

Constituent Analysis I: Dominican Republic



“Dominicans are speaking, but who’s listening? They’re fed up with the crimes, abuses, corruption in a country that the authorities are making 🙄🙄🙄” (Source: Sandra Acta, [Twitter](#))

“The Dominican Republic is where the vaults of money from corruption, crime, drug trafficking and terrorism reside” @juaquingerardo, [Twitter](#)

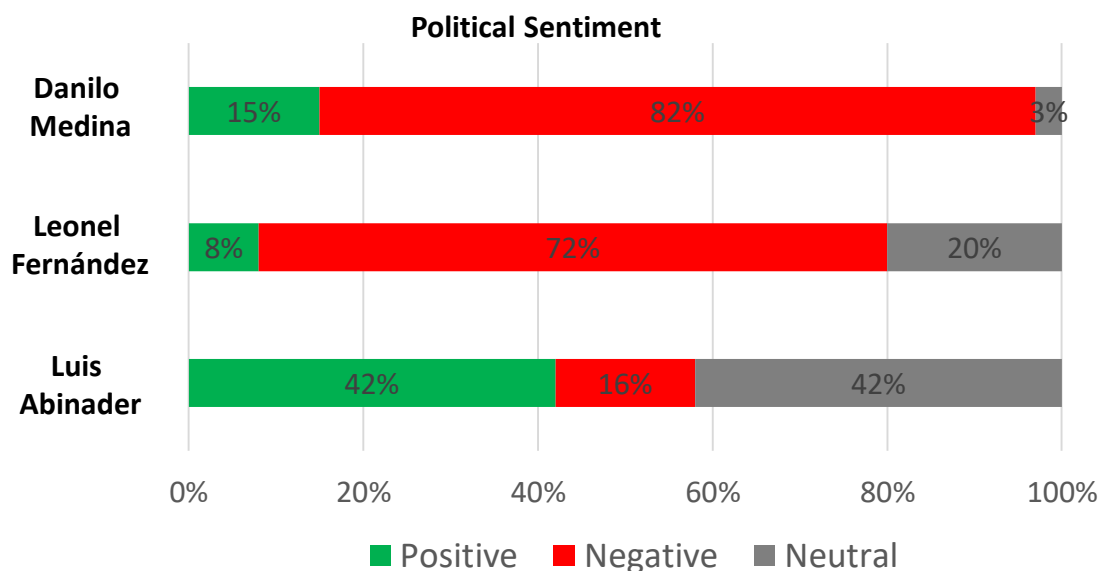
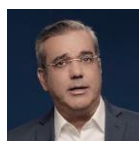
Overview

With less than a year remaining before the Dominican presidential elections, sentiment has become entrenched due to recurring episodes of corruption, impunity, and crime. Recently, negative sentiment has worsened due to fresh evidence on the Odebrecht scandal, the recent crime wave against American tourists, and growing frustration with the government’s inaction regarding corruption. Candidates vying for the nation’s highest office need to immediately address these public grievances to regain trust among citizens.

Sentiment Analysis

Measured citizens’ sentiment of President Danilo Medina, Leonel Fernández, and Luis Abinader through online discussions:

- Danilo Medina
 - 82% of Dominicans oppose President Medina’s governance primarily due to the recent [evidence](#) on new payments in the Odebrecht cash-for-contracts scandal
- Leonel Fernández
 - 72% oppose Mr. Fernández due to his in-fighting with President Medina despite being in the same political party
- Luis Abinader
 - 42% favor Luis Abinader viewing him as an outsider and not involved in President Medina’s Liberation party
 - 42% of Dominicans are sure about Luis Adinader’s solution to corruption and crime



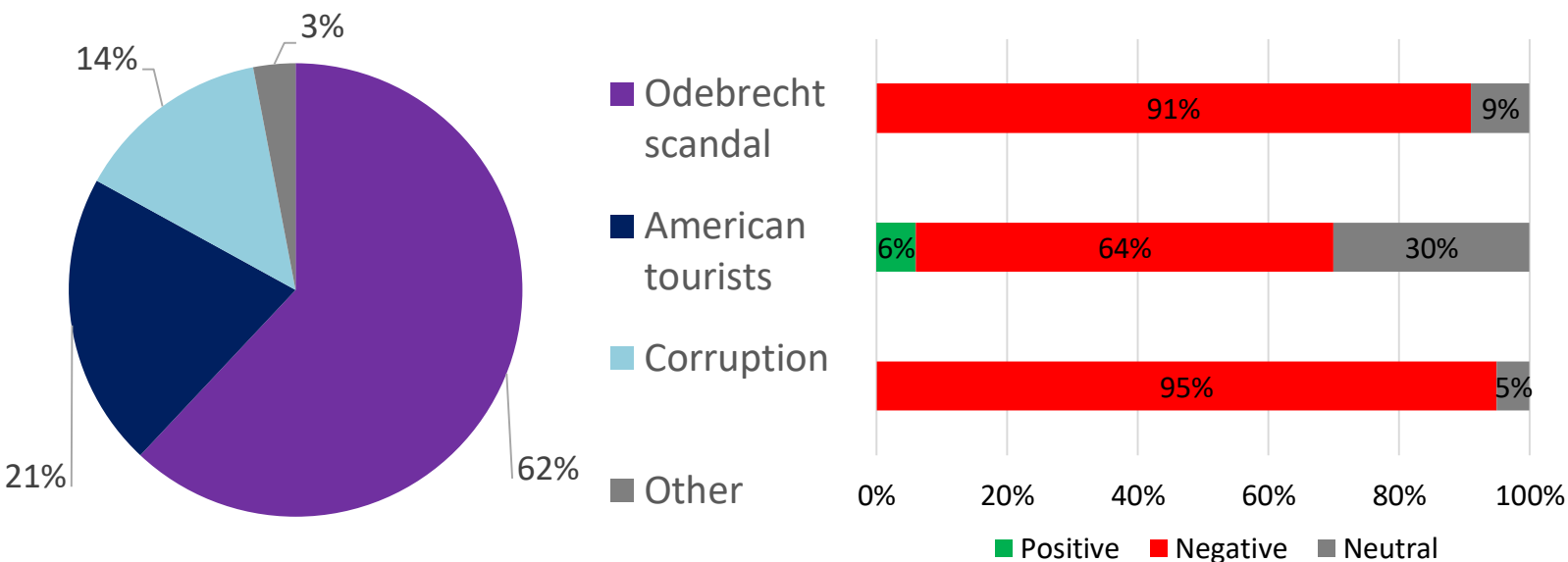
“Dominicans are afraid to see what the government of the Dominican Republic has become. Panic everywhere! CHANGE is not a partisan illusion, it is urgently needed!” *Angelita Soto, [Twitter](#)*

