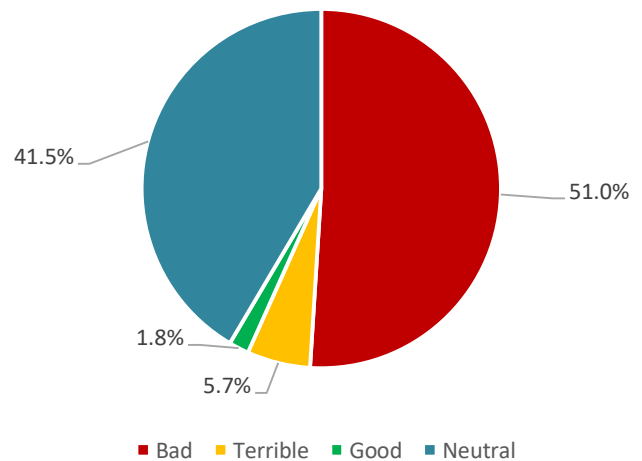
**Findings**

- Topic modeling of Colombian social media discussions identified three (3) important topics associated with the presidential campaign: Corruption and Government Transparency, the FARC Peace Deal, and the economy
  - Online discussions revealed high negative public sentiment associated with Corruption and Government Transparency (68.6%) and the FARC Peace Deal (51.0%)
  - Public sentiment associated with the economy was predominantly neutral (58.8%)
- Trending topics with the greatest influence include fraud and impunity
  - 27,564 social media users expressed concerns regarding fraud by jurors of National Registry of Civil Status while registering the presidential candidates
  - 11,621 social media users expressed concerns regarding the impunity of front-runner Iván Duque’s support of former president Uribe despite his link to the Odebrecht scandal

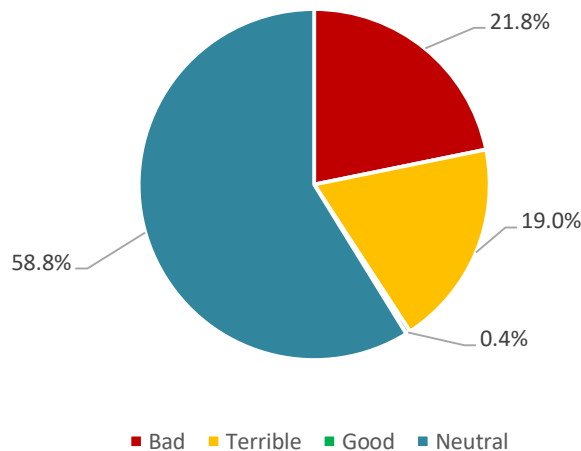
Corruption and Government Transparency



Peace Deal



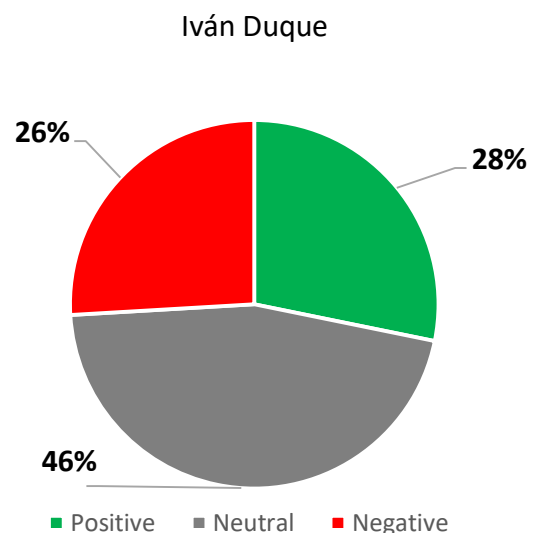
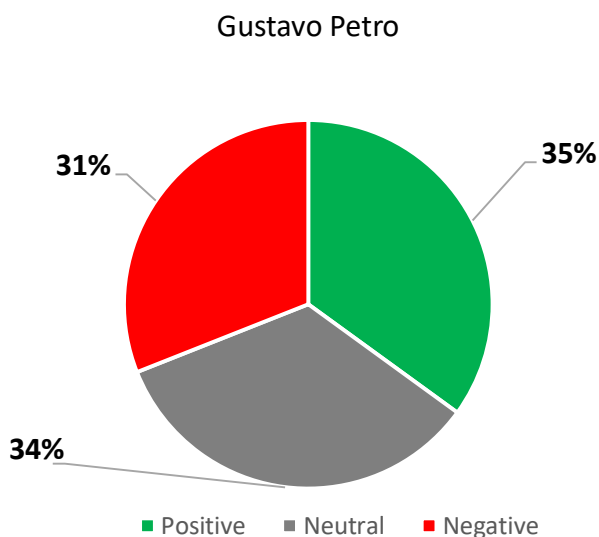
The Economy

