

**#BPJ**

# **#BANPRIVATEJETS: THE SOCIAL DEBATE**

**GRP 05**

*In 2022 private jets have become a relevant topic in the fight against climate change.*

*Using #banprivatejets, groups of activists, politicians and scientists have begun to highlight the need to tax emissions of private jets more decisively or, more extremely, to ban them. We focused our research on how people discuss this topic on social networks, trying to understand which are the most recurring themes and what are the differences among various languages.*

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#BANPRIVATEJET:  
THE SOCIAL DEBATE

RESEARCH QUESTION 1

🔍 How broad is the debate generated by TikTok videos related to @Celebjets?

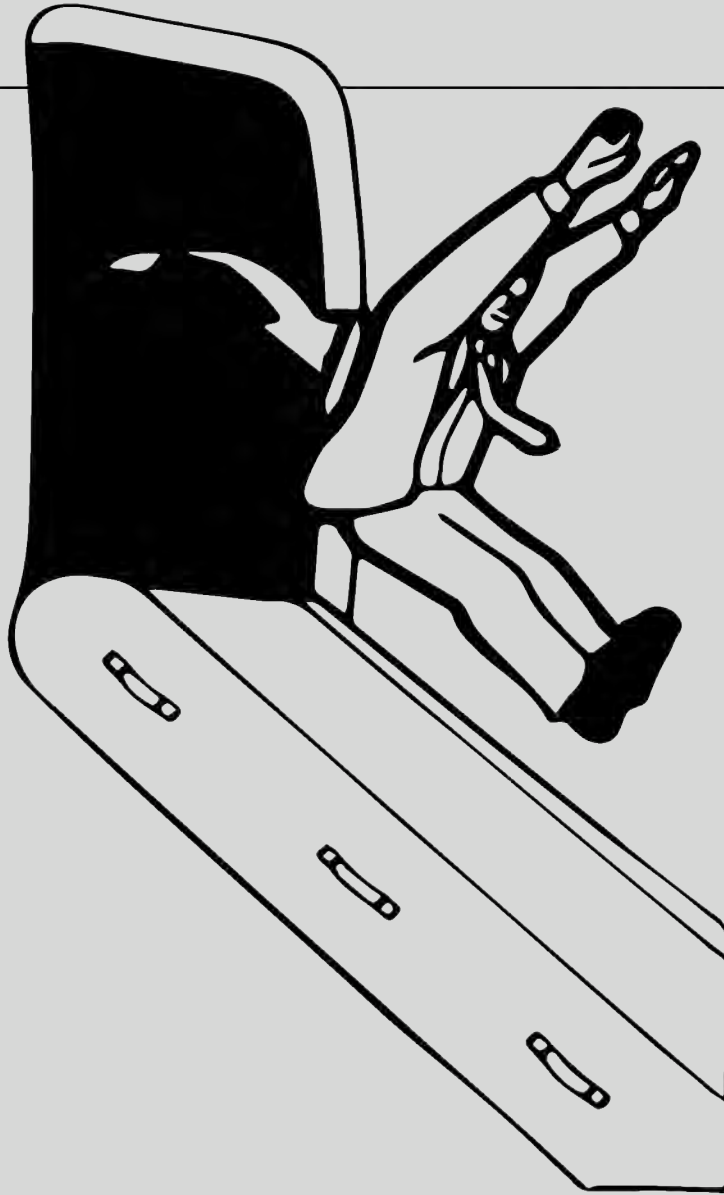
RESEARCH QUESTION 2

🔍 How different are the images posted on Instagram according to the hashtags #privatejets translated into 5 languages?

RESEARCH QUESTION 3

🔍 What are the topics discussed in the comments on @jetdeiricchi IG page?





Q1

*In 2022 private jets have become a relevant topic in the fight against climate change. Using #banprivatejets, groups of activists, politicians and scientists have begun to highlight the need to tax emissions of private jets more decisively or, more extremely, to ban them. We focused our research on how people discuss this topic on social networks, trying to understand which are the most recurring themes and what are the differences among various languages.*

