



# Online Misogyny Against Female Candidates in the 2022 Brazilian Elections: A Threat to Women's Political Representation?

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## Objectives

1. Examining **how much misogyny** is detectable during a campaign period
2. Identifying **which candidates** receive the **most misogynistic attacks**
3. Examining the **reactions** of the candidates to the misogynistic attacks

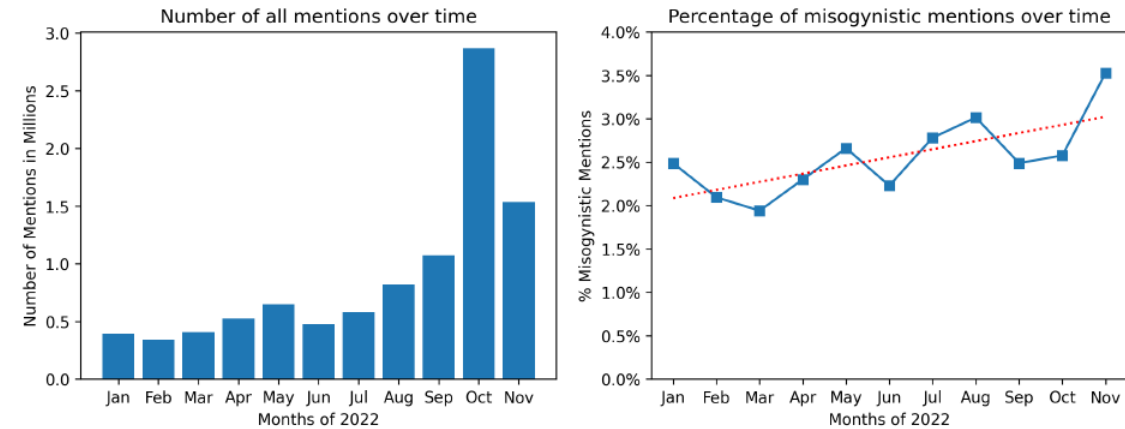
## Methods

- Brazilian Election 2022
- Collecting own **tweets** and mentions of 977 self-declared female candidates between January 1 and November 30 2022
- Developing a **machine-learning classifier** for **Portuguese misogyny**
- Conducting a **heterogeneity analysis** based on ten personal characteristics of the candidates
- Conducting a time-series analysis in combination with hierarchical clustering to understand the **reactions to misogyny**

## Results



**Figure 1.** Number of Mentions and Percentage of Misogynistic Mentions over time



**Figure 2.** Cloud of Standardised Outlier points from Candidates

## Findings

1. Classifier application to full sample of 10 million tweets identified 263,900 (2.7%) as **misogynistic** with an **increase during campaign**
2. Candidates subjected to **more misogynistic attacks** if:
  - Higher **visibility** online (follower & mentioning count)
  - **Younger** (<30)
  - **Left to far-left political orientation**
3. Longitudinal and quantitative evidence of a **deterrence effect** of misogynistic attacks  
→ Identification of the **extent and impact of online misogyny** against female candidates

