

Emerging Digital Spaces: The Case of Bluesky's Rise During 2024 Brazilian Elections

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Abstract. *This paper examines political discourse on Bluesky during Brazil's 2024 municipal elections, following the unexpected Twitter ban in the country. Using keyword-based data collection and embedding-based sentiment analysis (WEAT), we analyze user perceptions and their evolution across electoral phases. Our findings reveal significant shifts in candidate popularity, closely tied to electoral outcomes and broader ideological trends, with clear patterns of polarization. Notably, candidate sentiment fluctuated between election rounds, reflecting both victories and defeats. This study highlights Bluesky's emerging role in digital political engagement when mainstream platforms are disrupted.*

1. Introduction

In recent years, the landscape of elections has shifted dramatically, moving away from in-person discussions and public debates toward digital interactions dominated by social networks. Political discourse, once rooted in face-to-face conversations, community gatherings, and traditional media, is now shaped by online platforms where information spreads rapidly, often without the filters of verification or nuance [Tucker et al. 2018]. This transformation has redefined how candidates engage with voters, how political narratives are constructed, and how public opinion is influenced.

This shift in digital political spaces has not only altered the way political campaigns are run, but has also raised important questions about the implications of platform dependency on democratic processes. As social networks become the primary arena for political engagement, concerns about misinformation, polarization, and the power dynamics between platforms and political actors are more pressing than ever.

Among these networks, Twitter (now known as X) has emerged as one of the most influential spaces for political discourse. As numerous studies have shown, the platform is structured around posts – short, real-time messages that enable rapid dissemination of information, direct engagement between politicians and voters, and the formation of opinion-driven communities [Santillán-Vásquez and Monard 2024].