Topic Modeling

Spanish social media discussions, across twenty-one (21) online social media platforms, revealed three (3) trending topics:

- Odebrecht scandal
 - 62% of discussions involved the fresh evidence against President Medina’s oversight on payments made toward the cash-for-contract scandal
- American tourists
 - 21% were concerned with the numerous American lives lost in various tourist destinations around the nation
- Corruption
 - 14% were anxious on the rising levels of corruption affecting all levels of civil society without any targeted anti-corruption initiative from President Medina

Trending Topics and their Associated Sentiment



“For the past, current, and future corruption in the Dominican Republic, there must be the political will to pursue and investigate it ...” Felipe Diputado, [Twitter](#)

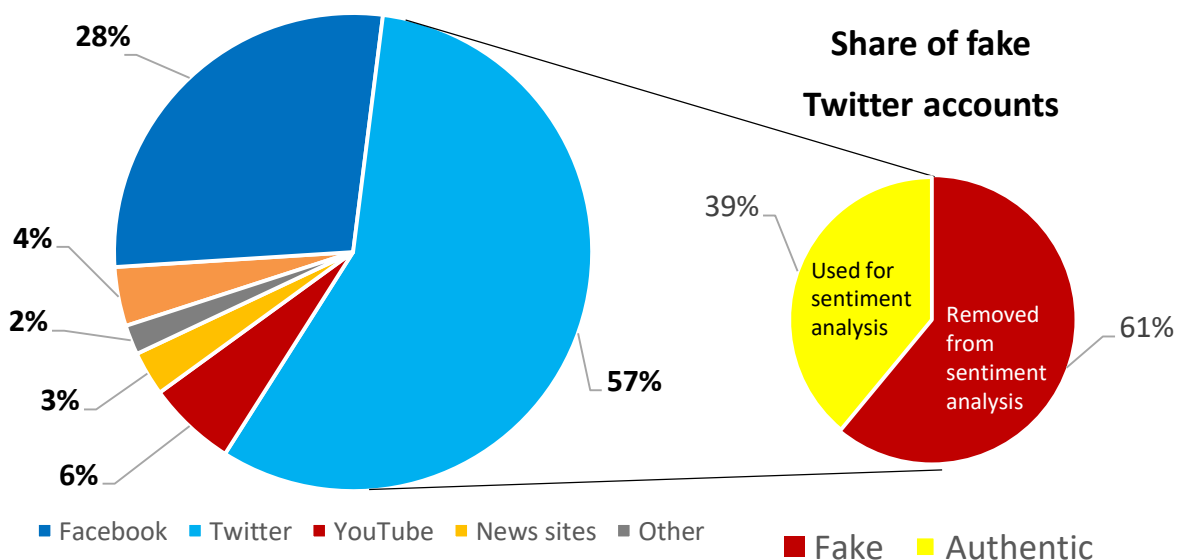
Recommendations

- Develop and implement a campaign strategy that aligns to the topics and sentiment of constituents (e.g., crime, corruption, and tourism) that is reinforced by:
 - Practical governance programs designed to listen to and address public grievances (e.g. Odebrecht scandal, American deaths, and corruption)
 - A comprehensive communication plan (e.g. theme, slogan, master narrative, and micro-targeting) supported by tailored engagement activities
 - ☐ Targeted messages to the “neutral” constituents ready to support Luis Adinader if he can develop a policy to combat corruption and crime
- Inform campaign activities through an open-source, data collection and analysis platform
 - Establish a baseline of public sentiment
 - Monitor for changes to proactively address new constituent grievances and assess the effectiveness of campaign messaging

Data Analytics

ENODO conducted topic modeling and measured public sentiment of Dominican online discussions. Analysts collected and analyzed 20,321 Twitter posts, 12,378 Facebook posts, 9,328 Instagram posts, 8,023 YouTube comments, 7,792 news websites, 6,302 RSS feeds, and 5,147 blogs in Spanish. 61% of the raw Twitter data contained fake accounts, trolls, and bots that were cleaned during the analytical pre-processing.

Social Media Use Per Platform





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