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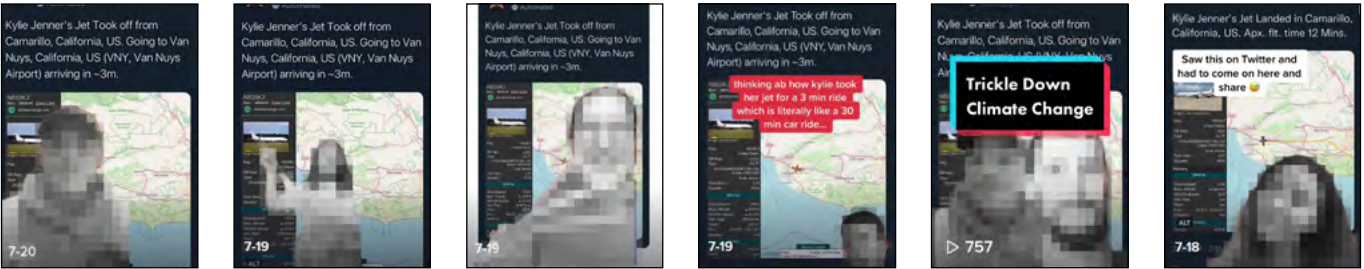
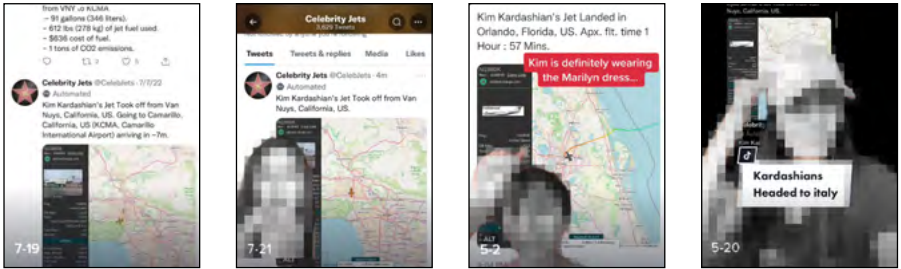
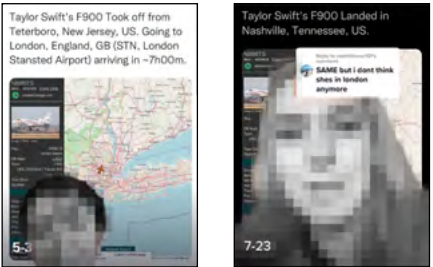
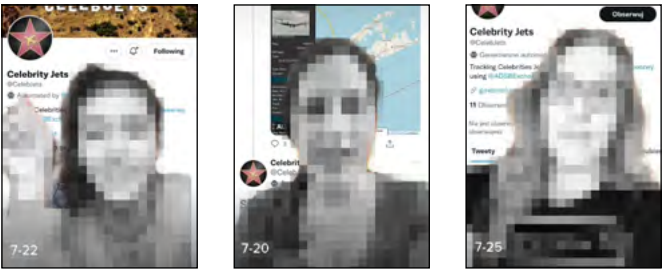
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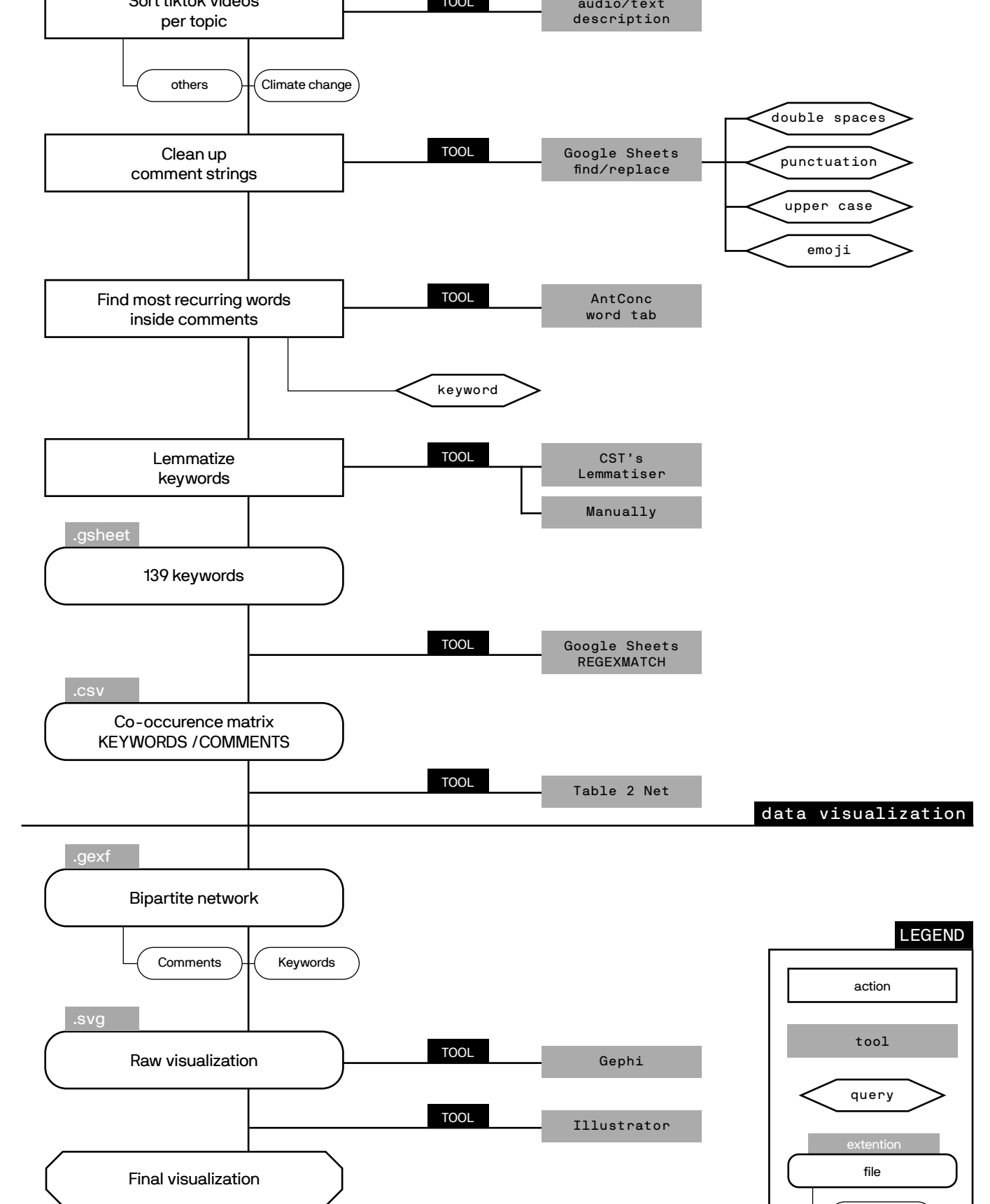
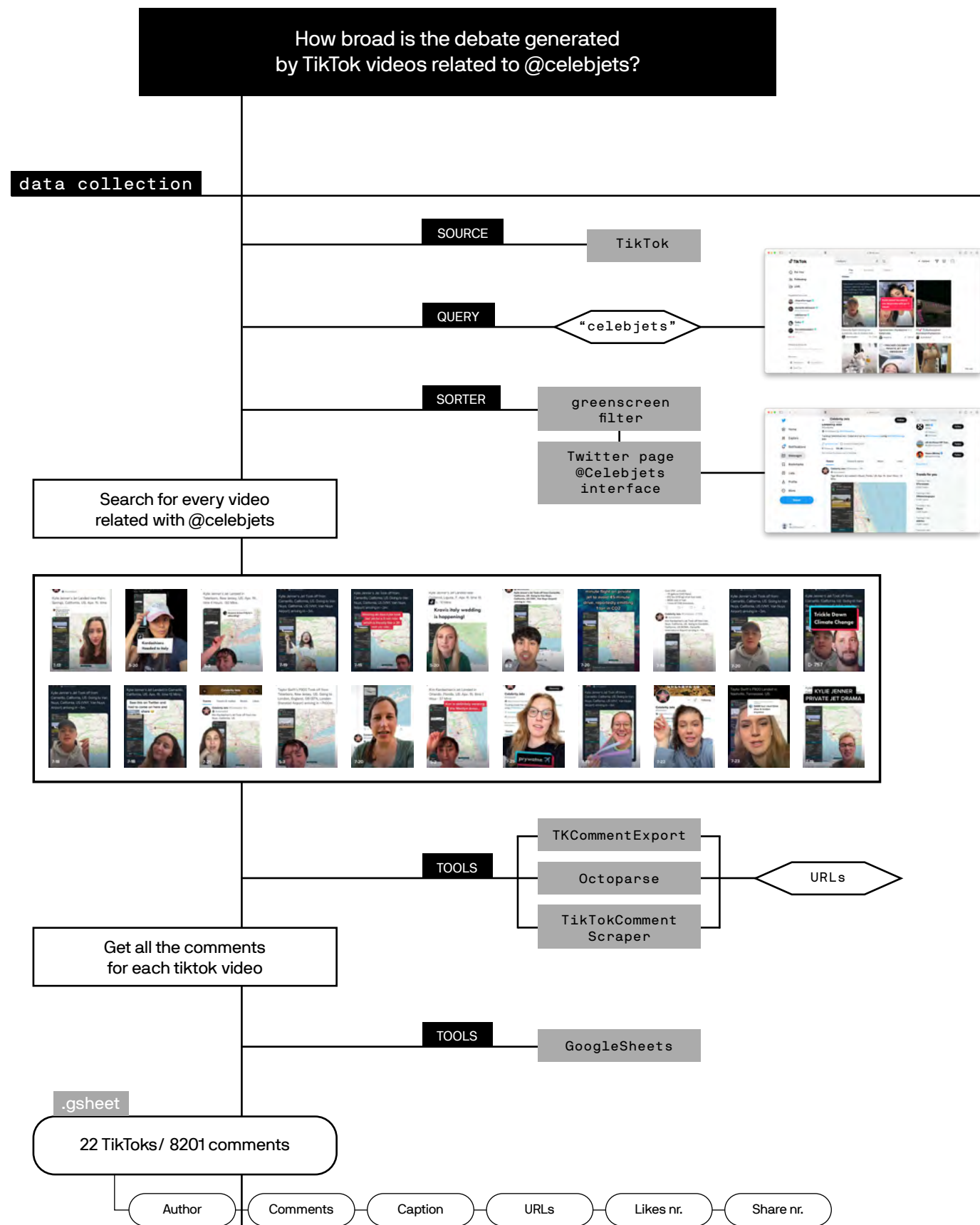


