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Recreating public space during lockdown in Spain: balconies and social media

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The balcony as a border space between private and public spaces

- Border space
- "Eyes on the streets" / "eyes on the houses"
- Making the private public
- The messenger balcony



Twitter as a public opinion channel

- Social networks as balconies of the virtual world.
- Needs for expression and interaction during lockdown and increased use of social media during lockdown in Spain.
- Twitter, political agenda and public opinion.



Methodology

- Aim: to explore, through the use of Twitter, the role of balconies in the context of confinement in Spain.
- Collection of public original tweets between 14 March and 4 May 2020 with the Twitter API: 10937 tweets downloaded, radius of 600km from Madrid, and in Spanish.
- Analysis of publication frequencies and forms of interaction.
- Text mining: Term Frequency Inverse Document Frequency, non-negative matrix factorisation, principal component analysis.



Results - Publication frequencies

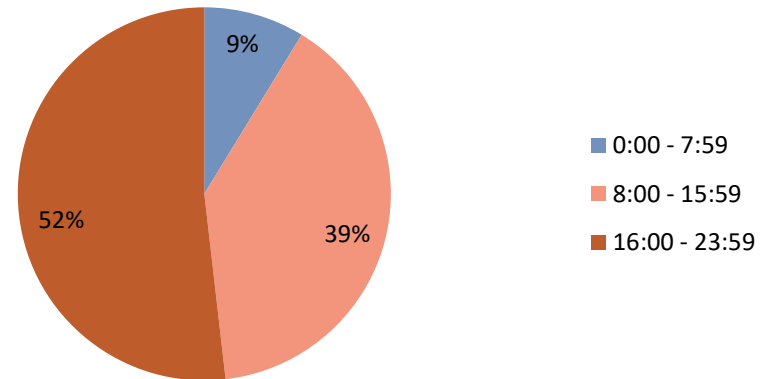
Total registered tweets 10937

Unique tweets 10285

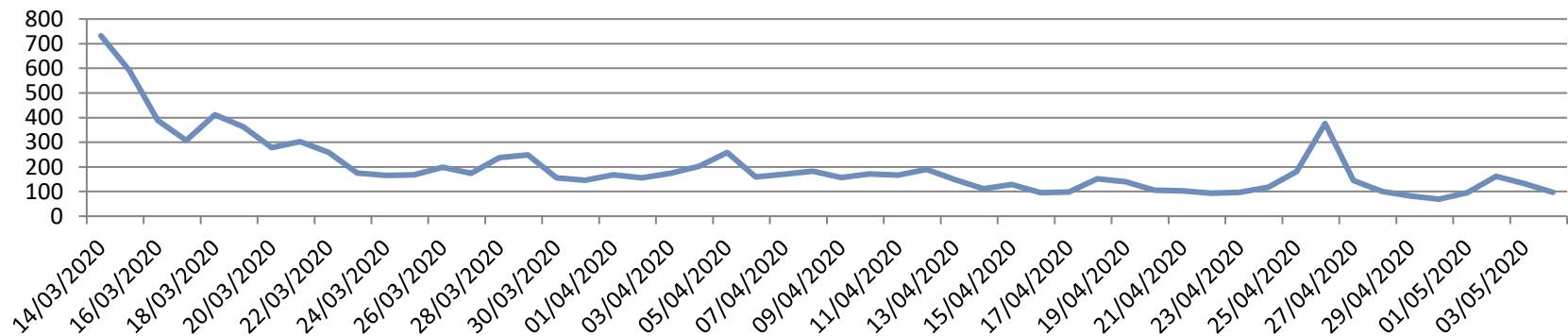
Unique users 6243

**Average number of
tweets/account 1.65**

Tweets by time



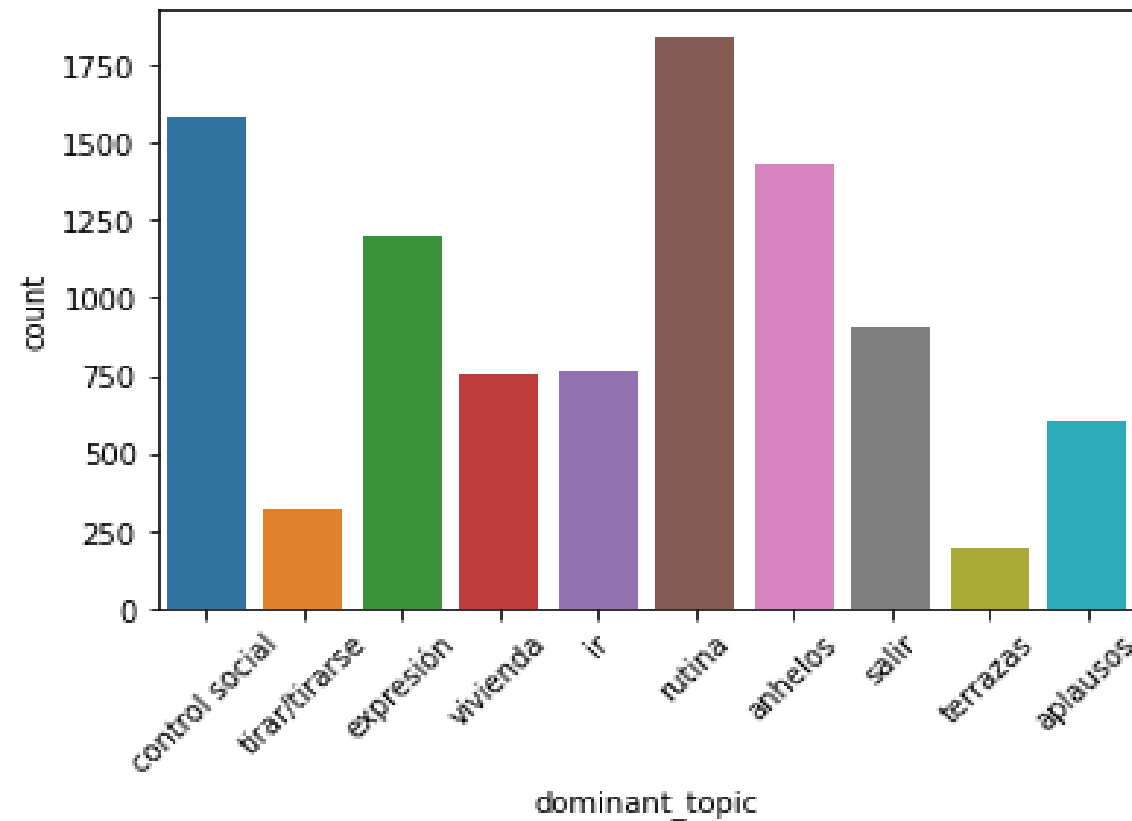
Tweets by date



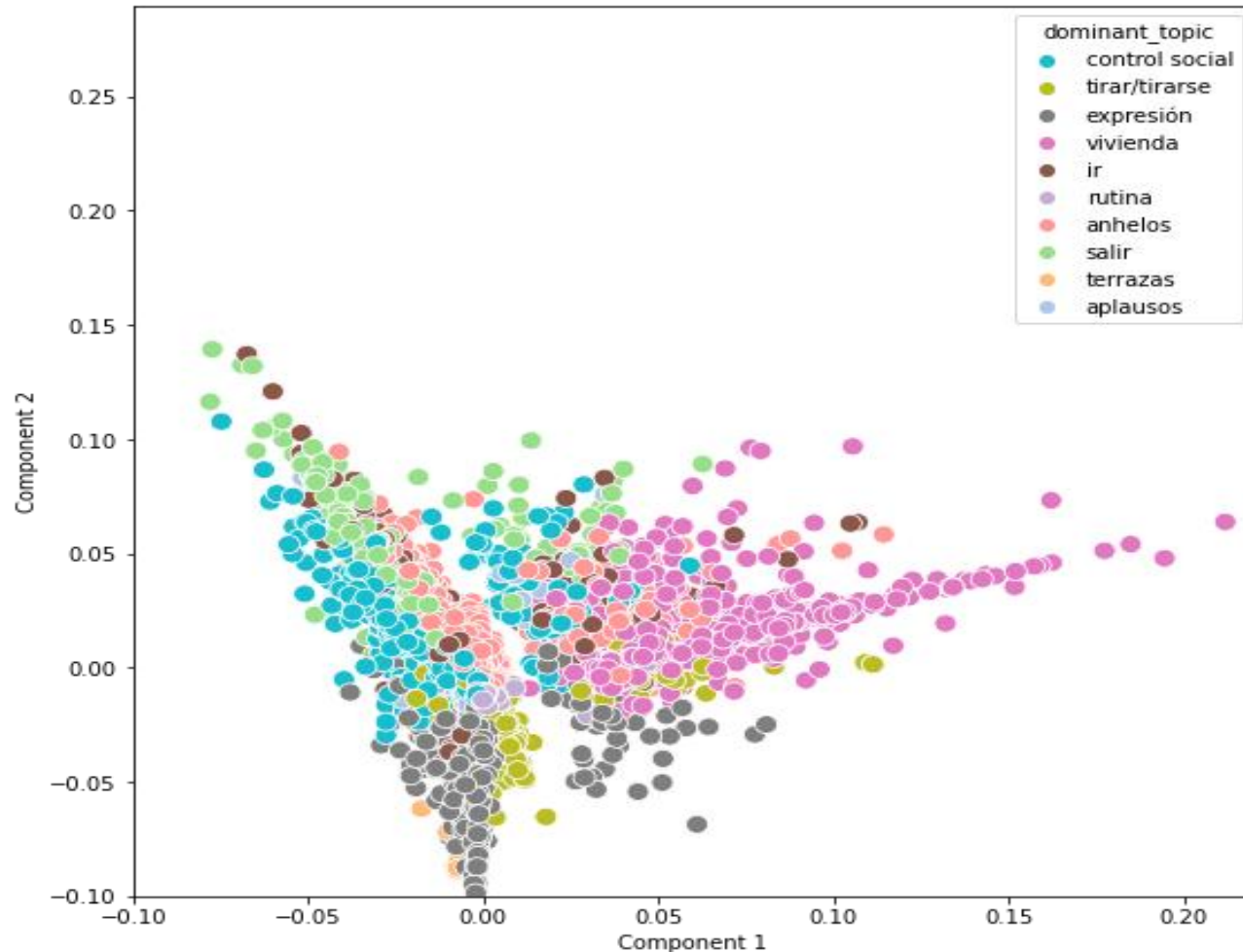
Results - Word Cloud



Topics



Results - Principal Component Analysis



Conclusions

- Relationship between balconies greater use, specially collective activities on balconies, with greater interaction on Twitter.
- Content analysis of the tweets to deepen the resignification of the balconies during the confinement.
- Balcony as a place for meeting and collective expression, replacing other collective spaces and public space.



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