



What Does Hate Look Like: Twitter Discourse on LGBTQ+ in Slovenia

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Presentation outline

- Aims of the study
- Brief historical background
 - Same-sex unions in Slovenia
- Corpus
- Content analysis and CDA
 - Twitter campaigns
 - Reactions on Twitter
- Verbal vs. non-verbal parts of discourse

Aims of the study

- Analyse discourse on Twitter
 - A tool for power control in a specific context of the equal marriage referendum campaign in Slovenia
- Study power relations in this context
 - Verbal vs. non-verbal parts of discourse
 - Analyzing two Twitter accounts of two key referendum campaign players who either supported or opposed the change in Slovenian legislation
 - Corpus
 - Individual tweets

Same-sex unions in Slovenia: short background

- 2005: Registration of Same-sex Partnerships Act
- 2011: Family Code reforms
 - Same-sex registered partnerships would have all rights of marriage except joint adoption
 - 2012: Referendum
- 2014: New Partnership bill
 - Put on hold
- **2014: Bill to Amend the Marriage and Family Relations Act**
 - **Equal rights to all members of society: no gender specifics**
 - **2015: Referendum**
- 2016: Partnership Act
 - All the rights of marriage, except adoption and in vitro fertilization

Referendum Twitter campaign corpus

ZOG

- 150 tweets
- 2,308 tokens
- All in Slovene
- 83% in standard Slovene
- 208 followers
- 251 favourites
- 271 retweets

ČJZ

- 175 tweets
- 3,273 tokens
- 99% in Slovene
- 78% in standard Slovene
- 851 followers
- 1,486 favourites
- 733 retweets

Extracted from the Janes corpus of Slovene user-generated content

Referendum Twitter campaign corpus: OTHERS

ZOG-OTHERS

- 451 tweets
- 3,603 tokens
- 97% in Slovene
- 63% in standard Slovene

ČJZ-OTHES

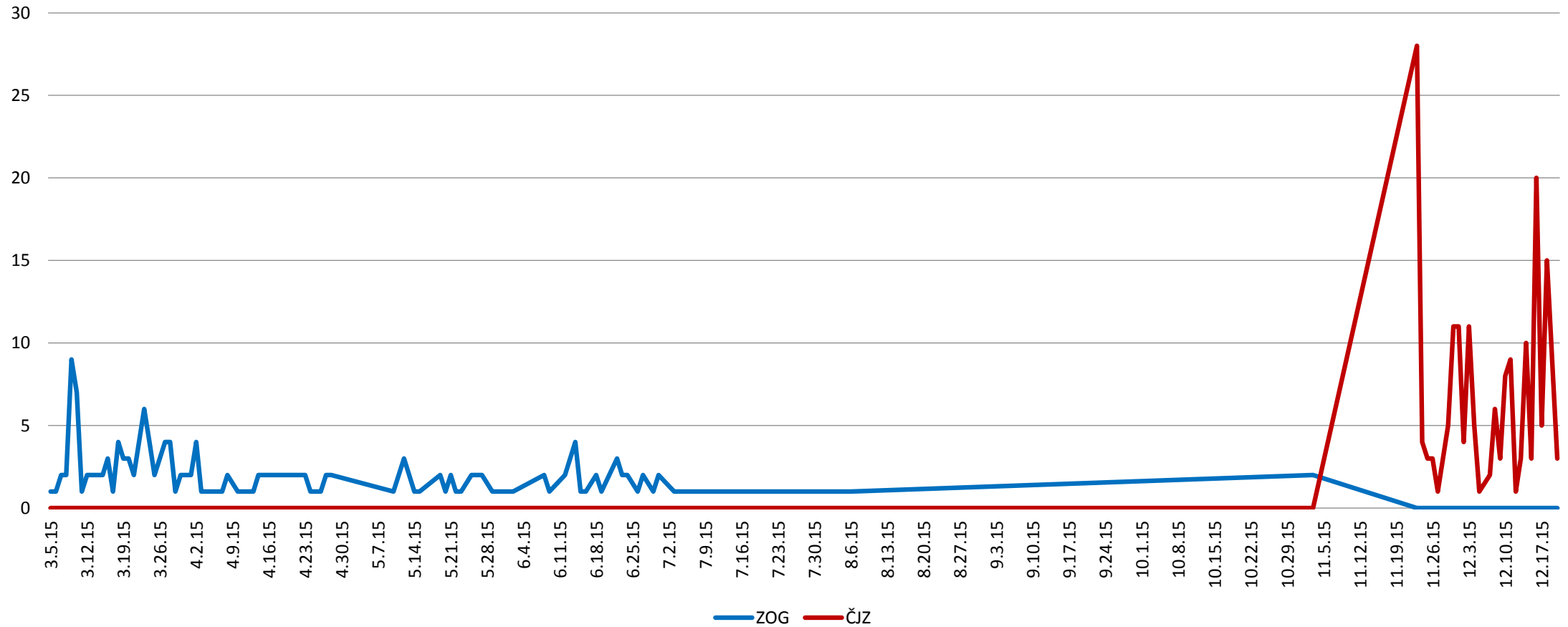
- 2059 tweets
- 12,365 tokens
- 96% in Slovene
- 64% in standard Slovene