# How broad is the debate generated by TikTok videos related to @celebjets?



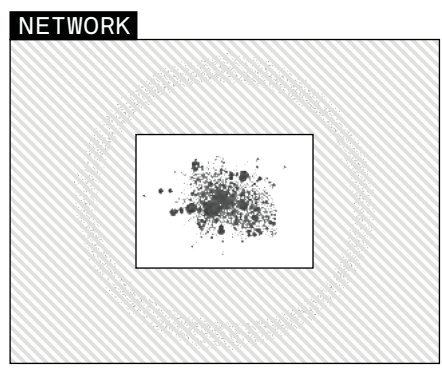
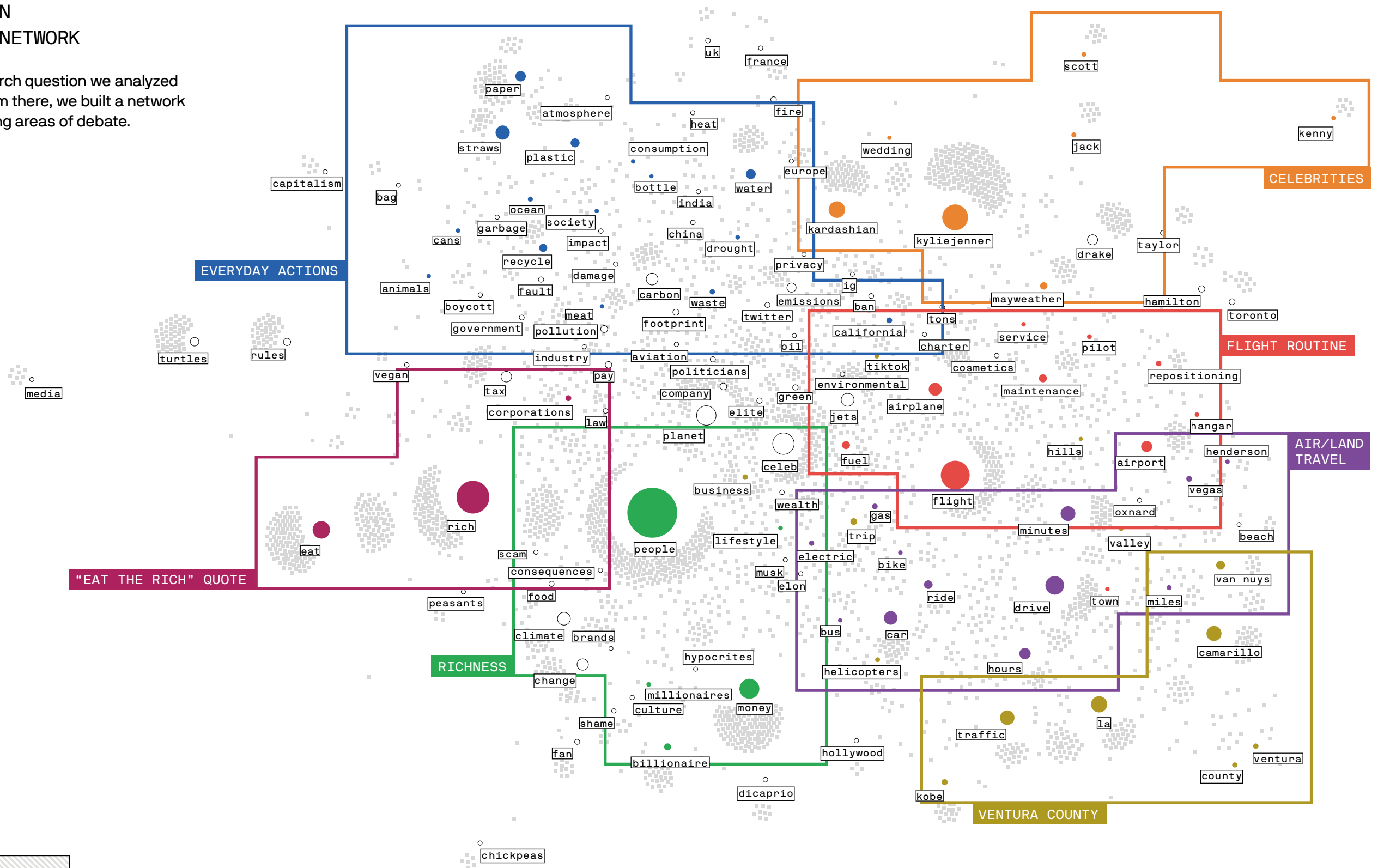
## INTRO

In 2022, private jets in relation to the climate change have been a trending topic on the main social platforms. However, the debate generated by private jets is not only related to climate issues: there are numerous strands of debate that exploit climate discussion to talk about something else. This is what happens on TikTok where videos about celebrity jets shows how the arguments are varied.

