

The Two Faces of Politicians

A Visual Comparison between Press Coverage and Self-Presentation on Social
Media of 2022 French Presidential Candidates

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Plan

- 1 Research question and data
- 2 9 + 1 classifiers
- 3 Preliminary results
- 4 What's next ?

1) Research question

How do politicians' public images differ across media contexts?

- ▶ **Press coverage** : how do newspapers visually frame politicians?
- ▶ **Self-presentation** : how do politicians portray themselves on Instagram?
- ▶ **Research question** : what gap exists between mediated and self-constructed images?

→ Focus : the 12 candidates of the 2022 French presidential election

The people we are interested in

Macron (27.9 %)



Le Pen (23.1 %)



Mélenchon (21.9 %)



Zemmour (7.1 %)



Pécresse (4.8 %)



Jadot (4.6 %)



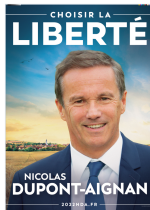
Lassalle (3.1 %)



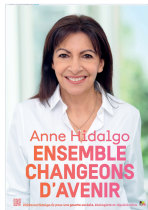
Roussel (2.3 %)



Dupont-Aignan (2.1 %)



Hidalgo (1.8 %)



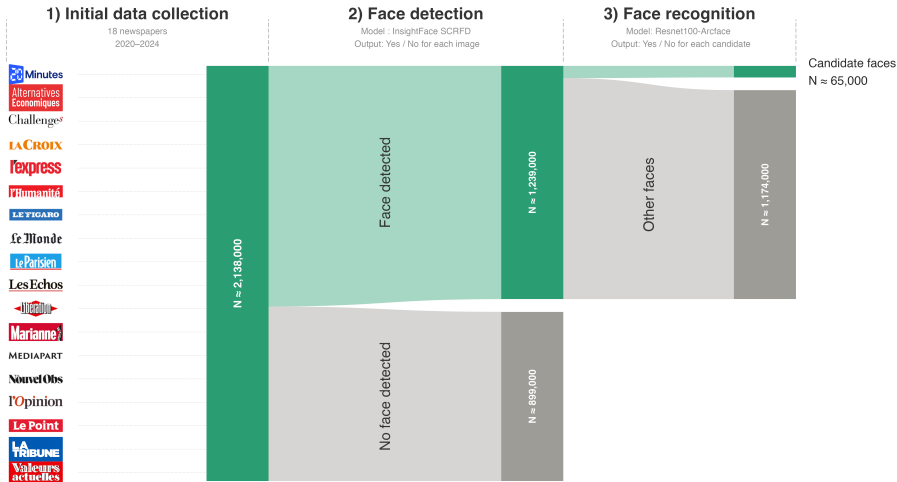
Poutou (0.8 %)



Arthaud (0.6 %)



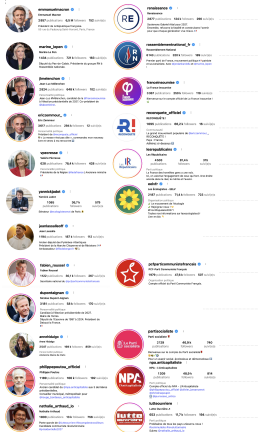
Press coverage (2020-2024)



Instagram (2020-2024)

1) Initial data collection

Candidate & Party Instagram accounts
2020-2024

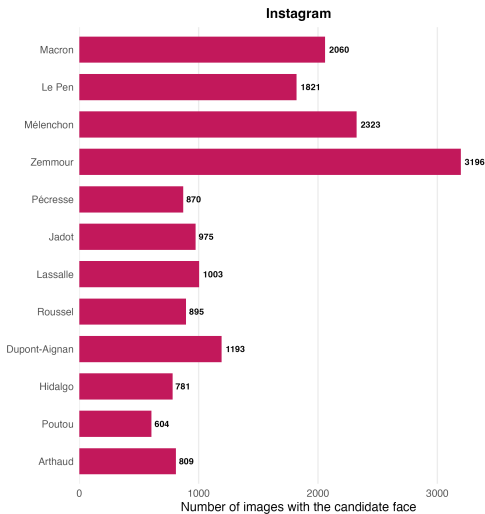
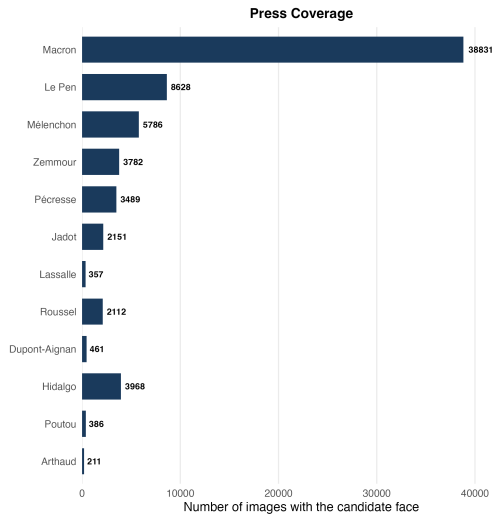


