



# Twitter Users' Sentiments Concerning Asian Representation

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## INTRODUCTION

- Asian Representation in the media (movies, literature, etc) has been scarce, the majority of media portraying white Americans
- Asian representation in the media is rising, for example, in movies such as Turning Red
- However, Asian representation in media might be harmful as it can spread false and negative stereotypes about Asian Americans. This could have a negative impact on teens' perceptions of Asian Americans who consume media at high rates
- Adolescents are high users of social media, with 97% stating they use social media and 38% who report using Twitter
- Despite the high use of social media among teens, little is known about the discussion of Asian representation on Twitter and users' sentiments regarding this discussion

The purpose of this study was to determine people's sentiments concerning #Asianrepresentation on Twitter.

## METHODS

### Design-

Content Analysis using LIWC (Linguistic Inquiry and Word Count) software

### Subjects-

100 tweets containing #Asianrepresentation

### Data Collection-

- On Twitter, search the #Asianrepresentation
- Choose the first 100 tweets that
  - are in English
  - contain topics about media
  - are after 2020

### Analysis-

- Collected frequencies and means of likes, comments, and retweets
- Used LIWC to calculate percentages of the following variables in the tweets: positive emotion, negative emotion, anger, anxiety, risk, reward
- Conducted a t-test comparing positive and negative emotion in the tweets

## RESULTS

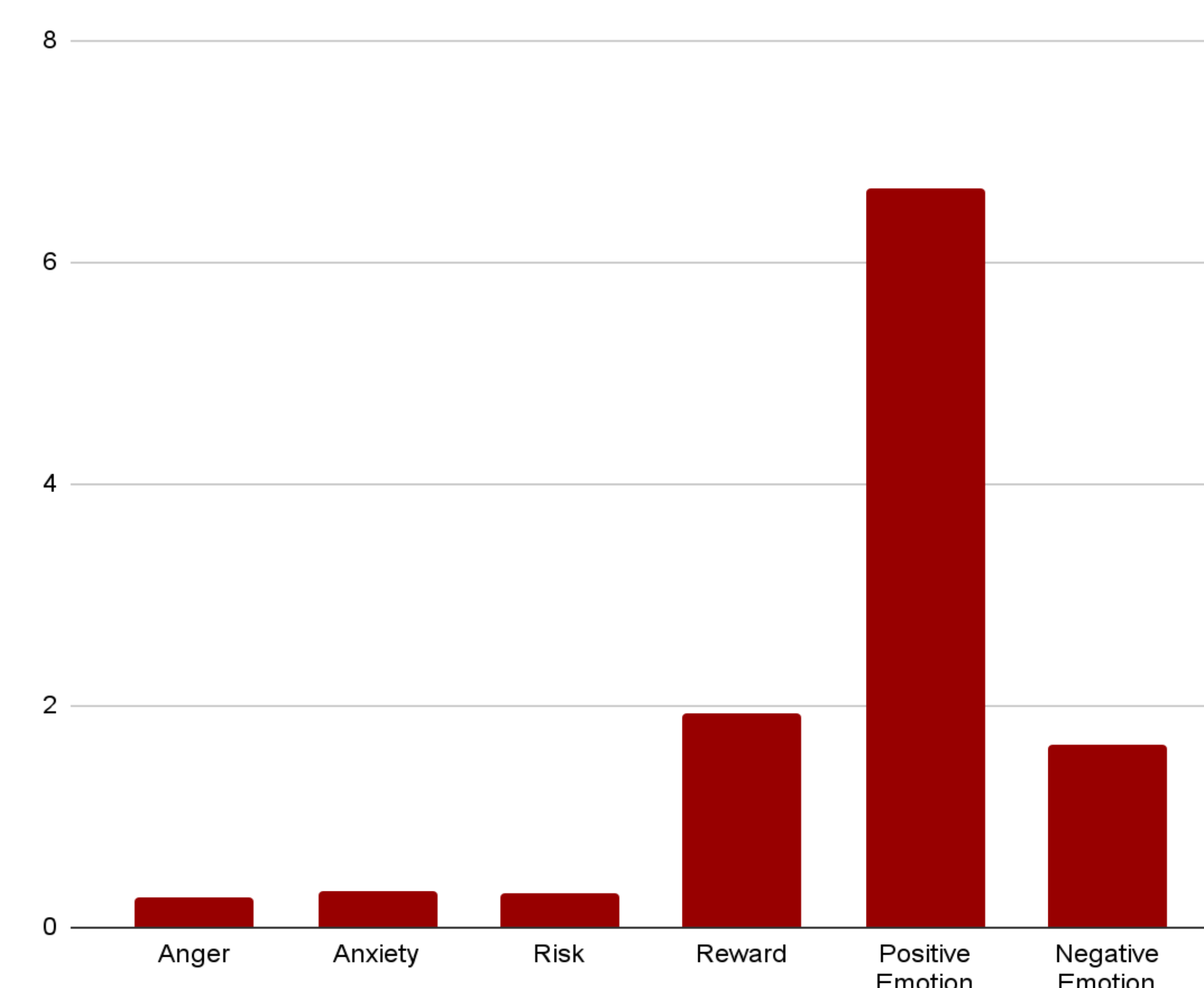
Tweets ranged in dates from February 2020 - June 2022



Mean of Demographics

Likes	54
Comments	8
Retweets	2

LIWC Variable Means



Positive Emotion - 0.00  
Negative Emotion - 14.29  
Anxiety - 0.00  
Anger - 0.00  
Reward - 0.00  
Risk - 0.00

Positive Emotion - 18.92  
Negative Emotion - 0.00  
Anxiety - 0.00  
Anger - 0.00  
Reward - 8.11  
Risk - 0.00

Positive Emotion - 8.00  
Negative Emotion - 8.00  
Anxiety - 0.00  
Anger - 4.00  
Reward - 0.00  
Risk - 0.00

Positive Emotion  
tweets containing the words love, nice, sweet etc.

>

Negative Emotion  
tweets containing the words hurt, ugly, nasty etc.

Tweets were significantly more likely to contain positive emotion words (M = 6.67, SD = 5.47) than negative emotion words (M = 1.64, SD = 2.78), t(99) = 7.47, p <.001.

## CONCLUSION

### Findings

- Tweets with the #Asianrepresentation contained significantly more positive emotion words than negative emotion words
- It appears that tweets that discuss Asian representation in the media are highly positive
- The means for anger and anxiety words were low compared to the other LIWC variables

### Implications

- Since tweets discussing #Asianrepresentation have more positive emotion words than negative emotion words, Twitter users might begin to view Asian representation in the media more positively which may help to reduce harmful and negative stereotypes
- Researchers could examine other social media platforms more heavily used by adolescents, like TikTok or Instagram

### Limitations

- It was not possible to gauge users' age so it is unknown whether the tweets were adolescents, children, or grownups

## ACKNOWLEDGEMENTS

I would like to thank Ms. Maggie Bushman for running my data through LIWC and helping me understand what the data means.

I would like to thank Ms. Quinlan Alfredson for helping me finalize my poster

I would like to thank my Level 2 mentors, Sanjay Mathur and Ethan Yu, for giving me feedback and helping me put together my project.

I would like to thank the other scholars this year who provided me constant feedback throughout my project.

I would like to thank the team at SMAHRT for providing me with this wonderful opportunity.

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