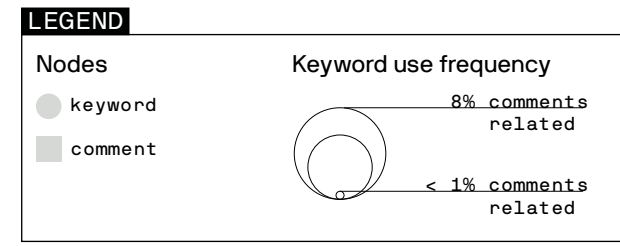


# TOPIC DETECTION OF A KEYWORDS NETWORK

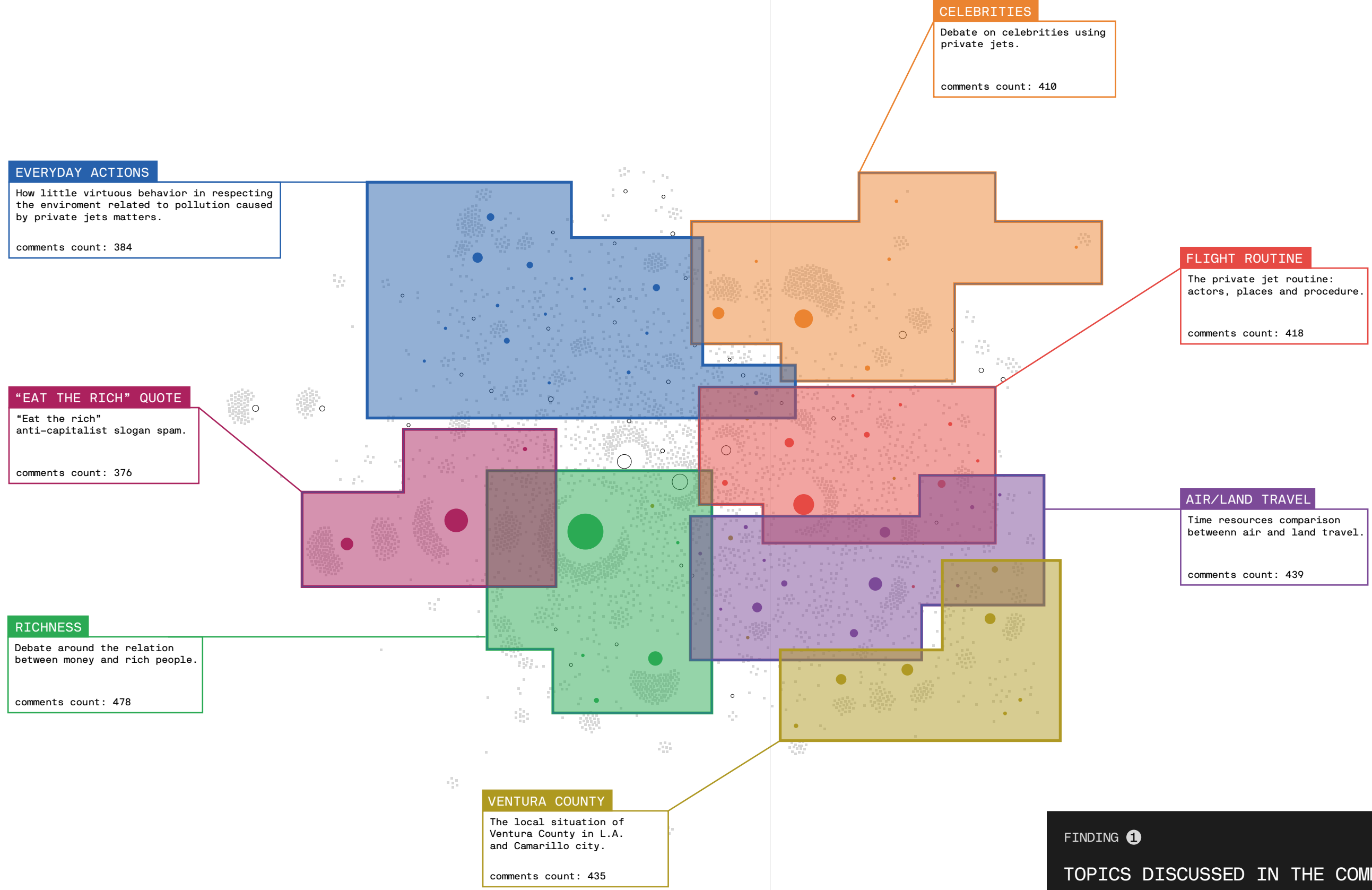
To answer the research question we analyzed all user comments. From there, we built a network discovering 7 interesting areas of debate.



