

Gender in Brazilian Political Campaigns

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Introduction

My study was motivated by identifying polarization in Brazilian Politics. Since 1989, when Lula Inácio da Silva ran for presidency for the first time, Brazilian politics became more polarized. The main competition has been between Lula's left party, know as the Workers Party (Partido Trabalhista, PT) and his opponents. Among his biggest competitors, Jair Bolsonaro from the Liberal Party stands out as a known figure from the right side of polarization.

HPGE - Free Electoral Hour

The "HPGE - Horário Político Eleitoral (Free Electoral Hour) is the main source the candidates have to communicate their ideologies and political programs to their electors. The program is broadcasted on television and consists of short videos on which the candidates share their government proposals.

Objective

In this research, my objective was to identify the mentions on the topic of gender in HPGE campaigns since 1989. My goal was to find out how frequently gender is mentioned, and in which areas of the gender topic (such as motherhood, abortion and violence against women) the candidates focused more on.

Research Question

With what frequency did Brazilian candidates to presidency mention gender in their electoral campaigns since 1989?

Methodology

Developed transcripts from all campaign commercials from 1989 to 2022, along with the faculty mentor. After all transcriptions were made, added the files to the NVivo software and developed coding of specific moral values (such as gender, race, working class) considered important to identify the candidates' intentions with their electors. Finally, analyzed the frequency of gender mentions on the electoral campaigns.

Analysis

When looking at the topics related to identity, gender was the second most mentioned. Among the subcategories of gender, "motherhood" was highly mentioned, followed bny "neutral mentions (such as words as "woman" or "men", with no appeal connotation), abortion and violence against women.

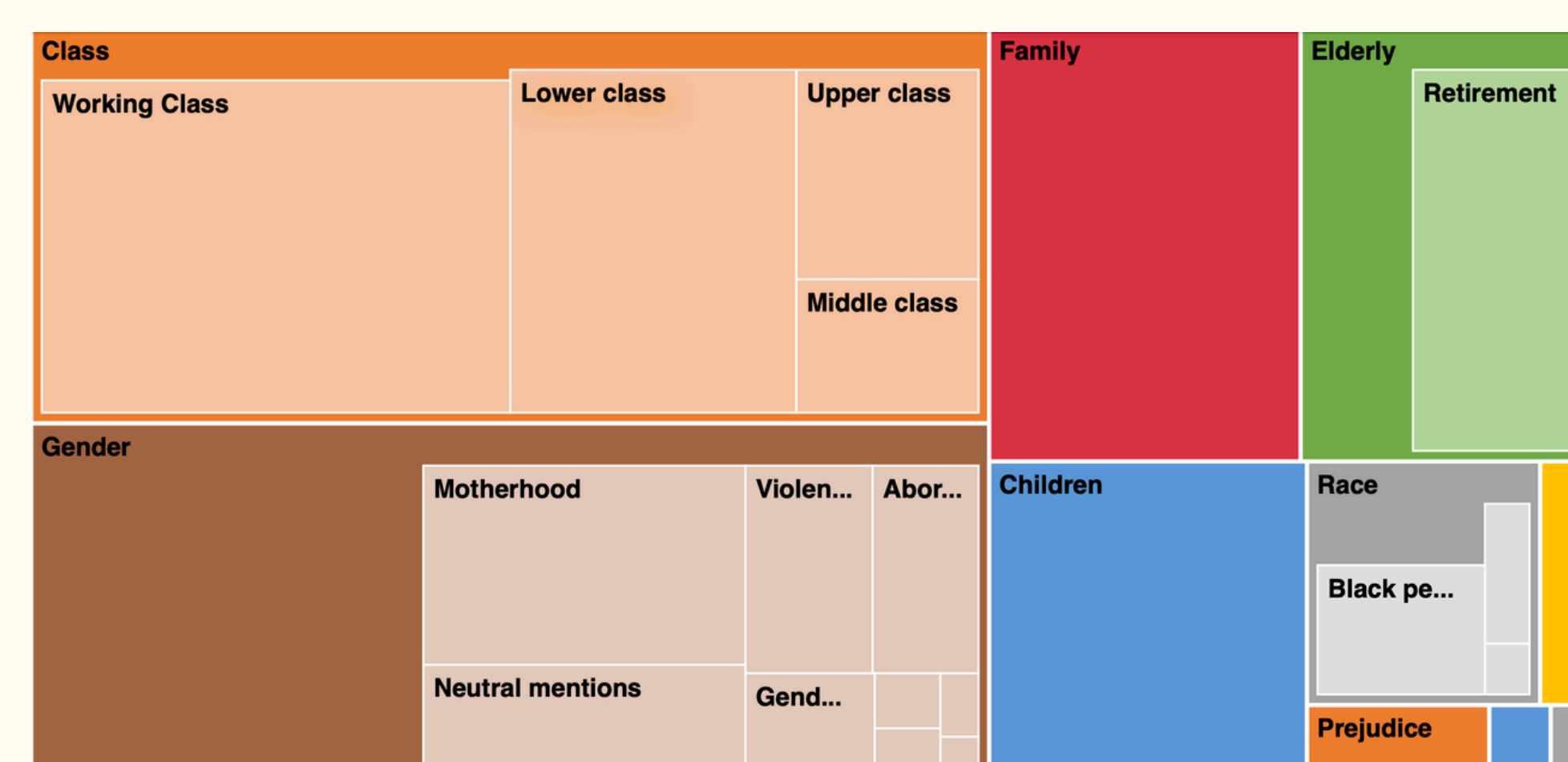


FIGURE 1: Hierarchy Chart generated by NVivo with the frequency of mentions of each "Identity" category and its subcategories.