2) Face detection

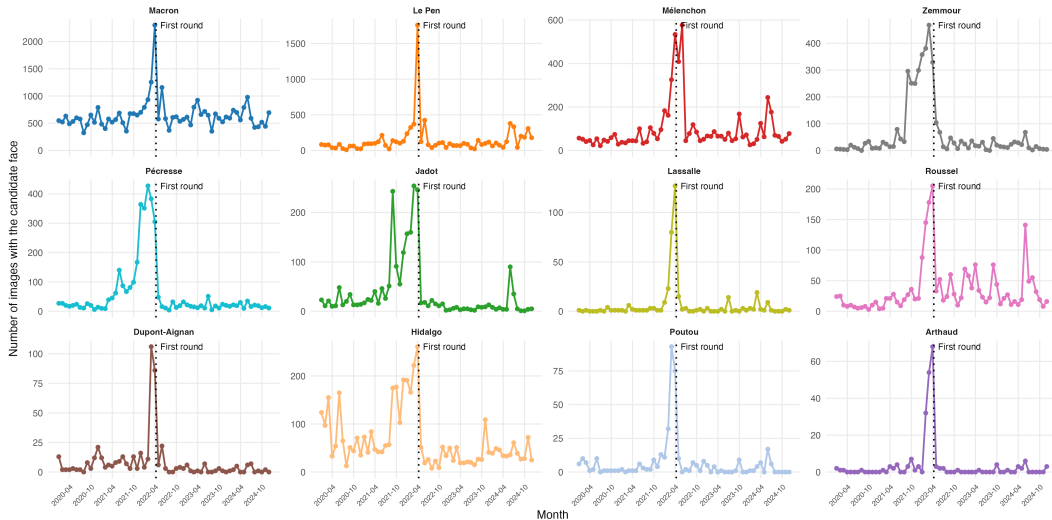
Model: InsightFace SCRFD
Output: Yes / No for each image