comments linked with keywords  
 comments NOT linked with keywords



# CONTENTS OF EACH KEYWORD CLUSTERS



FINDING 1 Q1

### TOPICS DISCUSSED IN THE COMMENTS

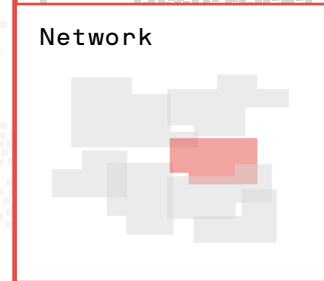
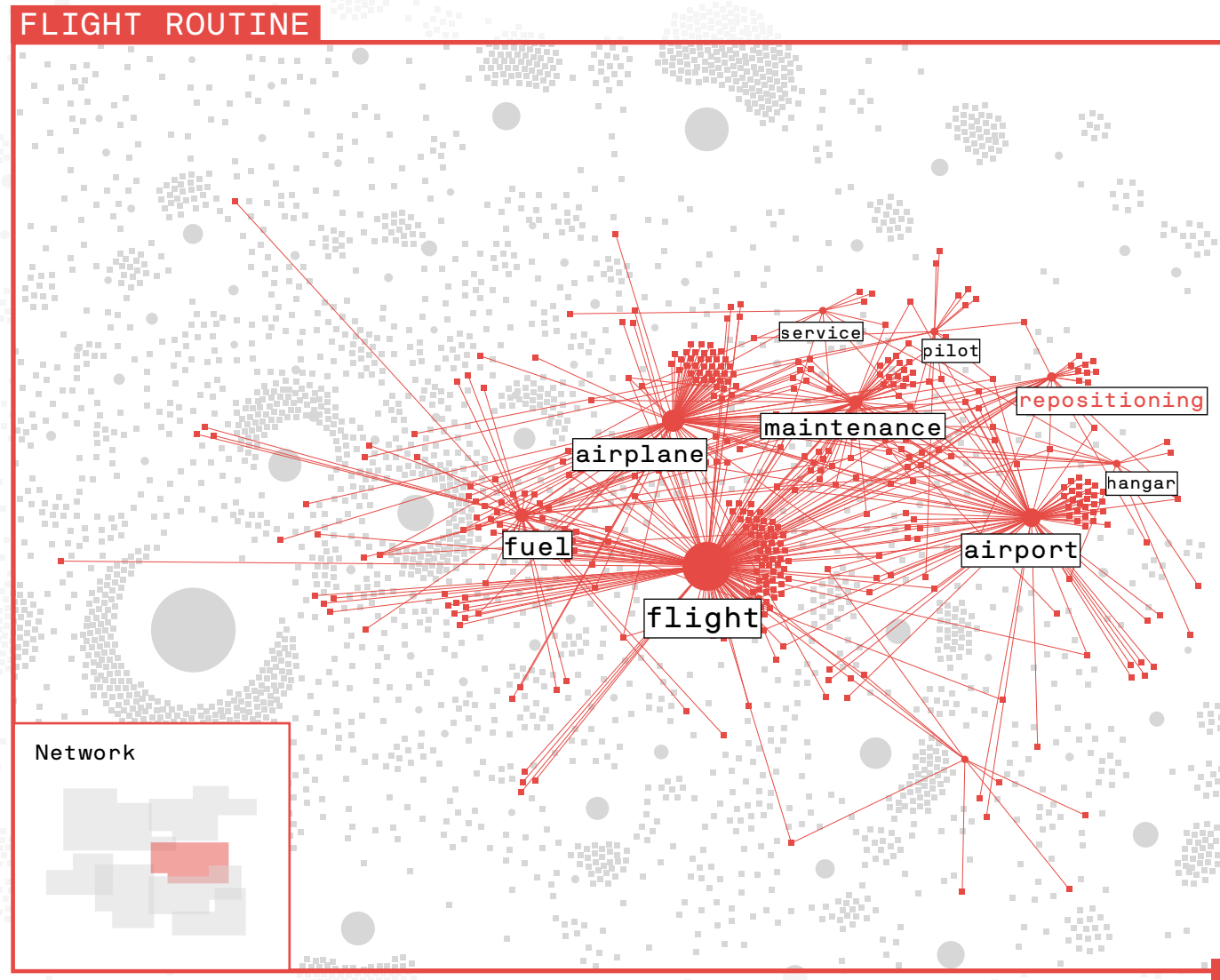
Topic detection found seven areas of debate, some closely related to the main theme (FLIGHT ROUTINE, CELEBRITIES, AIR/LAND TRAVEL), others deviating from it (EVERYDAY ACTIONS, EAT THE RICH, RICHNESS, VENTURA COUNTY).



# "FLIGHT ROUTINE" CLUSTER ANALYSIS

## repositioning DEFINITION

The movement of an aircraft without the charterer's passengers or goods in order to position the aircraft to perform a charter flight or upon completion of a charter flight to position the aircraft to a point required by the carrier.



**Ryan Parry183**  
she isn't taking a 3 minute flight they are **repositioning** the aircraft from where they store it/park it to where they are departing from.

**ladyinlouvre**  
Most of the time those super short flights are just **repositioning** the plane.

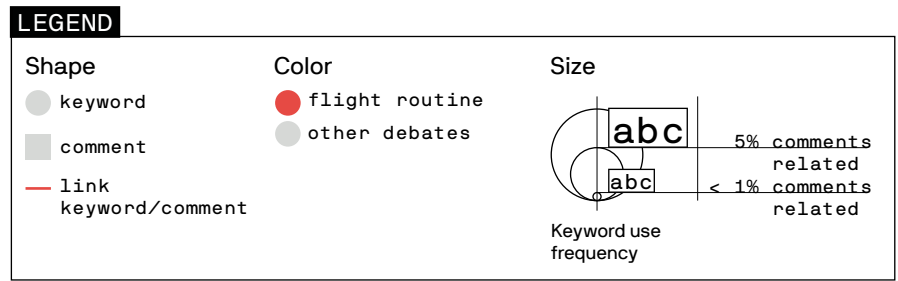
**Clay Richards**  
It's a **repositioning** flight. They hangar it at a different airport to save money.

**Ham&Cheddar**  
The short flights are likely just **repositioning** flights.

**Johnathan Maravilla**  
Bro, the jet is just **repositioning**. She's not actually on it. I know none of y'all common folk fly private, but use common sense

**Ryan Dubs**  
She's not flying from one end to the other the plane is **repositioning** for it's next leg. It's not allowed to park forever.

**Captain Jaf**  
They're not on the plane. Those are **repositioning** flights where they move the aircraft to another airport for operational reasons.