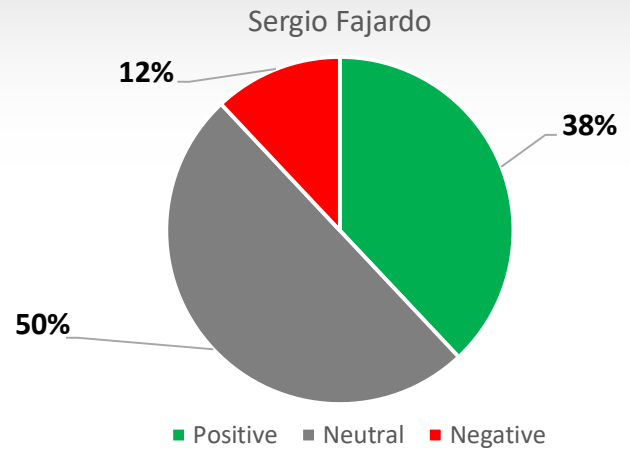
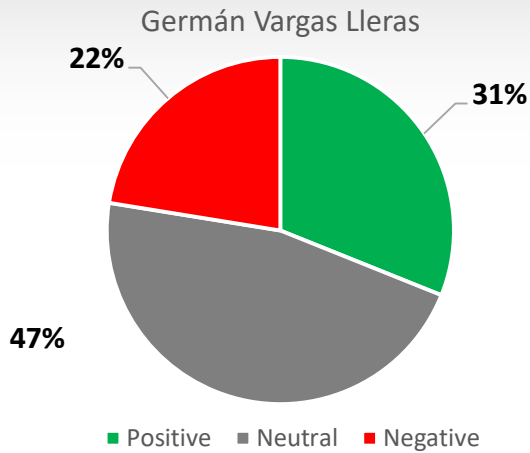


***“Only in Colombia does it occur to them to pay homage to one of the greatest criminals of humanity.”***

## Findings

- Sentiment analysis across the candidate field revealed moderate negative public sentiment associated with each candidate
- High neutral sentiment associated with each candidate suggests a large percentage of Colombians remain undecided and are disengaged from the campaign
- Gustavo Petro’s socialist agenda is compared with Venezuelan President Maduro (e.g. #PetroEsMaduro) whose policies created hyper-inflation and poverty
  - In the last 30 days, social media users made 2,887 negative comments regarding Petro’s past as an M19 guerilla
- Despite his tougher stance against the FARC, Iván Duque’s recent [comment](#) praising former President Uribe as an “eternal president” ignited heated discussions with significant negative sentiment (e.g. #PopulismoDeDerecha and #UribeNuncaMás)
  - Addition negative sentiment is attributed to his ties to the [Odebrecht](#) scandal (e.g. #DuqueOdebrecht)
- Negative sentiment of former Vice-President Germán Vargas Lleras is due to people’s disappointment due to a continuation of President Santos’ policies (e.g. hashtag #VargasLlerasEsOtroSantos)
- Sergio Fajardo’s campaign has not been able to gain significant traction due to the low number of social media impressions
  - With just 4,538 mentions, Fajardo’s media presence over the past 30 days is only 20% of Petro’s and 11% of Ivan Duque’s campaigns