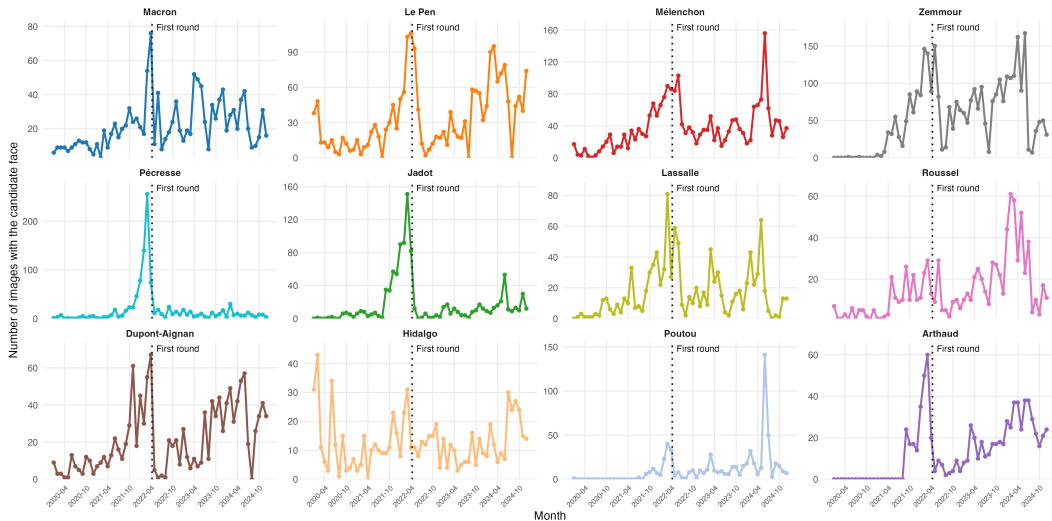
Distribution by candidate



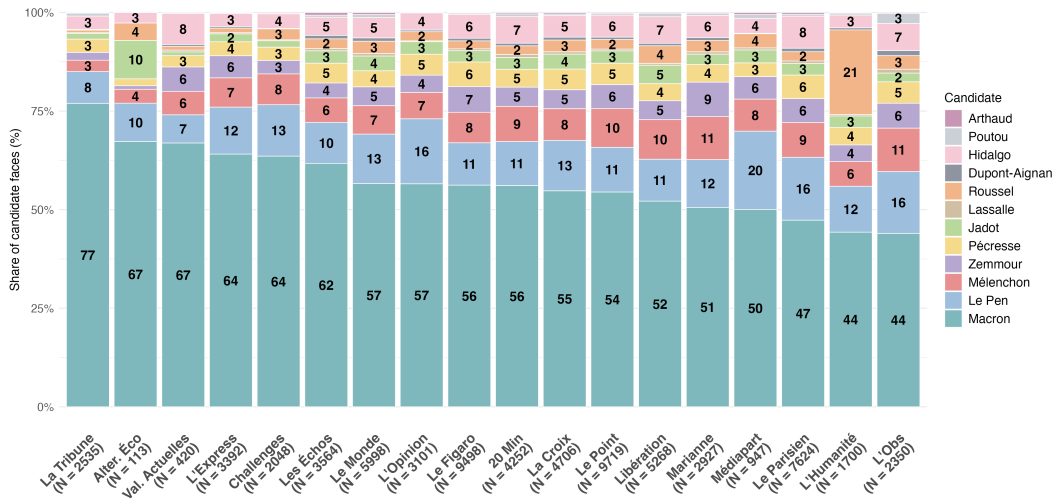
Evolution in the press



Evolution on Instagram



Distribution by newspaper



2) The visual grammar of politics : five dimensions

1. **Ordinariness**

- ▶ Contact with the people
- ▶ Everyday activities
- ▶ Casual clothing

2. **Competency**

- ▶ Intellectual posture
- ▶ Expert meetings

3. **Identity**

- ▶ French flag
- ▶ European flag

4. **Assertiveness**

- ▶ Combativity

5. **Celebrity**

- ▶ Waving at the crowd

Image classification pipeline

For each frame :

1. **Manual labeling** (~1,000 images as *Yes / No*)
2. **Split** annotated images $\rightarrow 70 / 15 / 15$
3. **Train** an image classifier (ViT-Large) $\rightarrow$ evaluate on test set
4. **If macro F1 ≈ 0.9** $\rightarrow$ inference on all 80,000 images

OMG you can now use Active Tigger to annotate images !!!!!

THANK YOU ÉMILIEN YOU ARE THE BEST



ACTIVE TIGGER



Active Tigger



ACTIVE TIGGER



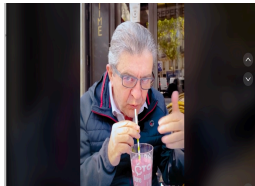
Active Tigger



Ordinariness - Contact with the people



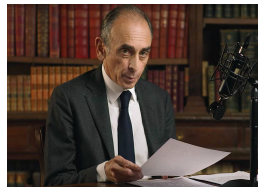
Ordinariness – Everyday Activities



Ordinariness – Casual clothing



Competency – Intellectual posture



Competency – Expert meeting



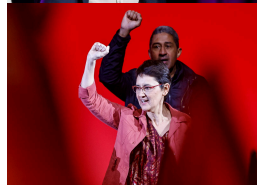
Identity – French Flag



Identity – European Flag



Assertiveness – Combativity



Celebrity – Waving at the crowd



Additional classifier to remove :

- Twitter posts



Emmanuel Macron
@EmmanuelMacron

Solidarité avec le peuple australien face aux incendies qui ravagent leur pays. Ce matin, j'ai appelé [@ScottMorrisonMP](#) pour offrir notre aide opérationnelle immédiate pour lutter contre les feux, protéger la population et préserver la biodiversité.