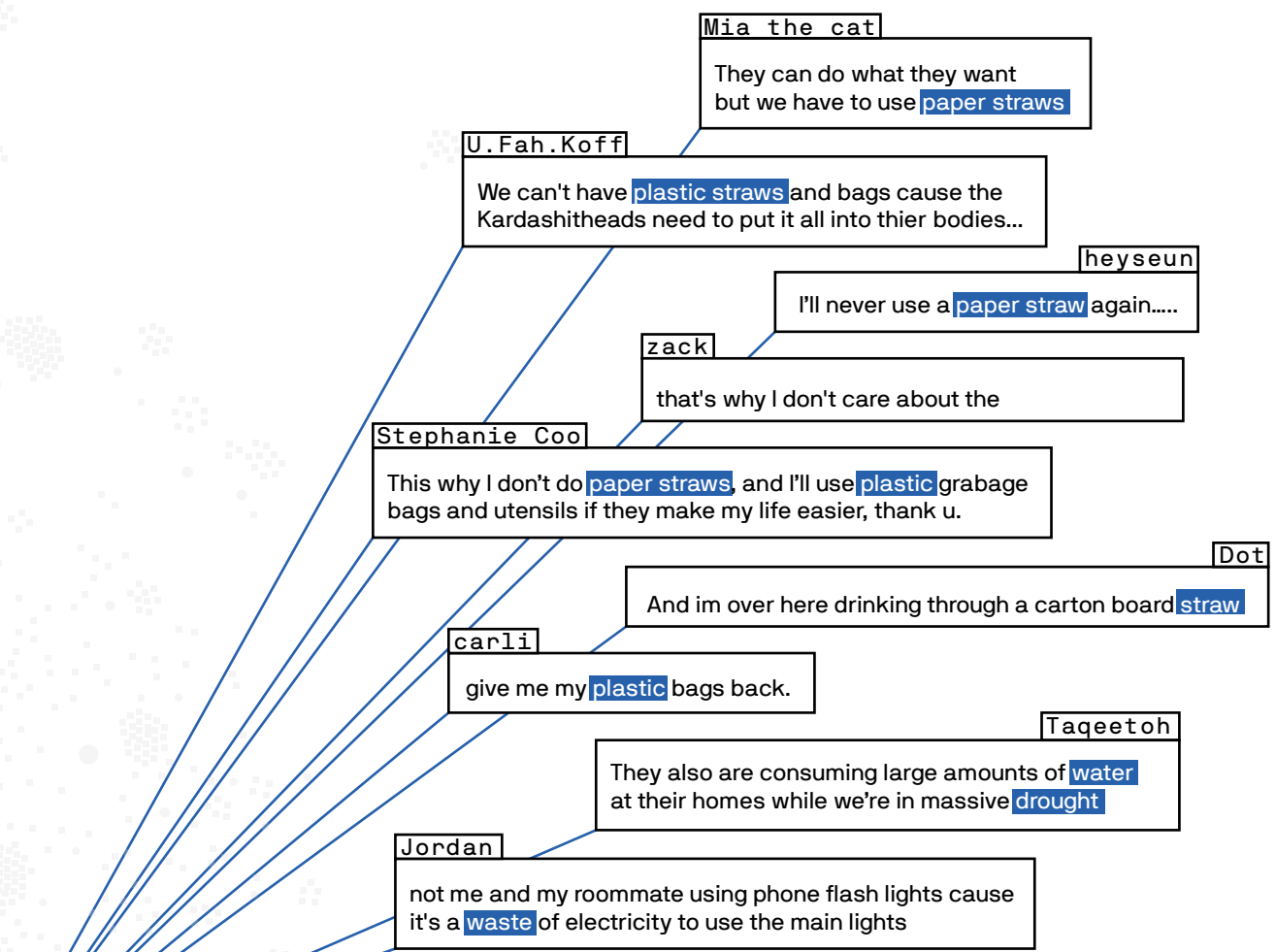
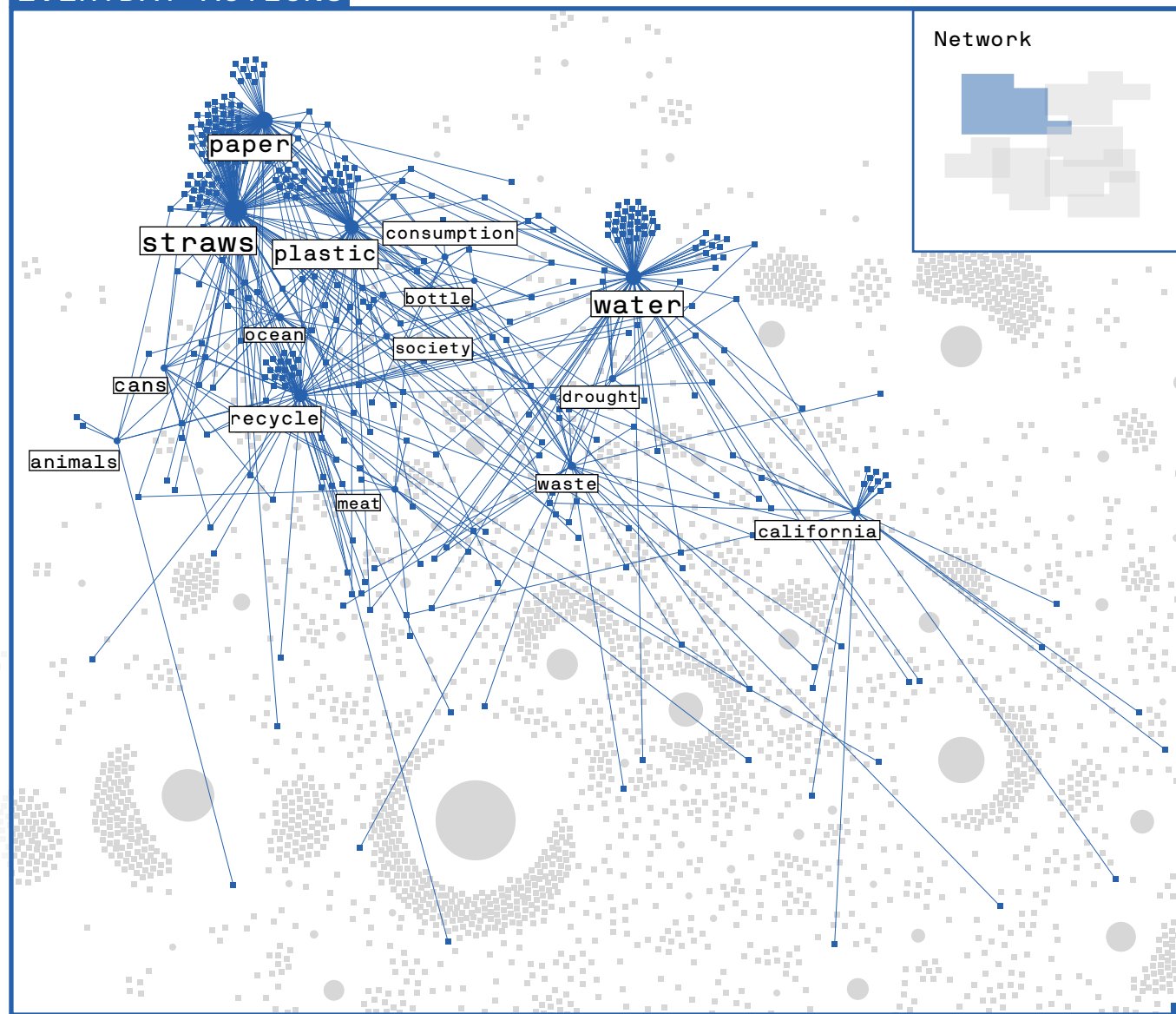
FINDING 2 Q1