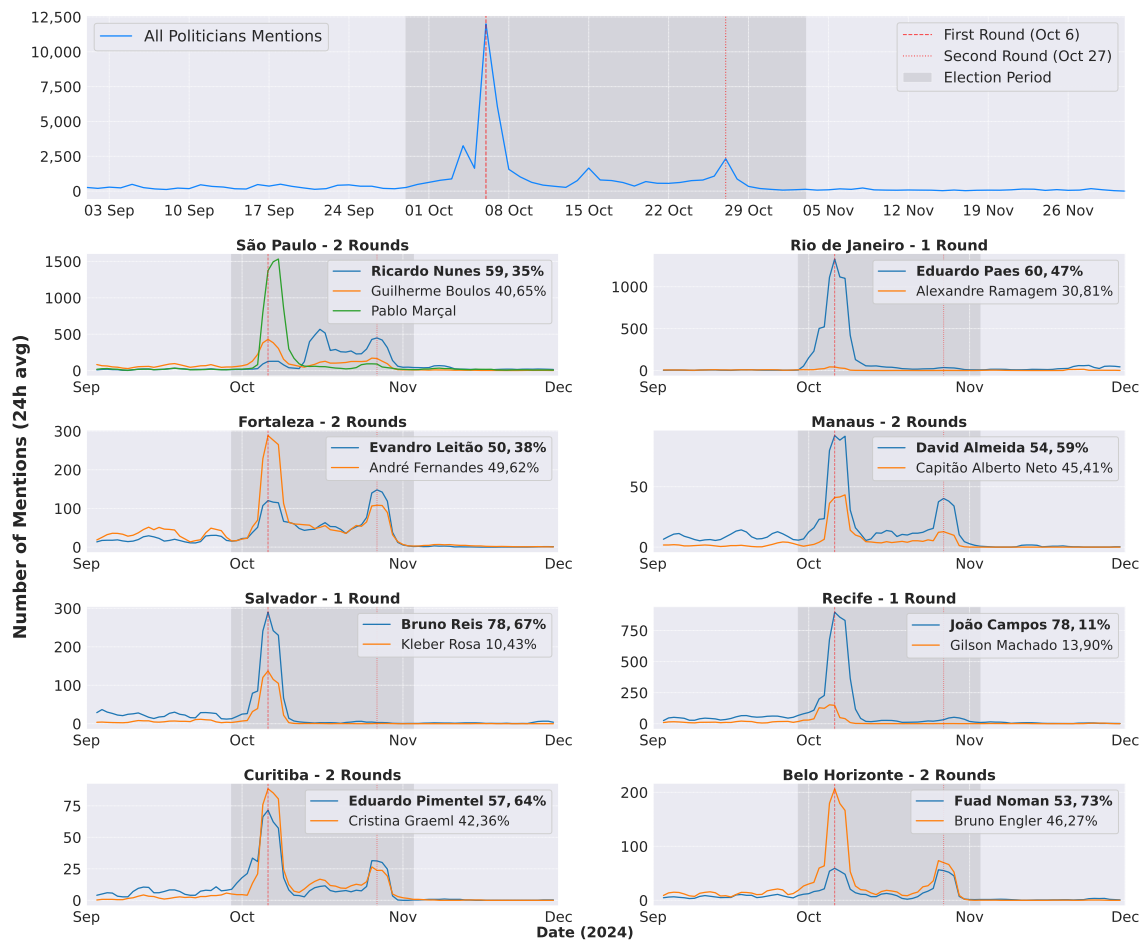


Figure 1. Total mentions for the leading mayoral candidates, followed by a breakdown for candidates in the eight most significant cities. The percentage displayed beside each candidate's name corresponds to their voting share in the decisive round for their respective city.

Following this, a significant phenomenon occurred during Brazil's 2024 municipal elections: Twitter was banned in the country during the pre-electoral month of September and the electoral month of October. The suspension was ordered by the Supreme Court after the platform failed to appoint a legal representative in Brazil and refused to comply with court orders such as to block accounts accused of spreading disinformation and promoting anti-democratic content ¹. The suspension remained until October 8, when regulations were complied with.

This unexpected restriction left a gap in the digital political landscape, forcing users to seek alternative platforms for discussion and information sharing. As a result, many users migrated to Bluesky ², a platform that closely resembles Twitter/X in both functionality and user experience. Bluesky maintains the familiar structure of short text-based posts, reposts, and threaded discussions. Its interface and interaction model

¹<https://www.theguardian.com/technology/article/2024/aug/30/elon-musk-x-could-face-ban-in-brazil-after-failure-to-appoint-legal-representative>

²<https://www.cnnbrasil.com.br/tecnologia/conheca-rede-social-que-bateu-1-milhao-de-novos-usuarios-apos-suspensao-do-x-no-brasil>

make it an intuitive alternative for those accustomed to Twitter, enabling real-time political discourse, direct engagement, and the rapid spread of information. This platform transition resulted in distinct engagement patterns that closely mirrored key electoral events, as illustrated in Figure 1.

Building on this phenomenon, this paper explores the role of Bluesky as an emerging platform for political discourse. While numerous studies have examined the influence of Twitter on a number of elections [Shevtsov et al. 2022, Flamino et al. 2023, Soares et al. 2019, Fujiwara et al. 2023], little is known about what happens when this dominant platform is no longer available. The sudden ban of Twitter during Brazil's 2024 municipal elections presents a unique opportunity to analyze how users adapt and how political discussions evolve in a new digital environment.

To address this gap, we propose the following research questions for a characterization of Bluesky in the context of political discussions:

- **RQ1:** How is the Bluesky network characterized in terms of political discussions?
- **RQ2:** What are the perceptions of Bluesky users regarding the political candidates in the 2024 municipal elections, and how do these perceptions reflect political polarization or alignment on the platform?

We approach these questions by collecting and analyzing a large dataset of posts from Bluesky during the election period, applying both quantitative (e.g., post frequency, user engagement) and qualitative (e.g., sentiment analysis using word embeddings) methods. Our results reveal distinct patterns of political discourse, including the polarized nature of candidate perceptions and the influence of platform migration on political sentiment.

2. Related Work

The influence of digital platforms on political discourse has been widely studied, particularly focusing on social media networks like Twitter and their role in shaping public opinion, influencing elections, and facilitating political communication. Research has shown that Twitter's algorithms may amplify certain political messages, influencing public discourse [Huszár et al. 2021]. The rapid spread of information through social media, coupled with the ability to directly interact with political figures has transformed traditional campaigning methods and created new dynamics in political engagement [Tufekci 2014].

Studies have shown that the platform enables real-time communication between candidates and voters, shaping political narratives and influencing electoral outcomes [Jungherr 2016, Vaccari et al. 2013]. Moreover, Twitter has been the subject of studies regarding the spread of misinformation, the formation of echo chambers, and its role in exacerbating political polarization. Research has indicated that social media contributes to political polarization by reinforcing biases and limiting exposure to diverse perspectives [Fujiwara et al. 2023]. These studies emphasize the role of social media in modern political campaigns, raising concerns about its impact on the democratic environment.