Extracted from the Janes corpus of Slovene user-generated content

Referendum Twitter campaign

- **ZOG:** Main oppositionist of marriage equality and the referendum initiator was the “Za otroke gre” (Eng. “It is about the children”) civil initiative
 - Created their account in February 2015 when they initiated the procedure to call for the referendum
- **ČJZ:** Main supporter of marriage equality called “Čas je ZA” (Eng. “It is time for YES”)
 - Created their account as late as November 2015, just in time for the official referendum campaign

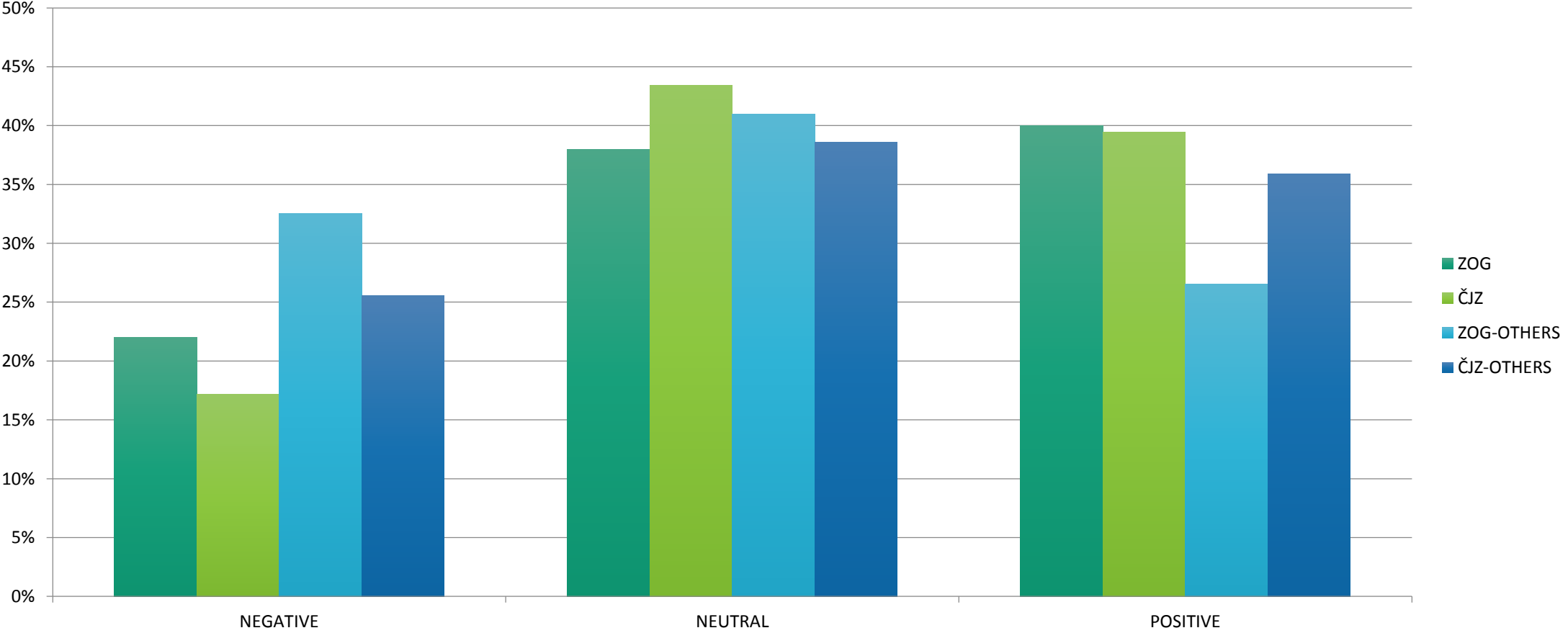
Referendum Twitter campaign corpus publishing dates