### REPOSITIONING: A PRACTICE AS COMMON AS IT IS LITTLE TALKED ABOUT

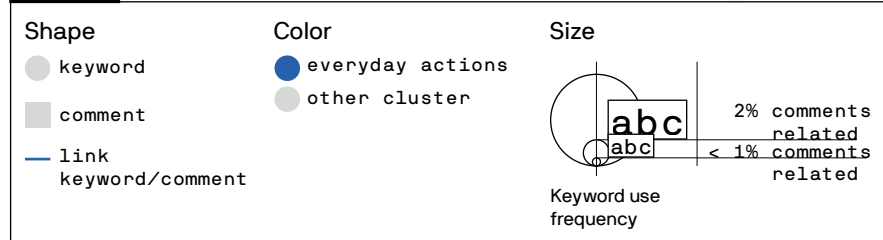
Within the FLIGHT ROUTINE cluster, among the various keywords we find "repositioning," which is semantically distant from the other words concerning the use and maintenance of an aircraft. Analyzing the comments, it is clear how the practice of repositioning is instead often present and essential in the use of a private jet.

“EVERYDAY ACTIONS” CLUSTER ANALYSIS

EVERYDAY ACTIONS



LEGEND



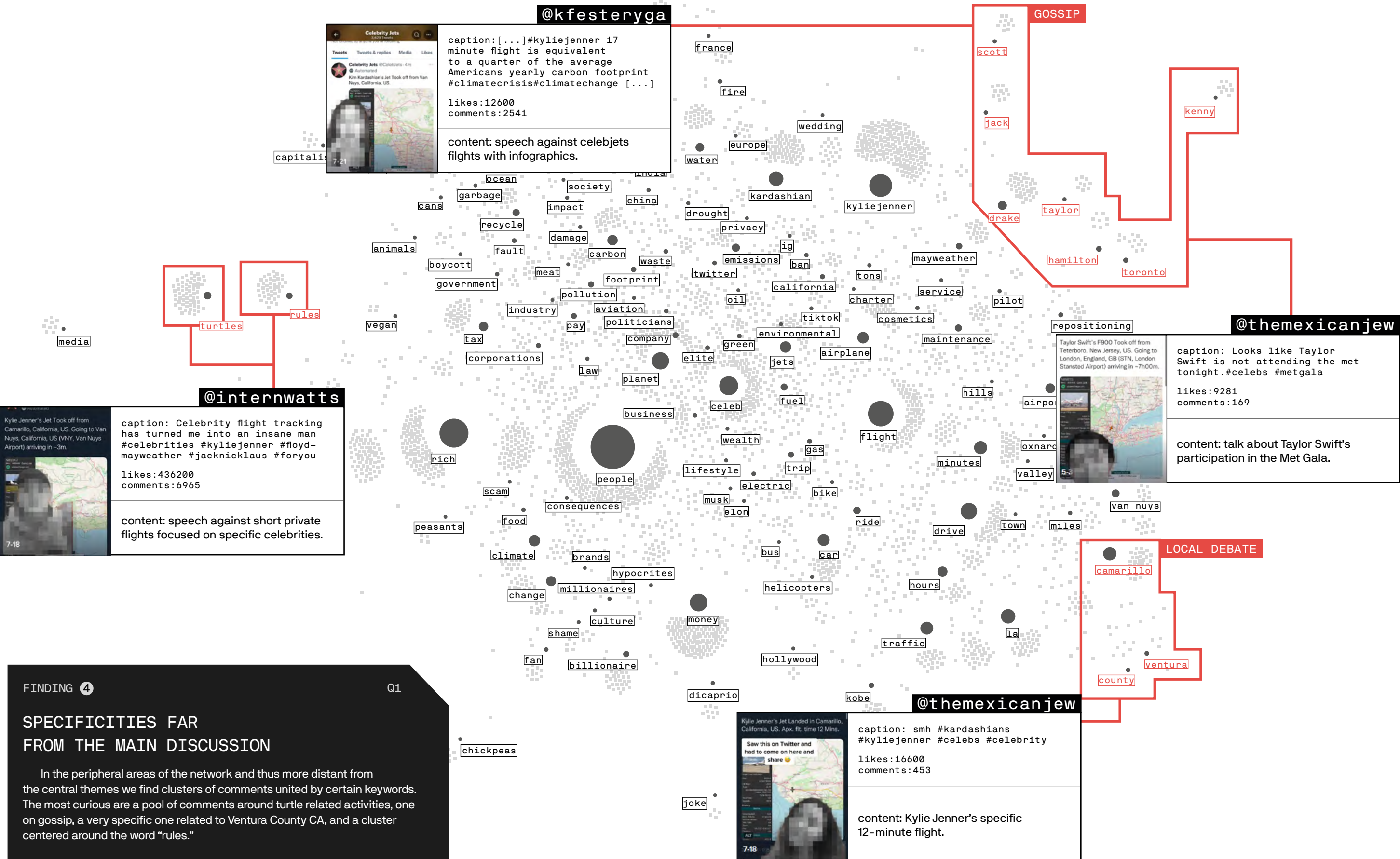
FINDING 3

Q1

UNEXPECTED TOPIC OF DEBATE AROUND DAILY ECOLOGICAL DUTIES

Analyzing the climate change debate about private jets one of the most unexpected and interesting clusters of topics is the one concerning everyday causes or effects on climate change. The most recurring keywords are recycle, straws, can, water, drought, consumption.

POSITION ANALYSIS  
OF GROUPS OF COMMENTS



FINDING 4 Q1

### SPECIFICITIES FAR FROM THE MAIN DISCUSSION

In the peripheral areas of the network and thus more distant from the central themes we find clusters of comments united by certain keywords. The most curious are a pool of comments around turtle related activities, one on gossip, a very specific one related to Ventura County CA, and a cluster centered around the word "rules."