The use of social media specifically during election periods in Brazil has been the subject of several studies, particularly concerning the spread of misinformation and

the role of digital platforms in shaping voter behavior. Research on the 2018 Brazilian presidential elections demonstrated the impact of social media on public opinion and voting intentions, highlighting the significant role of platforms like Twitter in electoral strategies [Santos 2020]. Not only that, but some studies have also already tried to profile the type of information that circulates said social media around election times, such as the 2022 Brazilian election [Araujo et al. 2023] and the 2012 USA elections [Barbosa et al. 2013], that does show how the user tend to behave on this environment and the possible influence that it can have over the final results.

The role of Bluesky in Brazil’s political discourse has yet to be fully explored in academic literature. However, early reports suggest that the platform has quickly become a space for political discussion, with users shifting their political debates and campaigning activities to Bluesky in response to the Twitter ban ³. Moreover, while Bluesky preserves familiar challenges related to content moderation, user control, and information flow, it does so within a novel sociotechnical environment whose emerging dynamics and user behaviors present a unique opportunity for advancing our understanding of digital political engagement.

The migration reflects not just a shift in user behavior, but also the increasing importance of platform choice in shaping political discourse. The rapid adoption of the network highlights how electoral discourse can swiftly shift to new platforms, influencing the framing of political messages and the engagements of the electorate during electoral periods [Boulianne 2015].

Bluesky presents a new context that has yet to be fully understood in terms of its role in electoral campaigns. This paper seeks to fill the gap by examining its role in Brazil’s 2024 municipal elections.

3. Dataset

To analyze political discourse on Bluesky, we collected posts using a Python script built on the official AT Protocol client library. The script programmatically queried the Bluesky network by issuing keyword-based searches (e.g., “guilherme boulos,” “pablo marçal,” “eleições2024”) via the `client.app.bsky.feed.search_posts` method. Each search was limited to a maximum of 100 posts, and the iteration continued until no new posts were returned or successive queries yielded null pagination cursors.

To ensure that our dataset was both focused and manageable, we selected keywords representing key political figures and topics from the 2024 Brazilian municipal elections. Since it was impractical to include every candidate, we opted to collect data on all candidates who received more than 500,000 votes, as well as their respective opponents. Additionally, posts containing the keywords ‘Lula’ and ‘Bolsonaro’ — the main candidates from the 2022 presidential election — were also included.

The dataset spans from August 16th, 2024, the start of the official electoral period, until December 31st, 2024, the day before candidates assumed office. Throughout this period, we gathered 70,870 posts from 23,996 distinct users. Each post was accompanied by essential metadata, including creation date, text content, the author’s username, number of likes, reposts, post IDs, and comments. This comprehensive dataset enables

³<https://www.ft.com/content/c15eef00-4b35-4dd6-83c1-88eea9a46dc4>

Table 1. General Metrics Over Time

Period	Posts	Users	Reposts	Links	Likes
Until Oct 5	16,774	8,505	33,092	16,825	247,654
Oct 6 - Oct 28	41,501	22,104	113,712	41,650	888,837
Oct 29 - Dec 31	12,595	6,029	33,819	12,885	190,782
Total	70,870	23,996	180,623	71,360	1,327,273

us to study various aspects of political discourse, including public sentiment, candidate mentions, and the spread of political narratives.

To maintain the integrity of the dataset and avoid duplications, we implemented a system that tracked previously encountered post IDs. Each iteration of data collection saved new data to disk, ensuring that any unpersisted posts were accounted for. This approach guaranteed a complete and accurate dataset while minimizing the risk of errors in data collection.

3.1. Election Temporal Phases

In Brazil, general elections typically consist of two rounds: the first round includes all eligible candidates, and if no candidate secures more than 50% + 1 valid votes, a runoff (second round) is held between the top two contenders. The data collection was segmented into three distinct phases, each aligned with key stages of the Brazilian electoral timeline. This segmentation allows us to capture the evolution of political sentiment and discourse at pivotal moments in the election cycle.

- **Pre-Election Phase:** Data collected before the first round of voting (until October 5th, 2024).
- **First Round to Runoff Phase:** Data collected from October 6th to October 28th, 2024, capturing reactions to the first round and the buildup to the runoff election.
- **Post-Election Phase:** Data collected from October 29th to December 31st, 2024, reflecting public sentiment and post-election analysis.

By structuring our dataset according to these phases, we can more effectively analyze temporal shifts in political engagement, candidate mentions, and the overall evolution of public opinion throughout the electoral process. The key metrics associated with the dataset, including the number of posts, users, reposts, links, and likes over time, are summarized in Table 1.