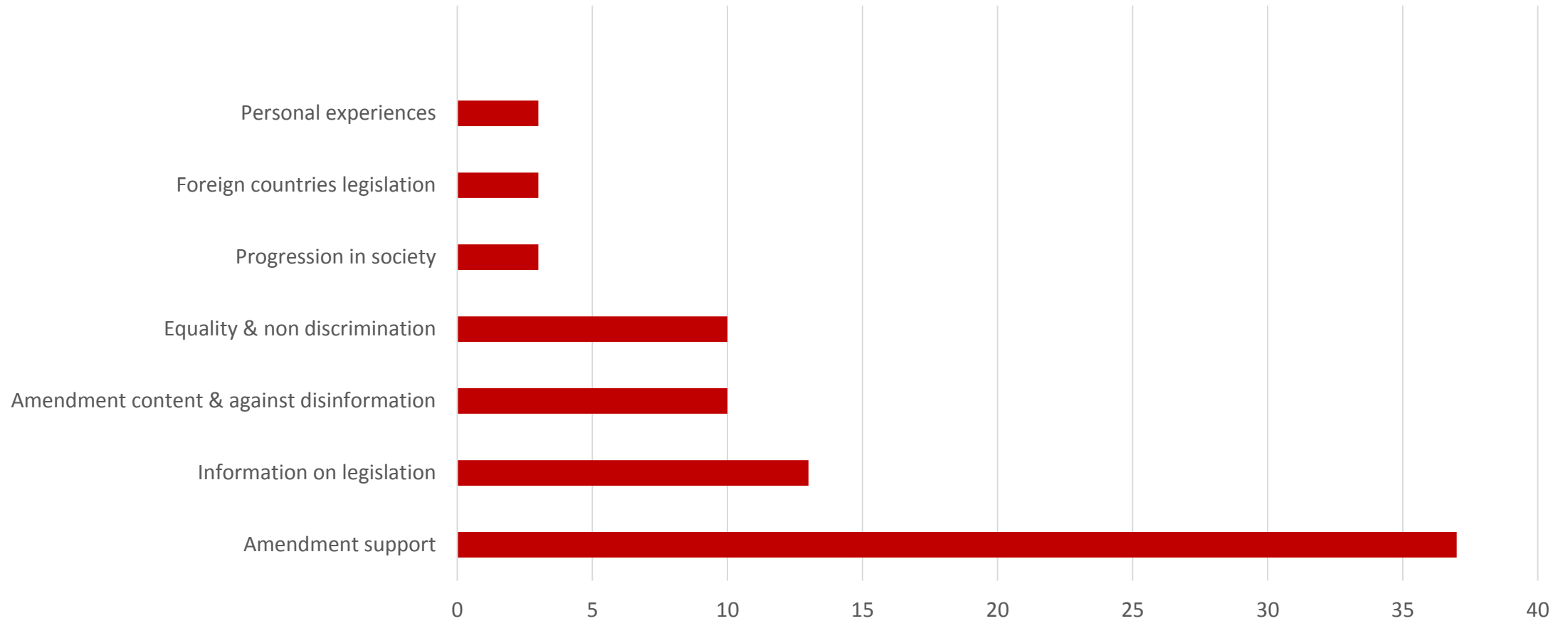
Referendum Twitter campaign corpus: computer mediated communication elements