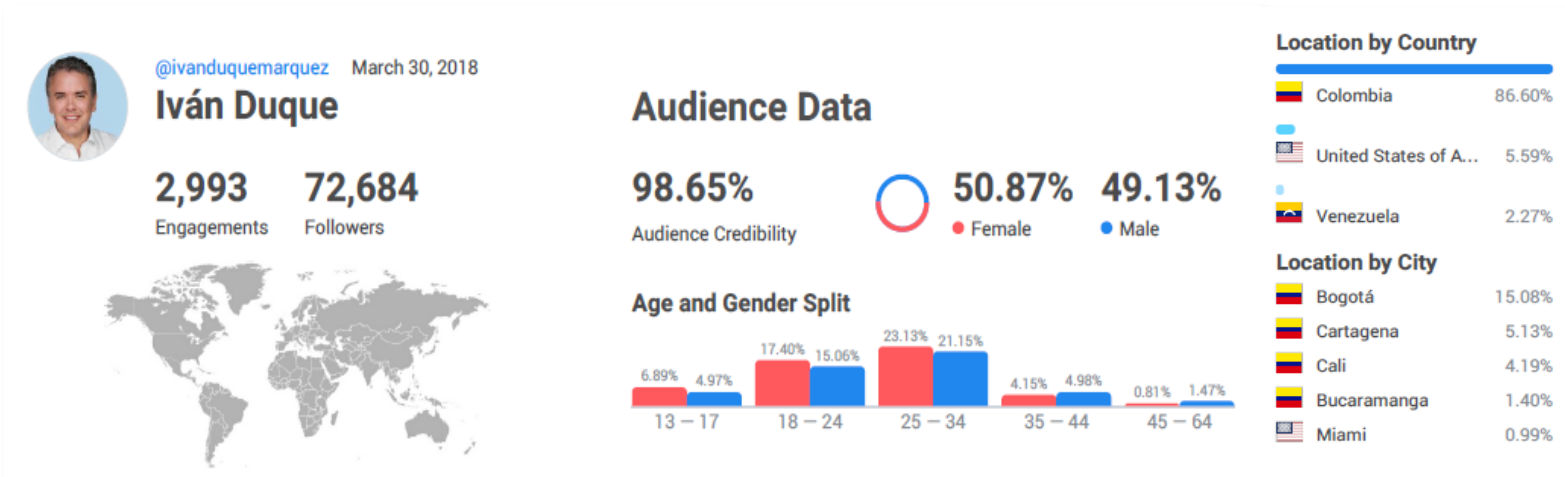




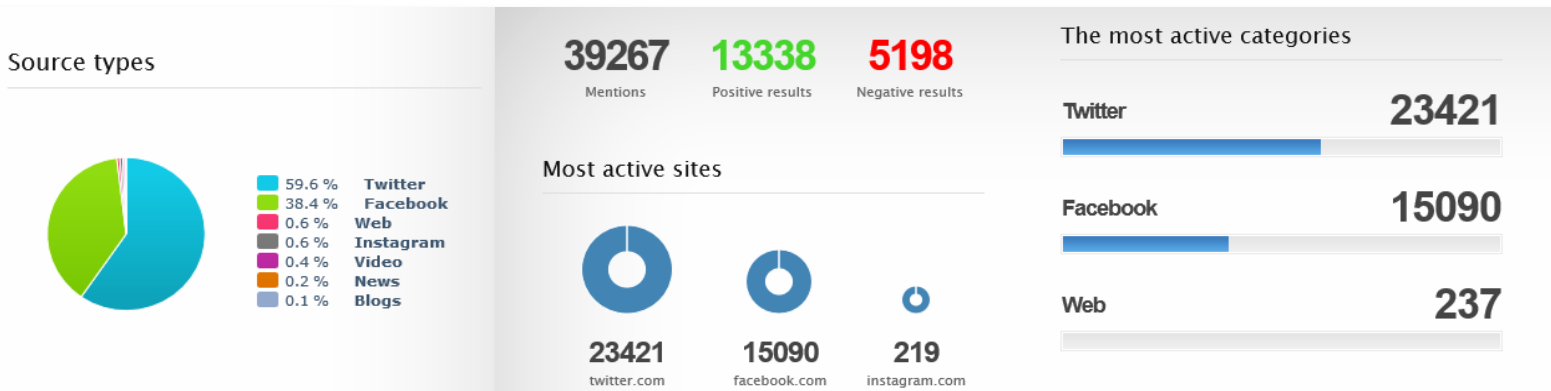
## Candidate Analysis: Iván Duque

- Iván Duque has not fully leveraged his social media engagements (less than 3K) with his followers (~73K)
- Geographical analysis reveals a heavy urban bias in his engagement activities
- Discussions about Iván Duque are found primarily on Twitter and Facebook which leaves other popular social media platforms (e.g., YouTube and Instagram) under-utilized

### Demographic and Geographical Analysis



### Social Media Reach of Iván Duque



***“And the farmers of Colombia will be affected, they will lose their crops, they will get sick and they will be poorer. But they will vote for #Ivanduque.”***

## Findings

- Demographic analysis based upon gender, age, and ethnicity revealed that Iván Duque is failing to effectively engage with populations over the age of 35 and ethnicities other than white/Caucasian

### GENDER, AGE AND ETHNICITY

#### Gender split

Gender	Percent	Followers	Engagements
Male	49.13%	35,712	1,471
Female	50.87%	36,972	1,522

#### Ethnicity

Group	Percent	Followers	Engagements
Asian	4.6%	3,342	138
White / Caucasian	94.25%	68,507	2,821
African Descent	1.15%	835	34

