BETWEEN SCIENCE AND POLARIZATION: ANALYZING FRANCOPHONE POLITICAL INFLUENCERS ON YOUTUBE

Authors

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Abstract

This research project examines how Francophone political content creators on YouTube use scientific rhetoric in their videos and narratives, focusing on how this aligns with their political stance and influences the presence of hate speech in comment sections. Based on a comprehensive, expanding database of over 20,000 videos and 10 million comments, the study leverages automated transcriptions for textual analysis of video content. Using Natural Language Processing (NLP) techniques, it identifies rhetorical strategies and instances of hate speech to explore how influencers' political orientations shape online discussions and how scientific rhetoric is employed within these dynamics. This research aims to understand the mechanisms that enable the spread of hate speech on digital platforms and the role that science and scientific rhetoric play in these interactions.

Project Status

Establishment of a database comprising over 20,000 videos and 10 million comments
Automated transcription of video content underway