

Presidential Candidates in El Salvador elections 2014 and the social networks: Do all speak the same thing?

By Luis Eduardo Aguilar Vasquez

Professor of the Department of Sociology and Political Science

Universidad Centroamericana "José Simeón Cañas". El Salvador

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This article seeks to identify the use that presidential candidates of El Salvador give social media and answer the following question: What are the dominant words in the messages of candidates on social network twitter?

First, it is important to clarify that not all candidates have the same number of messages as the candidate most posted on twitter (until 24/10/2013) is Saca (11,446) followed by Sanchez Ceren (7,684) and Norman Quijano (3,933).


According to the table, the three candidates agree on the repeated use of the words, government, country, everyone, let's go. On the other hand, also mention words that can be taken as synonyms referring to the popular majorities in El Salvador: Salvadoran (Norman Quijano) , Salvadoran and People (Antonio Saca) and people (Sanchez Ceren) . Another common point is, is that all three refer to his agenda: my proposals (Norman Quijano) , program (Saca) and # programafmln (Sanchez Ceren) . Moreover, the three agree in mentioning the inclusion and how to speak in plural: our, our, together (Quijano) , we (Saca) and our , our (Sanchez Ceren) .

Among the particular things that only mentions a candidate are identified: Education (Quijano) , Unit and Opportunity (Saca) and mention of some allies as oscarortizsv accounts and fmlnoficial , and the expression "# dialogodepais " and the word "forward " (Sanchez Ceren) . Only Saca and Norman agree to mention " Thank you" and not so Sanchez Ceren . Another difference is that only Sanchez Ceren and Antonio Saca mention the party or coalition to which they belong , while in Norman Quijano ARENA predominantly appears .

This situation allows us to recognize the many points of agreement between the messages of the candidates, suggesting the lack of a particular ideology that guides political action that differentiates each other . So if all candidates have a

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similar message Will also have similarities in their ways of government in case of becoming president ?

 Tabla de conteo de palabras más repetidas					
Norman Quijano 6/09/2013 - 13/10/2013	#	Antonio Saca 1/09/2013-30/09/2013	#	Salvador Sánchez Cerén 1/09/2013- 30/09/2013	#
gobierno	45	unidad	216	programafmln	99
país	43	país	173	vamos	93
todos	37	vamos	160	país	85
mispropuestas	36	todos	112	nuestro	74
salvador	35	gente	108	adelante	59
nuestra	34	gracias	105	oscarortizsv	51
gracias	34	avanzaelsalvador	103	fmlnoficial	46
vamos	28	debemos	92	gobierno	41
nuestro	27	programa	89	pueblo	36
juntos	24	OportUNIDAD	77	dialogodepais	29
salvadoreños	22	gobierno	74	todos	29
educación	22	Salvadoreño	71	nuestra	29