Introduction

Framing is to select aspects of a target and make them more salient to promote a certain interpretation.

- First large-scale work on the framing of entities.
- Looks at impact of names and titles on stance.
- Data: 4002 tweets mentioning 6 presidents.

Hypotheses

- **H0** Variation in naming and stance are not related.
- **H1** Naming signals status → positive formality ↔ stance relation.
- **H2** Naming signals solidarity → negative formality ↔ stance relation.

Examples

**Status?**

- Dear President Joko Widodo, Happy Birthday. God bless you jokowi.
- That's the truth!!! Double-standard Donald at it again https://t.co/C4J.

**Solidarity?**

- President Trump probably won’t like next week’s newsstands.
- Duterte & Widodo are truly public servants.

Experiment

![Graph showing the relationship between formality and stance.](image)

- FN = First Name
- LN = Last Name
- T = Title
- Country-independent analysis.
- Naming forms ranked by formality.
- Kruskal-Wallis to test H0.
- Spearman’s rho to compare H1 to H2.
- Stance different between all naming groups (p<.01) except FN & LN → reject H0.
- Formality positively correlated with stance ($r_s(4002) = .32, p=.01$) → in line with status hypothesis H1.

Corpus Statistics

<table>
<thead>
<tr>
<th>Country</th>
<th>Tweets</th>
<th>Workers</th>
<th>Agreement ($\alpha$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>638</td>
<td>39</td>
<td>0.56</td>
</tr>
<tr>
<td>Indonesia</td>
<td>477</td>
<td>27</td>
<td>0.58</td>
</tr>
<tr>
<td>Russia</td>
<td>754</td>
<td>66</td>
<td>0.49</td>
</tr>
<tr>
<td>South Africa</td>
<td>698</td>
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<tr>
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</tr>
<tr>
<td>United States</td>
<td>741</td>
<td>43</td>
<td>0.64</td>
</tr>
</tbody>
</table>

Corpus Construction

- **Selection**
  - G20 countries' presidents with names following first-name-last-name
- **Collection**
  - English tweets posted from 16-06-2017 to 30-08-2017
- **Cleansing**
  - Removal of duplicates and off-target tweets
- **Annotation**
  - Crowd-sourced annotations based on a reader-centric prompt
- **Aggregation**
  - Majority vote using MACE for excluding least reliable workers

Limitations

- No distinction between address and reference.
- Infrequent naming forms (FN, TFNLN) too rare for country-specific analysis.

Future Work

We will extend our work to naming/titling of German Bundestag members to see if our findings generalize to:

- Different language and culture → German.
- Different time span → from 04-06-2018 to 19-07-2018.
- Different naming forms → Dr.

Summary

- First work on portrayal of persons through naming/titling in social media data.
- Clear trend across country subsets that formality of naming/titling is positively related to stance.
- Indicates framing effect mediated by respect.
- Confirms sociolinguistic claims about the function of naming.