Elements	ZOG different/total	ČJZ different/total
Mentions	4/6	59/96
Hashtags	0/0	17/178
Emoji	1/6	3/8
Hyperlinks	118/121	91/98

Sentiment analysis



ČJZ topics



ČJZ topics: non-verbal elements



Čas je ZA
@casjeZA



Enakopravnost nam je zapisana v koreninah.
Čas je, da jo prevedemo še v zakone. #casjeZA

Translate from Slovenian



Čas je ZA Retweeted



Matjaž Nemeč @MatjaNemec · 16 Dec 2015

Koroška je #Za #slovenjgradec @casjeZA @strankaSD @Mladiforum



ČJZ topics: non-verbal elements

ZA Čas je ZA @casjeZA · 17 Dec 2015
Si ZA enakopravnost? Potem pa je treba še na referendum v nedeljo. Ja, tudi tvoj glas šteje. @VidValic #casjeZA

Translate Tweet



Si ZA enakopravnost?
Super! Potem je pa treba
samo še na referendum
to nedeljo.
Ja, tvoj glas šteje.

Vid Valič

**ČAS JE
ZA**
moj in tvoj glas

**20. decembra
na referendumu
glasuj ZA. Čas je.**

ZA Čas je ZA @casjeZA · 18 Dec 2015
Slovenija bo s sprejetjem zakona zgled Evropi in svetu, pravi @MiRo_SPD, nemški minister. #casjeZA

Translate Tweet



Enake pravice in
obveznosti za vse.
Veselim se prihodnosti,
v kateri bo poroka
omogočena vsem.
Slovenija bo s sprejetjem
zakona zgled Evropi in
svetu.

Michael Roth,
nemški minister za
evropske zadeve

**ČAS JE
ZA**
moj in tvoj glas

**20. decembra
na referendumu
glasuj ZA. Čas je.**

ZA Čas je ZA @casjeZA · 16 Dec 2015
#ZZZDR nima vpliva na učne načrte, pravi Damijan Štefanc, predsednik Zveze društev pedagoških delavcev. #casjeZA

Translate Tweet



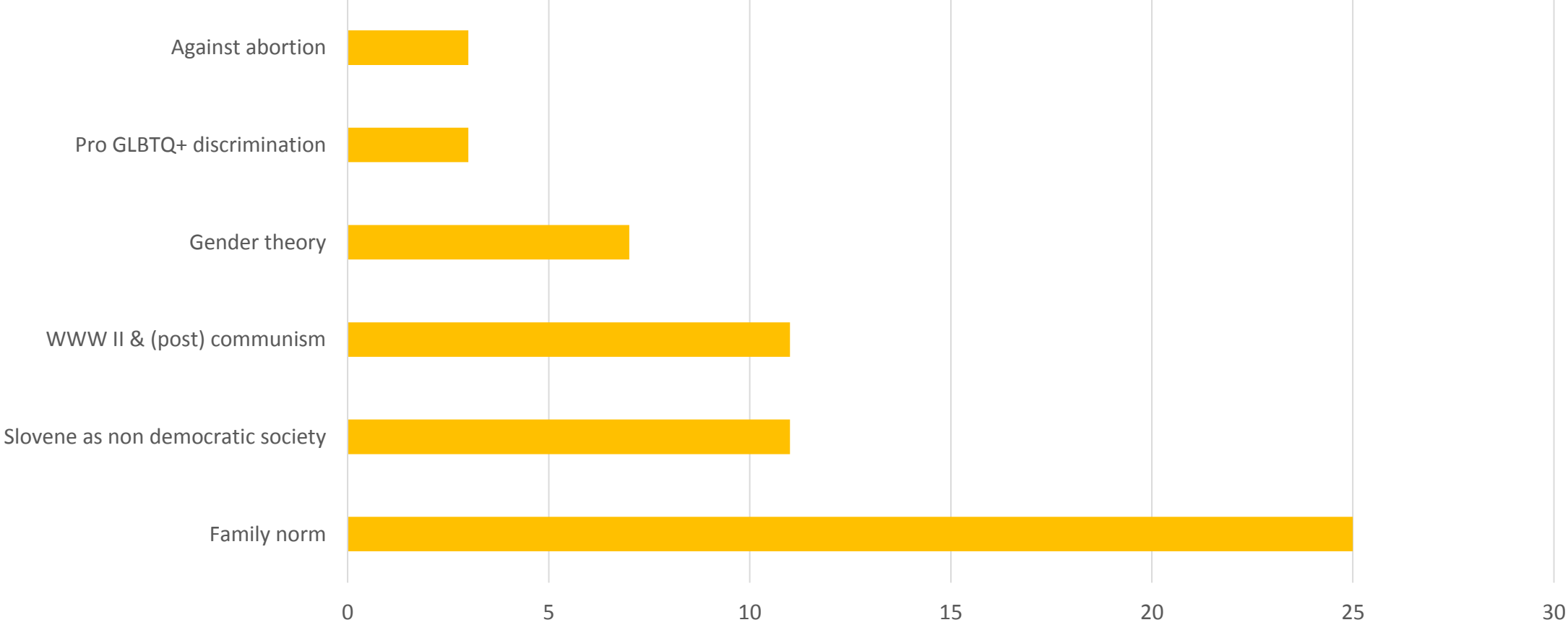
Knjige, s katerimi nekateri
mahajo, sploh niso učbeniki.
Te predpisuje strokovni svet.
Zakon na referendumu nima
nobenega vpliva na učne
načrte.