3.2. Data Availability

The dataset that supports the findings of this study has been made publicly available and can be accessed via [10.5281/zenodo.15474708](https://zenodo.org/records/15474708)⁴.

4. Methodology

To understand the dynamics of political discourse on the Bluesky platform during the 2024 municipal elections, we employed a methodology that combines both quantitative

⁴<https://zenodo.org/records/15474708>

and qualitative analysis of the collected data. The methodology begins with the classification of candidates' political ideologies based on their party descriptions. Following this division, we utilized word embedding models to analyze semantic associations in the discussions, aiming to investigate how candidates are perceived in different ideological contexts. This approach allows for a comprehensive analysis of Bluesky's role in the elections and the evolution of political perceptions throughout the electoral period.

4.1. Political Ideologies

Classifying the political ideologies of mayoral candidates can be inherently subjective. To address this challenge, we chose to base our classification on the ideological self-descriptions provided by the parties. Since every Brazilian political party has officially identified itself on a political spectrum ranging from extreme left to extreme right we assigned ideological classifications to the candidates based on their party self-description.

4.2. Embedding Analysis

A way to understand political discourse on Bluesky is by examining implicit biases and the semantic contexts of the key candidates across different ideological spectra. This can be effectively achieved through word embeddings, such as those generated by the *Word2Vec* model[Mikolov et al. 2013a, Mikolov et al. 2013b]. These embeddings map words into a high-dimensional vector space, where semantically similar terms are positioned closer together, capturing contextual relationships in the data.

To investigate these biases, we trained separate *Word2Vec* models segmented by the temporal phases of the election. This approach enables us to analyze how candidates are represented within each context, revealing shifts in their connotations and associations across ideological boundaries and over time.

However, the dataset segmentation reduces the amount of data available for each model, potentially affecting training effectiveness. To address this limitation, we initialized the training process with a neutral pre-trained *Word2Vec* model. This model was trained on a diverse dataset comprising Wikipedia articles, OpenCrawl data, and movie subtitles [Speer et al. 2017].

To assess the semantic representation of politically charged terms we adopt the methodology of the Word Embedding Association Test (WEAT) [Caliskan et al. 2017]. This approach quantifies the association between target words and reference terms with positive (e.g., good, important) and negative (e.g., bad, terrible) connotations by leveraging the cosine similarity metric in the word embedding space. For a target word w and two sets of attribute words A (positive) and B (negative), the normalized association score $s(w, A, B)$ is calculated as:

$$s(w, A, B) = \frac{\text{mean}(\cos(w, a), \forall a \in A) - \text{mean}(\cos(w, b), \forall b \in B)}{\text{stddev}(\cos(w, x), \forall x \in A \cup B)},$$

where $\cos(w, a)$ is the cosine similarity between w and a . This score quantifies the association of w with A and B , identifying implicit biases in word embeddings based

on semantic proximity to positive or negative terms. A positive $s(w, A, B)$ indicates a stronger association of w with the positive attribute set A , while a negative $s(w, A, B)$ indicates a stronger association with the negative attribute set B .

For each target word, a set of three positive and three negative reference words was defined based on its context, following the approach outlined in [Ottoni et al. 2018]. The selection of positive reference words was informed by previous studies, ensuring coverage of different topics within political discussions [Magno and Almeida 2021]. Moreover, this method has been previously used to evaluate political candidates and politics-related topics on social media platforms in recent studies [Buzelin et al. 2025] [Bento et al. 2025], confirming its applicability for our purposes.

5. Results

In this section, we characterize the data and present the results found when applying the identified methodology. Aiming to answer our Research Questions we also discuss how can we interpret the results in political terms and how they define Bluesky user’s discourse surrounding these elections.

5.1. Characterization

For the characterization subsection, we’ll dive into raw data metrics and mostly quantitative aspects, such as the total number of mentions for each candidate, mentions over specific periods, and URL domain sharing.

