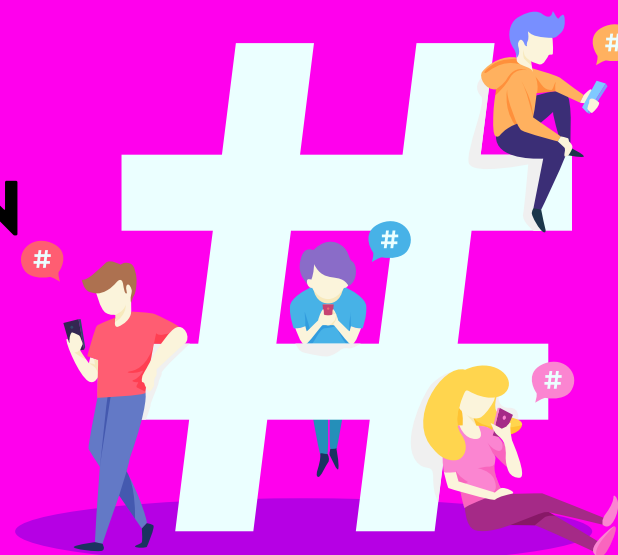


# COMMUNITY FORMATION RELATED POLICIES AND DISÍMILES IN TWITTER DURING THE CAMPAIGN ELECTORAL TO THE MAYOR OF MANIZALES IN 2015.

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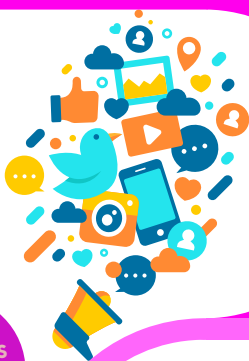


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## RESEARCH

In the field of political communication, social networks have become in recent years an indispensable tool during election campaigns.



OPEN FROM COMMUNICATION AND DIALOGUE

GROWTH OF COMMUNITIES ONLINE

EXCHANGES OF OPINIONS POLICIES



## TOOLS

This investigation applied a content analysis to the messages published during the last twenty-five days of the campaign in the official Twitter accounts of the four candidates

## OBJECTIVE



Determine whether the followers of these accounts confronted their views with dissimilar perspectives or if they expressed them only to politically related users.



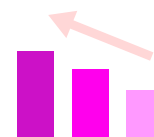
OFFICIAL ACCOUNTS TWITTER

25 DAYS

4 ASPIRANTS

Mayor of Manizales 2015

## RESULTS



The results speak of a central difference between the two accounts with greater citizen participation in the formation of political communities.

In only one, the encounter between politically opposed voices is encouraged, but they are voices that appeal to the grievance, hostility and disqualification of the other as a legitimate bearer of an opinion.

1