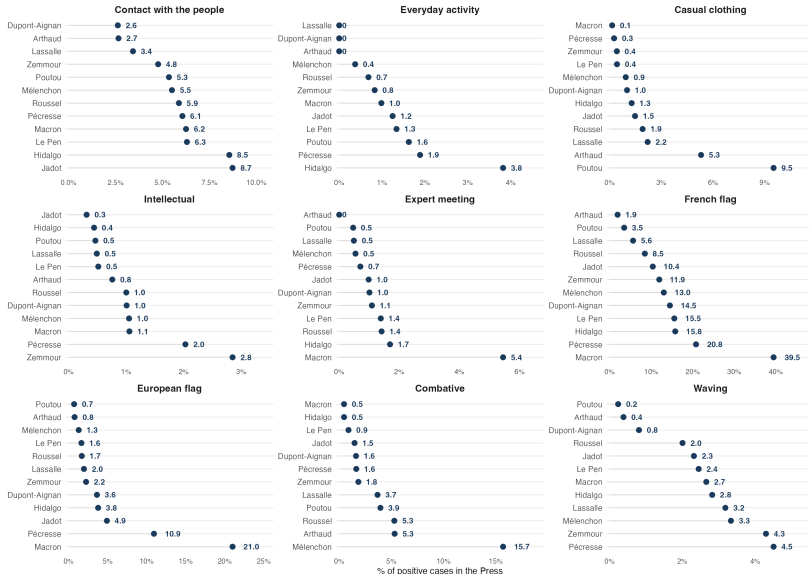
- Photo collages with several candidates



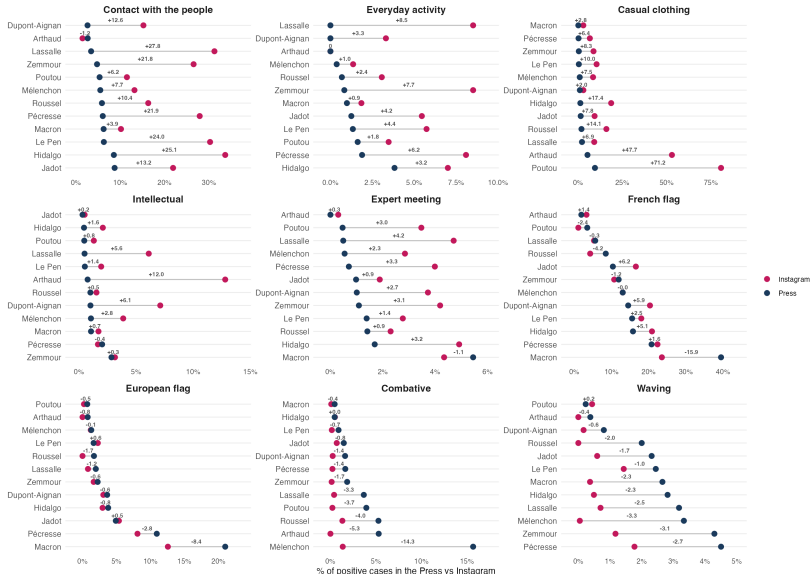
3) Results

Classifier	Class	Split			Test set			F1 macro	Corpus prediction
		Train	Val	Test	Prec.	Recall	F1		
Contact w/ people	Yes	331	71	71	.88	.97	.93	.89	9,286 (11.5%)
	No	195	41	43	.94	.79	.86		
Everyday activity	Yes	261	56	55	.83	.78	.80	.86	1,991 (2.5%)
	No	533	114	116	.90	.92	.91		
Casual clothing	Yes	272	59	58	.83	.96	.89	.91	4,858 (5.9%)
	No	610	128	145	.95	.89	.92		
Intellectual	Yes	364	77	79	.89	.82	.86	.89	1,421 (1.8%)
	No	723	155	156	.91	.95	.93		
Expert meeting	Yes	359	74	80	.90	1.00	.95	.93	4,238 (5.2%)
	No	258	56	56	1.00	.84	.91		
Flags	France	296	64	63	.89	.98	.93	.92	30,297 (37.4%) 11,918 (14.7%) 47,163 (58.3%)
	Europe	164	34	37	.88	.95	.91		
	No	92	20	20	1.00	.85	.92		
Combative	Yes	339	73	74	.89	.86	.88	.91	1,984 (2.5%)
	No	666	141	143	.93	.94	.94		
Waving	Yes	401	84	88	.88	.95	.92	.92	2,528 (3.1%)
	No	414	89	89	.95	.88	.91		

Results in the press



Results in the press & Instagram



Results in the press & Instagram



4) What's next ?