#### Female Age Split

Age	Percent	Followers	Engagements
13-17	6.89%	5,011	206
18-24	17.4%	12,647	521
25-34	23.13%	16,810	692
35-44	4.15%	3,013	124
45-64	0.81%	587	24

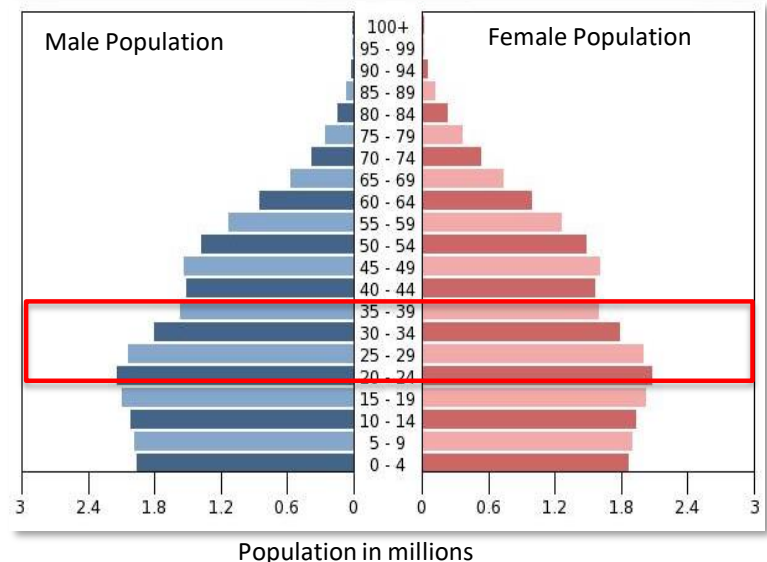
#### Age split

Age	Percent	Followers	Engagements
13-17	11.86%	8,621	355
18-24	32.46%	23,594	972
25-34	44.27%	32,180	1,325
35-44	9.12%	6,632	273
45-64	2.28%	1,658	68

#### Male Age Split

Age	Percent	Followers	Engagements
13-17	4.97%	3,610	149
18-24	15.06%	10,947	451
25-34	21.15%	15,370	633
35-44	4.98%	3,619	149
45-64	1.47%	1,070	44

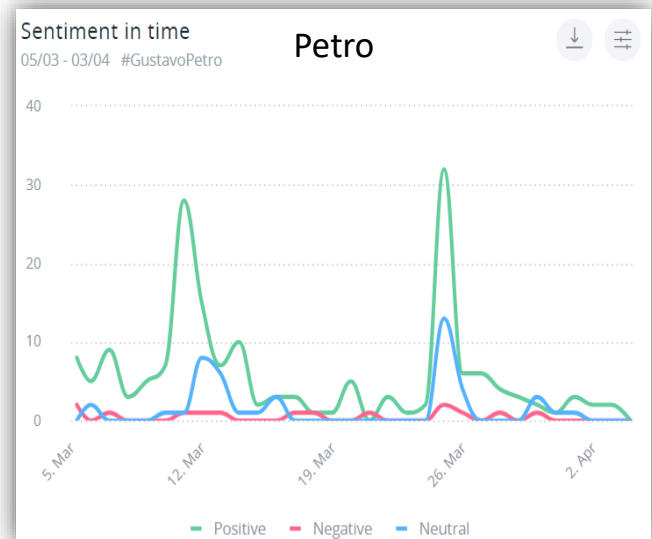
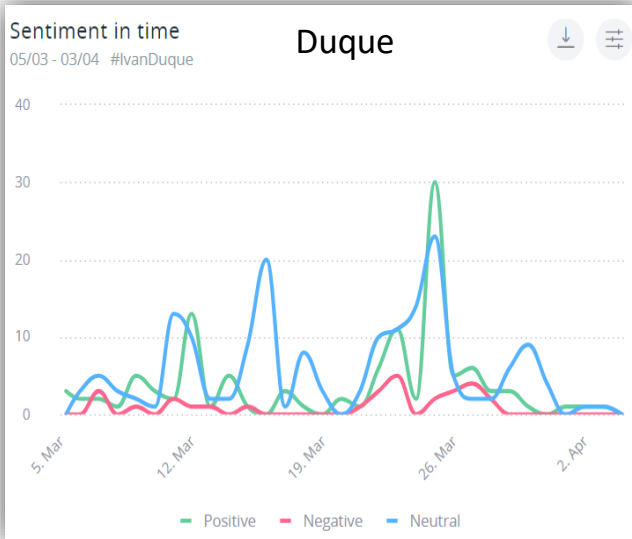
- Failing to engage with Afro-Colombian (4.9 million people) and Amerindian (1.6 million people) populations neglects a significant voting bloc (6.5 million people)
- Focusing engagement on men and women between 18-34 neglects 23.7 million potential voters (49.6% of the total population of Colombia)
- In the 2014 election, only 43% (13.3 million) of registered voters participated in the election, so the under-engaged population yields large margins for any campaign to sway the current election