dr. Damijan Štefanc,
predsednik Zveze društev
pedagoških delavcev

**ČAS JE
ZA**
moj in tvoj glas

**20. decembra
na referendumu
glasuj ZA. Čas je.**

ZOG topics



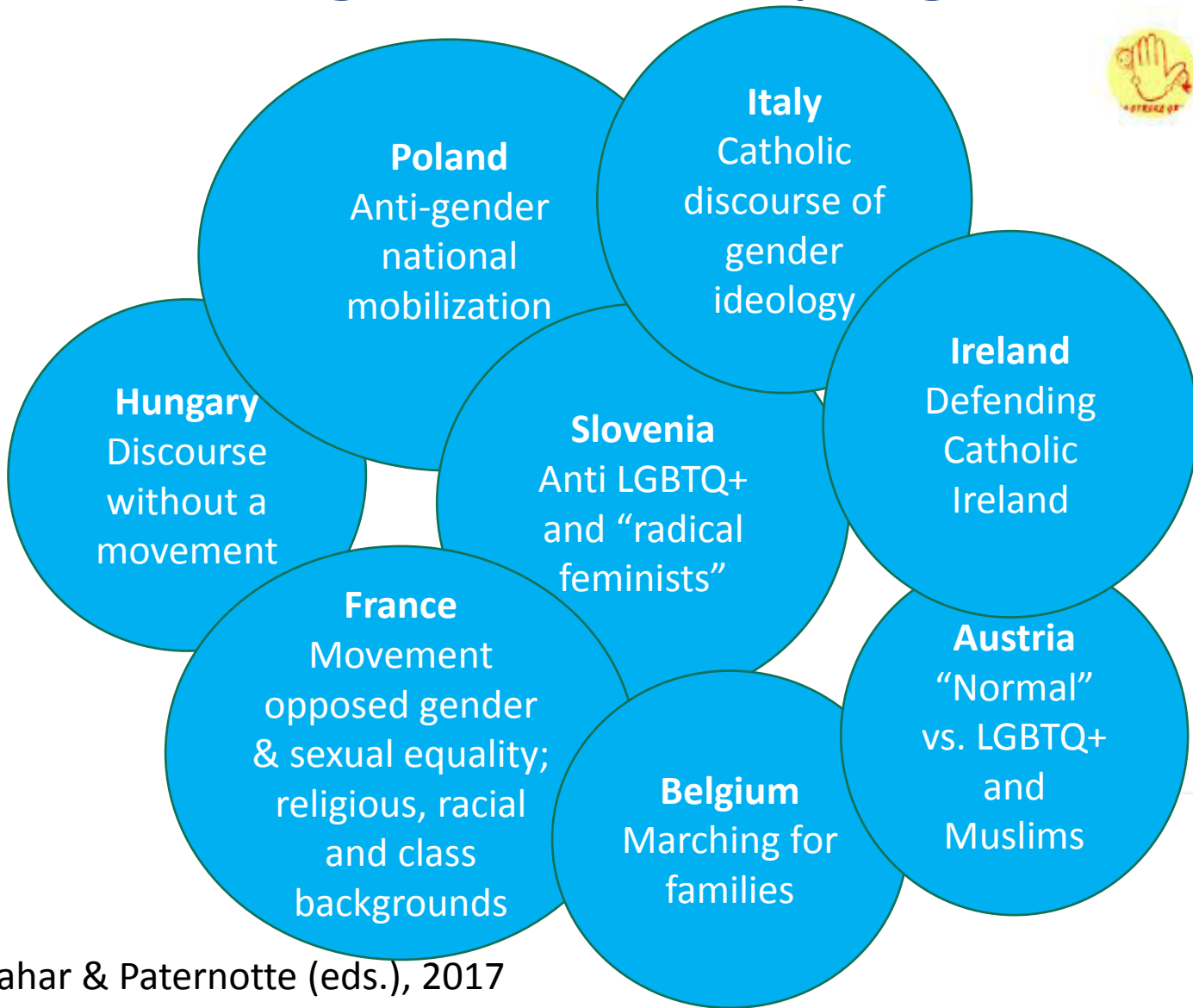
ZOG topics: Family

- Reproduction of the “traditional” family concept as a norm, as normal and natural
 - Explicit concept of the Catholic family
- Necessity of a mother and father as role models for children
 - Focus on children in the concept of the family
- Heteronormativity and power
 - Heterosexual dominance is so persistent that it seems natural
 - Any counter-acting power is seen as a disruptive force
 - Deconstruction of “natural” order

ZOG topics: Gender theory

- Gender theory as an empty signifier
- In Slovenia ZOG with discourse directed
 - Against the equal marriage campaign
 - Gender theory allows free choice of gender/sex
 - Gender theory denies gender/sex differences and supports different sexual orientations
 - In Slovene
Slov. **spol** = Eng. sex/gender
biološki, družbeni, slovnični spol
- Against the abortion

Anti-gender campaigns in Europe



Za otroke gre @ZaOtrokeGre · 27 Jun 2015


Za naše otroke se borimo! Na ulicah Rima v soboto, 20. 6. 2015, več kot milijon ljudi!

[Translate Tweet](#)



ZOG topics: non-verbal elements

Catholic church norms and morality

 **Simona Purkat** @SimonaPurkat · 11 Dec 2015
Sveta Družina, prosi za nas! [#referendum](#) [#ZZZDR](#) [#PROTI](#)
[Translate Tweet](#)

 **Simona Purkat**
@SimonaPurkat

[Follow](#)

Marija, stri glavo Satanu, ki želi uničiti slovenske družine. [#referendum](#) [#ZZZDR](#) [#PROTI](#)

[Translate from Slovenian](#)



"MLADI,
NE SMETE SE
PUSTITI ZAPLESTI
ŠKODLJIVI
MIŠELNOSTI
ZAČASNEGA.
DRUŽINA JE
ANTROPOLOŠKO
DEJSTVO."