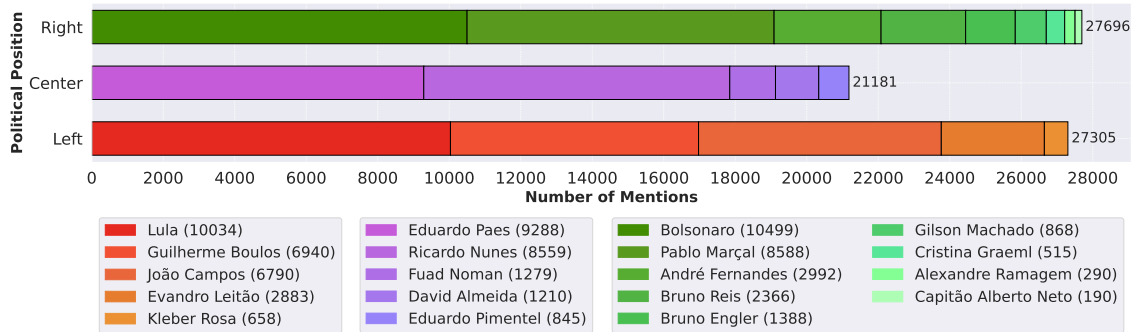


Figure 2. Number of mentions for each candidate, categorized by their party’s political leaning.

5.1.1. User Activity

To answer RQ1, we first characterize the structural and temporal dynamics of political discourse on Bluesky by analyzing the volume of politically related posts over time and their alignment with major political events during the 2024 municipal elections.

Figure 1 shows the temporal distribution of posts mentioning mayoral candidates between September 1st and November 30th. We observe two distinct spikes in activity that are closely aligned with key electoral milestones. The first and most significant surge occurred on October 6, the date of the initial round of voting, suggesting that users turned to the platform to react to the results, analyze the political landscape, and speculate about

the upcoming runoff. A smaller but similar peak appeared around October 28, the date of the second round, as users shared last-minute appeals, commented on election outcomes, and expressed satisfaction or discontent. These peaks indicate that Bluesky mirrored the electoral rhythms typically seen on platforms like Twitter [Flamino et al. 2023]. Interestingly, the reduced activity in the second spike may be partially explained by the unblocking of Twitter in Brazil on October 9. With users regaining access to the more established platform, some political discourse likely shifted back to it, diminishing Bluesky’s prominence during the final phase of the elections.

Analyzing the most mentioned candidates, we find that there is not always a direct correlation between the number of mentions and electoral success. In four cities, the most mentioned candidate was indeed the winner. For instance, Eduardo Paes in Rio de Janeiro, João Campos in Recife, and David Almeida in Manaus were the top candidates in terms of mentions, and each of them secured the mayoralty.

However, in four other cities, the most mentioned candidates did not win. These candidates, generally aligned with right-wing ideologies, include Pablo Marçal in São Paulo, André Fernandes in Fortaleza, Bruno Engler in Belo Horizonte, and Cristina Graeml in Curitiba. Their prominence in social media discussions reflects their strong digital presence and active campaigning. This pattern suggests that right-wing candidates, particularly those with significant online influence, can dominate the discourse on social platforms, even if the electoral outcome does not align with their online visibility.

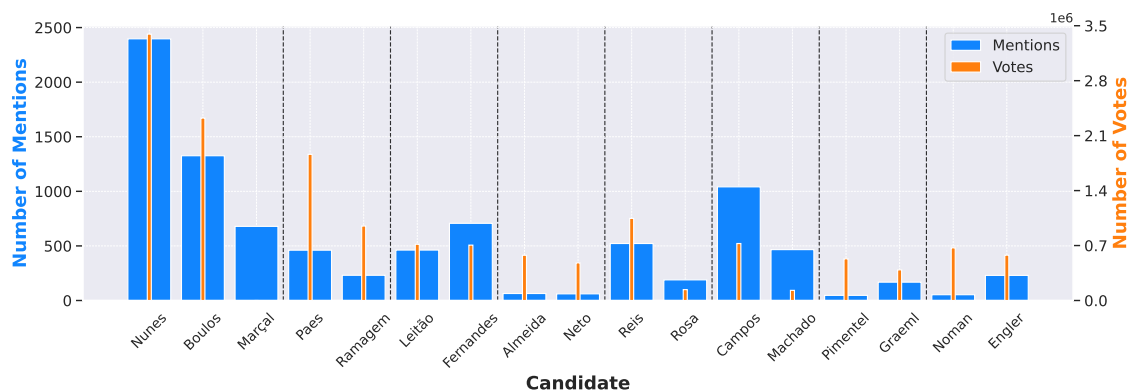


Figure 3. Comparison between mentions and votes during the official “Free Electoral Advertisement” periods (Aug 30 - Oct 3 for the first round and Oct 11 - Oct 25 for the second), displaying results for the decisive round in each city. The dashed lines separate the cities. Note that there are no votes for Marçal, as he was not selected for the second round of elections.

