Overview

Reproductive rights and access to long-acting reversible contraception (LARC) have become especially contentious in light of recent significant political events.

Goal: understand social sentiments through social media analysis with big data methods is a recent development, posing significant implications for analyzing reproductive behavior and health trends, especially in the context of political events.

Methods

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Twitter Volume for Event 1: RBG’s Death (~5000)

Tweet Volume for Event 2: Trump’s Election (~3000)

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Conclusion

After a conservative political event:

- The total volume of tweets surrounding LARC drastically increase.
  - This increase in discussion tends to persist for around 1-2 weeks.
- Fear emerged as a cluster in topic modeling, more prominent than concerns about the adverse effects of contraceptives.
- The sentiment towards LARC in general shifts slightly positive.
- Sentiment towards LARC uptake becomes highly positive mainly due to concerns around the loss of access to contraceptives.

Next steps

Training Model: Train model with randomized set of 70% of hand-coding results to evaluate performance in accurately classifying tweets with remaining 30%.

Future Research Question: Does social media discussion following political events translate to “action”? How, to what extent, and in what direction?