Papež Frančišek



Za otroke gre @ZaOtrokeGre · 28 Jun 2015
pic.twitter.com/6YEHVsm3gv

RETWEETS 2
LIKES 5



11:07 AM - 11 Dec 2015

ZOG topics: non-verbal elements

Family values: family norm and against abortion



Nova generacija SLS @NG_SLS · 14 Dec 2015

Je kraj, kjer se počutimo varne. Je kraj, kjer sta doma smeh, pogovor, objem in toplina. Imenuje se družina. [#proti](#) [#zzzdr](#)

[Translate Tweet](#)



Za otroke gre @ZaOtrokeGre · 1 Aug 2015



"THE GREATEST DESTROYER OF LOVE AND PEACE IS ABORTION, WHICH IS WAR AGAINST THE CHILD. THE MOTHER DOESN'T LEARN TO LOVE, BUT KILLS TO SOLVE HER OWN PROBLEMS. ANY COUNTRY THAT ACCEPTS ABORTION IS NOT TEACHING ITS PEOPLE TO LOVE, BUT TO USE ANY VIOLENCE TO GET WHAT THEY WANT."

- MOTHER TERESA

[#DEFUNDPLANNEDPARENTHOOD](#)

ZOG topics: non-verbal elements

Gender ideology threats:
deconstruction of “natural” order



RevniUpokojenec
@penzionist12



Bo šlo z razumevanjem?
PROTI! #PROTI #referendum



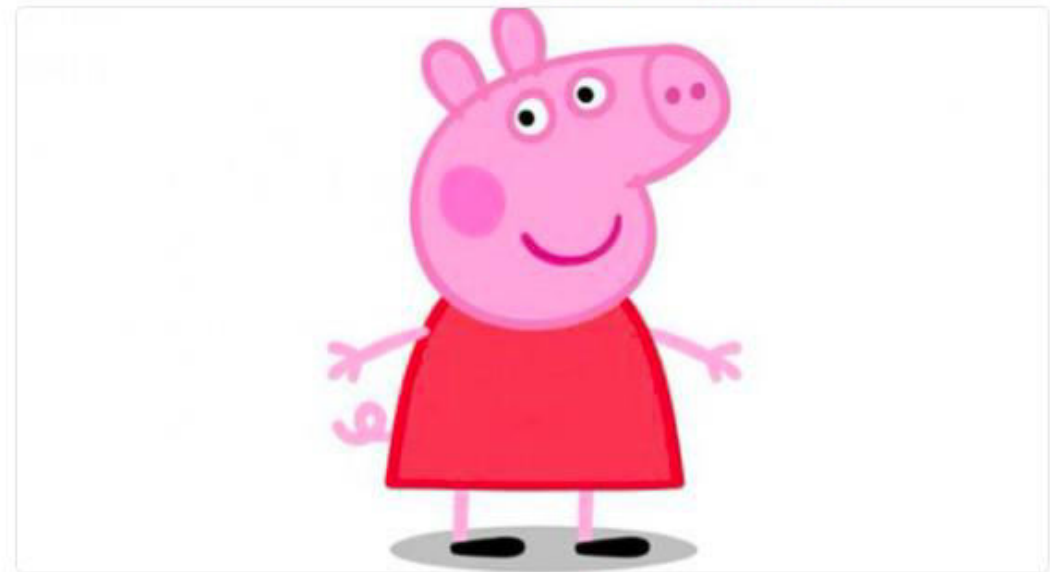
RETWEET 1
LIKES 2



Za otroke gre
@ZaOtrokeGre



Kaj bo z mano? 24kul.si/pujsa-pepa-po-...



RETWEETS 2
LIKE 1



4:18 AM - 13 Jul 2015

2 1

ZOG topics: non-verbal elements

National identity and patriotism

 **Klemen Traven** @TravenKlemen · 15 Dec 2015

Glas **#PROTI** na referendumu je že dobrih pet let nekakšen simbol slovenskega domoljubja! Glasujte **#PROTI #ZZZDR** !

 Translate Tweet



DA

- ZA** FURALI
- ZA** VOZILI
- ZA** *EBALI

smo Slovenijo.

   4 

Conclusions

- The study of Slovenian equal marriage referendum campaign on Twitter
 - Quantitative and qualitative approach
- Key concepts in forming gender and sexual identities: the concepts of “normal” and “natural”
 - Catholic church norms and morality
 - Part of anti-gender campaigns in Europe
- The power of heteronormativity: it seems natural, any counterforce is perceived as disruptive
- Non-verbal parts of discourse are very powerful discourse elements