Findings

In total, gender codes were found 202 times. The 3 most recurrent subcategories were "Motherhood", "Violence Against Women" and "Abortion".

Even though gender codes were prevalent among identities codes, the total number of codes including all sections of categories was 12,589. Considering that, gender codes represent 1,6% of the coding made on this project.

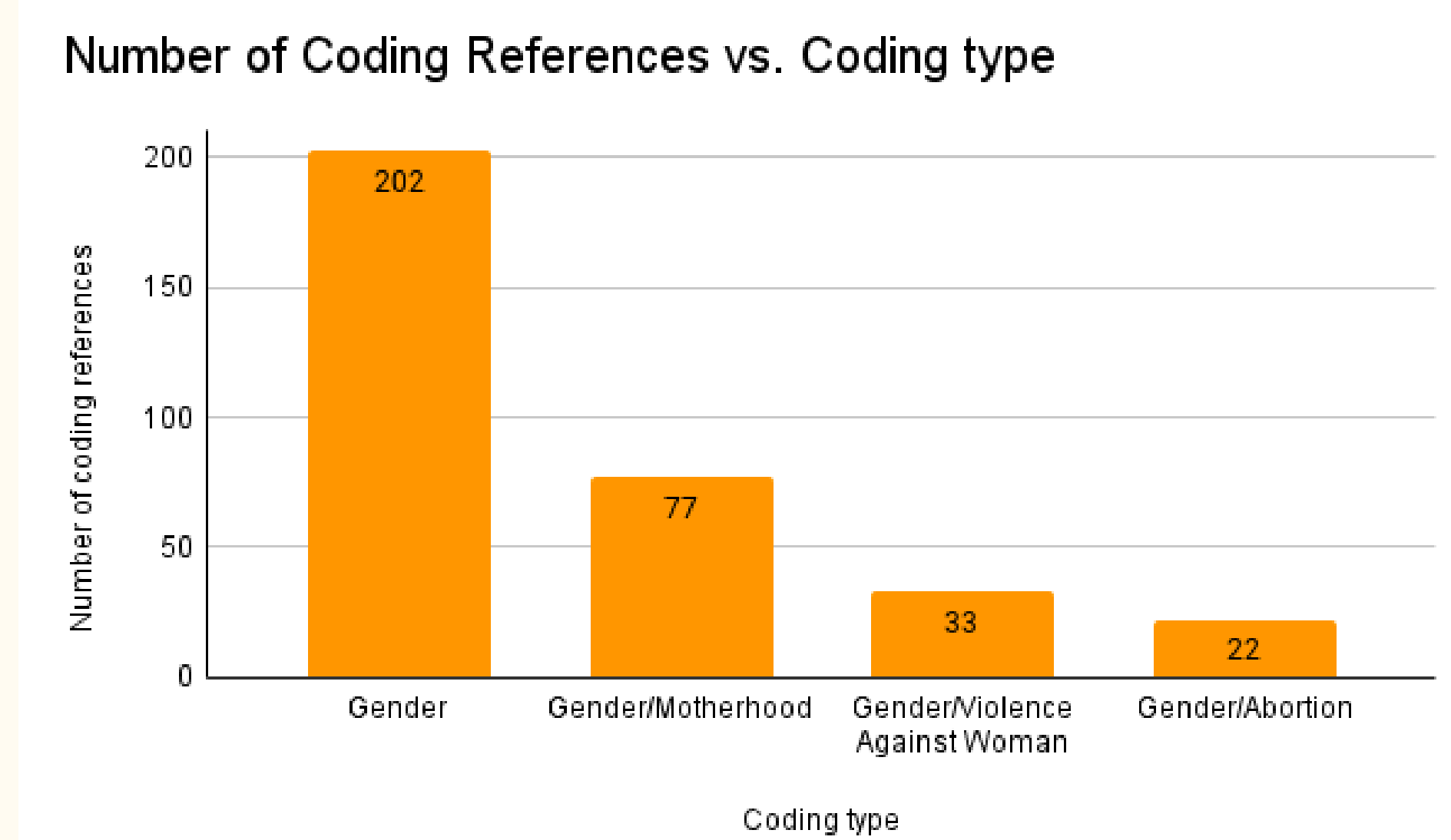


FIGURE 2: Graph made with Excel with Gender codes and its most coded subcateogries.

Conclusion

In summary, the analysis of the HPGE campaign commercials from 1989 to 2022 led to the conclusion that among the different identities coded, gender was the second most mentioned. However, when considering the total number of codes in all categories on the project (such as Economy, Democracy, Corruption and many others), gender codes compose 1,6%. This is a smaller value then expected, since themes like legalization of abortion and gender violence are recurrent problems in Brazil and are expected to be mentioned in the candidates campaign, as a form of attracting electors to their parties In further analysis, it would be interesting to identify what are the reasons behind some subcategories, like motherhood, being a lot more mentioned than others, such as abortion. Also, it would be interesting to analyse why gender codes were such a small part of the number of codes when considering the entire data of the project.