Must be done :

- ▶ Measure inter-annotator agreement
- ▶ Properly validate face detection, recognition, and cropping pipelines
- ▶ Improve classifier performance

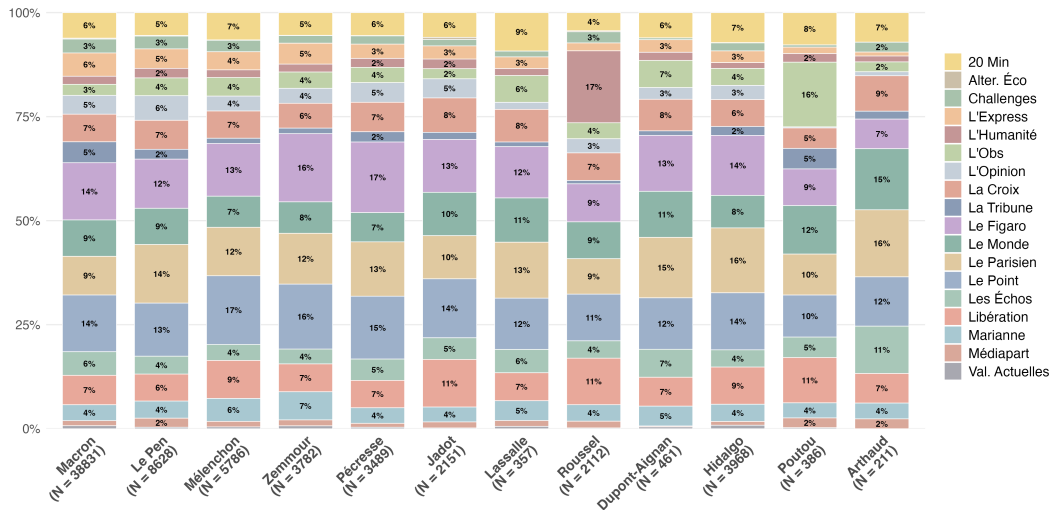
Could be done :

- ▶ Leverage text associated with images (captions, article titles, body text)
- ▶ Look for textual equivalents of each visual frame — though data availability is a constraint
- ▶ Extend the analysis to a broader set of politicians

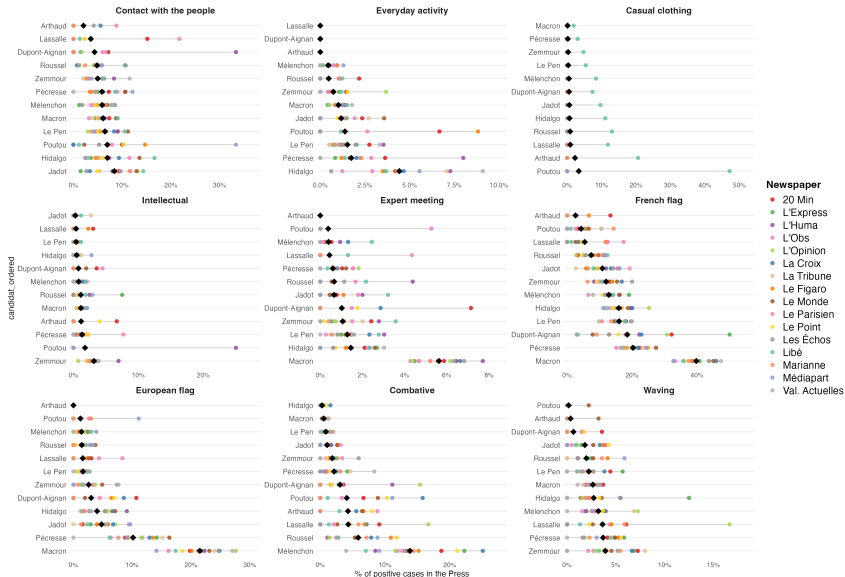
THE END

Appendix

Repartition of images by newspaper for each candidate



Different scores in different newspapers



PCA (N = 24)