Figure 3 presents another approach to investigate the relation between votes and mentions. The specific time intervals were chosen to mitigate a possible bias in the fact that voting days (Oct 6 and Oct 27) were likely to affect the discussions towards the winners or partial results, especially because the outcomes were being released the same day. Therefore the official periods popularly known as “Free Electoral Advertisement Periods” (Aug 30 - Oct 3 and Oct 11 - Oct 25) seemed ideal since they isolated the voting days out. During these periods both radio and television mainstream channels are bound to share electoral campaigns for every party daily, and even though our research subject isn’t represented by any of these medium, rather than the internet, it could represent a

moment where voters get more engaged in electoral discussion being exposed to said propaganda.

For each city, the analyzed round between the two corresponded to the decisive one, and we aimed to explore the question of whether the online presence in these specific time spans, leading to voting days, could more accurately predict the elected mayors. What we found was that in this case there was a slightly more clear direct relation between mentions and votes, but the same pattern as before appeared: in the cases in which the most mentioned candidate did not win, the candidate was always a right-wing politician. This endorses the idea of their dominance in digital political discussion opposed to real popular approval in certain contexts.

Furthermore, Figure 2 helps us understand the general landscape of the Brazilian political scenario with the total number of mentions for each candidate throughout the whole electoral process.

In this total sum-up, there is a balance between the Right and Left parties, with roughly the same amount of mentions, while the Center presents a slight decay in relation to both. This shows no particular bias towards any ideology in terms of pure mentions. This balance is also maintained when looking at the two most frequent terms, “Lula” and “Bolsonaro”, the candidates that disputed the second round of the 2022 presidential elections. This equity corroborates with the idea that Brazil as a whole is currently split in half between leftist and rightist ideologies, reflected in 2022 elections results, as Lula’s victory displayed only a 1.9% lead (50.90% to 49.10%). It is also remarkable how much these two figures were mentioned despite not being candidates in the analyzed elections, highlighting their political influence.

Finally, it is important to illustrate the position of Brazil’s two largest cities in the social media discourse surrounding mayoral elections, since São Paulo candidates shared more than 40% of the mentions when excluding Lula and Bolsonaro, and Rio de Janeiro’s candidate and elected mayor, Eduardo Paes, received almost as many mentions as the two leading presidential contenders in 2022.

São Paulo is unanimously considered the heart of the country’s economy, while also being the most populated city in Latin America with more than 10 million inhabitants, which may explain this predominance over other cities. In this scenario, right-wing candidates Pablo Marçal and re-elected Mayor Ricardo Nunes dominated the discourse over the main opposition Guilherme Boulos. On the other hand, for Rio de Janeiro, centrist Paes found an undisputed win in terms of online mentions and votes. This level of visibility can be explained by his high public profile and political experience, serving multiple terms as mayor and having played a central role in key moments of the city’s recent history, including the organization of the 2016 Olympic Games.

5.1.2. Link Sharing

Another important aspect of political discourse in social networks during the election period is the volume and nature of external links shared by users. This is especially relevant considering the spread and dissemination of fake news. Both in Brazil and internationally, misinformation during elections is commonly propagated by sharing

links to biased or unreliable websites [Couto et al. 2024]. By analyzing this, we aim to examine which sources of information circulated most widely and which outlets could have influenced political narratives on the platform.

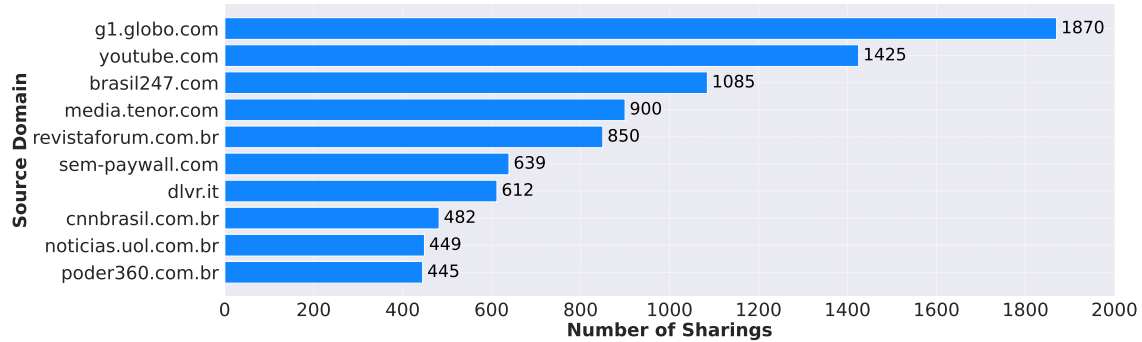


Figure 4. Top 10 most shared domains in Bluesky posts during the 2024 municipal elections. Domains pointing to the same website – such as *youtube.com* and *youtu.be* – were combined for clarity.