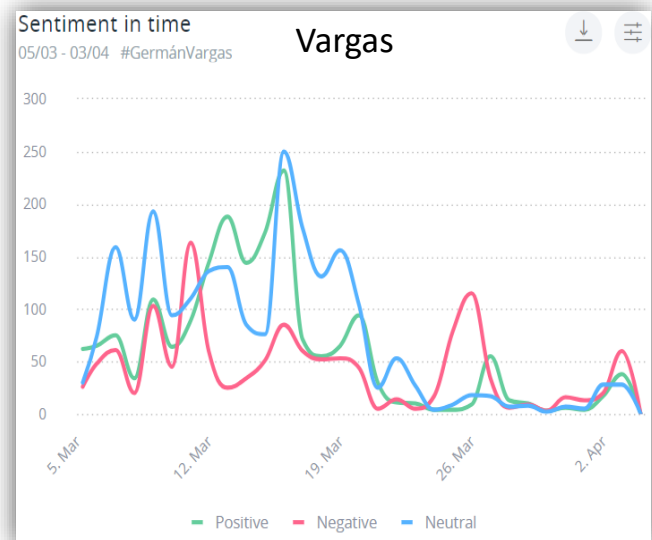
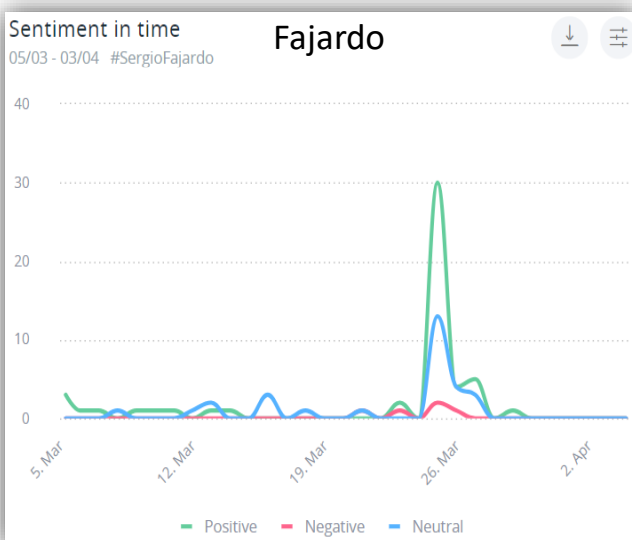
## Public Sentiment: Comparative Analysis

The graphics below illustrate online users' public sentiment associated with each candidate over a 30 day period

- Discussion associated with Duque received a steady level of neutral sentiment with minor positive sentiment regarding discussions related to FARC
- Despite Petro's spikes in positive sentiment, his campaign failed to capitalize on public attention between key engagements



- Fajardo's poor social media footprint does not enable meaningful analysis
- Vargas has not received consistent public sentiment and his influence continues to fluctuate due to his lack of a strong relationship with voters



*"Young people want a country where the educational issue is given importance."*

## Recommendations

- Apply additional data analysis and social media exploitation to gain greater insights into key campaign topics, trending issues, and voter grievances in order to refine campaign strategies and influence the outcome of the election
- Design, implement, and disseminate a coherent campaign strategy with a consistent theme, slogan and narratives that introduce solutions to the key topics (e.g., corruption, economy, and FARC terrorism)
- Target critical voting blocs (e.g., previously disengaged, currently undecided, and often overlooked communities) that have traditionally been neglected by campaign efforts
- Develop communications strategies that connect different demographic group's identities (e.g. Amerindian, Afro-Colombians, and low socio-economic status in urban areas) with campaign themes and narratives to motivate them to vote
  - Integrate social media platforms (e.g. Twitter and Facebook) into the overall communication strategy to create a two-way dialogue with target populations, especially millennials
  - Increase use of visual social media (e.g., YouTube and Instagram) to capitalize on engagements with key voting blocs
  - Leverage social media (e.g., trending hashtags and tagging key individuals) to amplify engagements with potential voters

Presidential Candidates

Citizens of Colombia