Figure 4 displays the ten most frequently shared domains in posts mentioning mayoral candidates. The most shared domain is *g1.globo.com* (1,870 shares), a major mainstream news outlet in Brazil; some other mainstream news outlets are also present in smaller numbers: *cnnbrasil.com.br* (482), *noticias.uol.com.br* (449) and *poder360.com.br* (445). The second most shared domain is *youtube.com* (1,425), which suggests that audiovisual content – such as interviews, campaign ads, or political commentary – was also central to user engagement. Notably, alternative or partisan media sources such as *brasil247.com* (1,085) and *revistaforum.com.br* (850), both generally associated with left-leaning perspectives, also appear prominently among the top shared domains.

The presence of platforms like *media.tenor.com* (900) hints at the use of visual media such as GIFs to complement political expression, reinforcing the informal and meme-driven nature of discourse on social media. Additionally, services like *sem-paywall.com* and *dlvr.it* suggest a user interest in bypassing content restrictions or automating content distribution, further emphasizing the strategic nature of link sharing during the campaign.

5.2. WEAT

To accurately understand how candidates are qualitatively perceived on the platform, we employed the WEAT method. In our dataset, the resulting scores range from -1.5 to +1.5, where scores approaching -1.5 indicate a negative association or unfavorable perception of the candidate on the platform, while scores closer to +1.5 reflect a positive association or favorable perception. The results can be seen in Figure 5.

In the broader analysis, a clear trend emerges. Before the first round, left-wing and centrist candidates had generally positive perceptions on average, whereas right-wing candidates were viewed negatively. This result aligns with previous studies indicating that Twitter tends to have a left-wing bias during elections [Fujiwara et al. 2023]. Additionally, with the general public migrating to Bluesky following the Twitter/X ban, it's unsurprising that left-wing and centrist candidates continue to maintain more favorable perceptions on this platform.

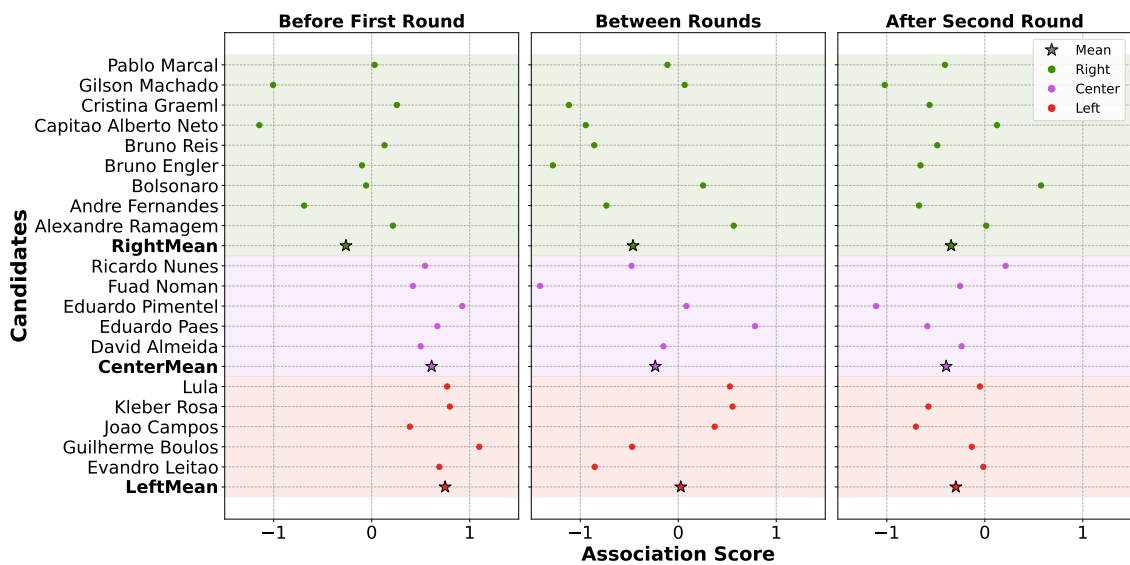


Figure 5. WEAT performed on posts citing each candidate. Scores approaching 1.5 indicate a positive association, while scores closer to -1.5 reflect the opposite.

The analysis becomes particularly interesting when we examine the period between election rounds and after the second round. While the right-wing candidates maintain roughly the same level of negative perception, both centrist and especially left-wing candidates experience a marginal shift towards a more negative sentiment. One possible explanation for this trend is the recent global shift toward the political right [Art 2024]. Since the conclusion of the second round, right-wing movements have gained momentum worldwide, exemplified by events such as Donald Trump’s election in the United States and notably, the current Brazilian left-wing government’s approval ratings dropping to their lowest levels since taking office ⁵.

At the candidate level, several intriguing trends emerge. In São Paulo, the largest electoral contest, there was a unique scenario: three candidates had nearly identical vote shares in the first round, differing by only about 0.5%. Notably, the two candidates with the most positive scores according to the WEAT graph, Boulos and Nunes, advanced to the second round, while Marçal, who maintained a more neutral perception, did not. It’s particularly striking to observe the significant drop in positive sentiment towards Guilherme Boulos between the first and second rounds, a decline that persisted even after the election concluded. Conversely, although Ricardo Nunes also experienced a decrease in positive perception between rounds, he rebounded substantially following the second round, likely reflecting his electoral victory. In contrast, Boulos, having lost the election, did not regain his earlier popularity.

In other significant elections, Belo Horizonte stood out for featuring the two least positively perceived candidates between election rounds, with both scoring below -1.0. However, after the second round, Fuad Noman, who emerged victorious, experienced a noticeable improvement in public perception compared to Bruno Engler. This pattern,

⁵<https://www.cnnbrasil.com.br/politica/governo-lula-e-desaprovado-por-53-aprovacao-e-de-41-diz-poderdata/>

in which winners see an increase in popularity, was also observed in the Rio de Janeiro election. Interestingly, in Rio's case, both candidates – Eduardo Paes and, slightly behind, Alexandre Ramagem – showed improved public approval following the city's first and only round, achieving the two highest perception scores at that time, approaching +1.0.

Finally, the two most frequently mentioned figures during this election cycle, as noted earlier, Lula and Bolsonaro, were among the most interesting to analyze. Even though neither was a candidate, they remained highly influential. Before the first round, Lula enjoyed a generally positive perception, averaging close to +1.0, while Bolsonaro was viewed more negatively. Over time, however, their positions shifted almost equally: Lula gradually lost his positive standing, trending toward a more neutral perception, while Bolsonaro steadily gained ground, moving into more positive territory, becoming, in the end, the most positively viewed person on the scale. This shift aligns closely with both the rise of right-wing sentiment and the decline in approval of the current government.

6. Conclusion

This paper explored the role of Bluesky in shaping political discourse during Brazil's 2024 municipal elections, following the unprecedented ban of Twitter in the country. By leveraging keyword-based data collection and embedding-based sentiment analysis (WEAT), we analyzed political discussions on Bluesky, focusing on candidate perceptions, electoral outcomes, and the broader ideological landscape.

Our findings reveal significant shifts in political discourse across the electoral phases, highlighting a polarization in candidate sentiment. Left-wing and centrist candidates were generally viewed more positively, while right-wing candidates faced more negative perceptions, especially prior to the first round of elections. Interestingly, however, right-wing candidates with a strong digital presence dominated discussions on the platform, even if this did not always align with electoral outcomes. This pattern suggests that digital visibility does not always equate to electoral success, though it does influence political narratives and the visibility of candidates.

Our study also highlighted the importance of external content shared on Bluesky. The widespread sharing of links to mainstream and alternative news sources points to the role that media consumption plays in shaping political views and discussions on the platform. Visual content, such as GIFs and YouTube videos, further complements political engagement, illustrating the multimodal nature of online political discourse.

Lastly, our analysis of sentiment using WEAT revealed that candidates' public perception fluctuated notably between the first and second rounds of the election, with winners often experiencing a boost in sentiment following their victory. This trend was most evident in major cities like São Paulo and Rio de Janeiro, where the electoral landscape mirrored the online political discussions.

In conclusion, Bluesky's emergence as a political platform in Brazil's 2024 municipal elections demonstrates the evolving nature of digital political engagement. While the platform is still in its early stages, our findings suggest that it played a crucial role in shaping political sentiment and discourse, especially in the wake of Twitter's ban. Future research could further investigate the impact of decentralized platforms on political campaigns and electoral outcomes, especially as new social media platforms continue to emerge in response to disruptions in mainstream platforms.

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