## PATTERN OF WORDS AROUND "RULES" KEYWORD

leftist elites moto, **rules** for thee but not for me.  
**Rules** for thee but not for me.....  
**Rules** for thee but not for me

everyone hates to hear this but ... **"rules"** for thee but not for me"  
**Rules** for thee but not for me  
**Rules** for thee but not for me  
**Rules** for thee but not for me  
**Rules** for thee but not for meeeee  
**Rules** for thee but not for me  
**Rules** for thee but not for me"  
 Nah its **Rules** for thee but not for Me  
**rules** for thee but not for me. tale as old as time. [...]  
**Rules** for thee but not for me.  
**rules** for thee, but not for me! applies to celebrities [...]  
**Rules** for thee, but not for me. Politicians and celebrities [...]  
**Rules** for thee, but not for me.  
 it's always **rules** for thee and not for me  
**rules** for thee and not for me  
**Rules** for thee not for me"  
**rules** for thee not for me" that's why the farmers [...]  
**Rules** for thee not for me. They're rich, the same [...]  
**Rules** for thee not for me.  
**Rules** for thee not for me  
**Rules** for thee not for me. The elite don't have any [...]  
**Rules** for thee, not for me.  
**Rules** for thee, not for me. They don't give a sh\*t [...]  
**Rules** for Thee, not for me!  
**Rules** for THEE not for MEEE  
**Rules** for thee not me  
**Rules** for thee, not me  
**RULES** FOR THEE, NOT FOR ME  
**Rules** for thee..... NOT FOR ME.  
 But we need to conserve energy & resources. **Rules** for Thee, not for We  
**Rules** for thee, none for me.  
**Rules** for thee  
**Rules** for thee  
**Rules** for thee

One set of **rules** for them and another for the rest of us  
**Rules** for yee not for thee

No **rules** for the rich, are you barely realizing this?  
**rules** for us but not for them TIME TO STAND UP

The **rules** don't apply to elites. Ya'll didn't figure this out ?

It's always the poor people's problem to solve. **Rules** don't apply to the wealthy

Facts. They're rich **rules** don't apply

The **rules** don't apply to the rich

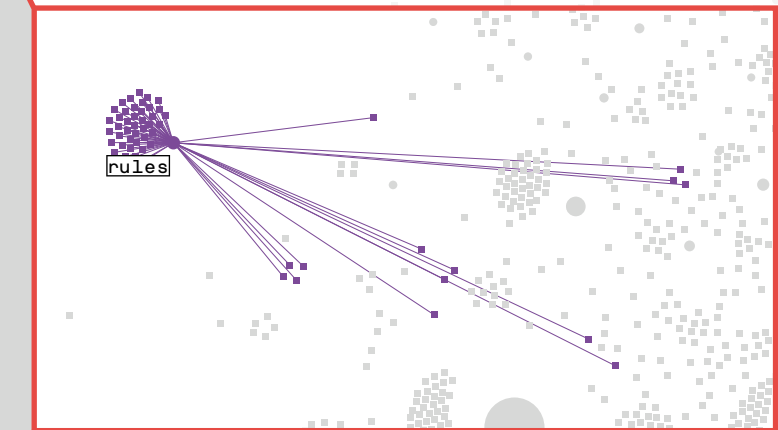
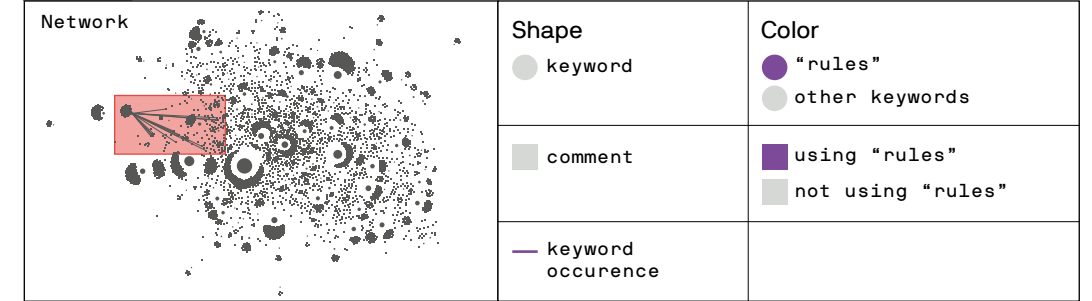
When are we gonna realize **rules** are only followed by the non-elite  
**Rules** are for thee not for meeeee  
**Rules** are for the little people

the **rules** are for the poor, not the wealthy. [...]

The **rules** only apply to us not them  
**Rules** only apply to poor people.

If your rich. You have no **rules** or laws.  
 [...] are allowed to do. None of the **rules** apply to elite.  
 [...] our own government don't follow the **rules** of us 99% lol great find sir  
 [...] politicians don't have to play by the **rules** why should any of us?  
 they have no **rules**  
 [...] They are on a whole different level of **rules**

### LEGEND




### FINDING 5

Q1

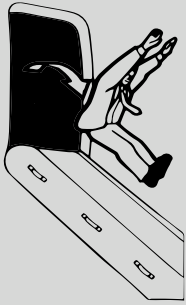
## "RULES FOR THEE BUT NOT FOR ME" IS A SLOGAN

Many comments related with the keyword "rules" appear are reported in the same phrase - "Rules for thee but not for me" which is used to indicate "that a person is trying to get others to follow the rules without having to follow themselves" (Urban Dictionary).

It is often used to critique politicians, who always seem to break their own laws. The phrase became viral in 2020, with the outbreak of Covid-19, as many people decided to exempt themselves from the rules and regulations, made for halting the virus.

Travel&Cats 

I felt guilty for not washing my egg mayo carton out yesterday.. and using domestic waste then I felt bad all morning.. ffs ridiculous





# Q2

*In 2022 private jets have become a relevant topic in the fight against climate change. Using #banprivatejets, groups of activists, politicians and scientists have begun to highlight the need to tax emissions of private jets more decisively or, more extremely, to ban them. We focused our research on how people discuss this topic on social networks, trying to understand which are the most recurring themes and what are the differences among various languages.*

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# ↘ How different are the images posted on Instagram according to the hashtag #privatejets translated into 5 languages?

ITALIAN

#JETPRIVATI

SPANISH

#JETPRIVADOS

FRENCH

#JETPRIVÉ

GERMAN

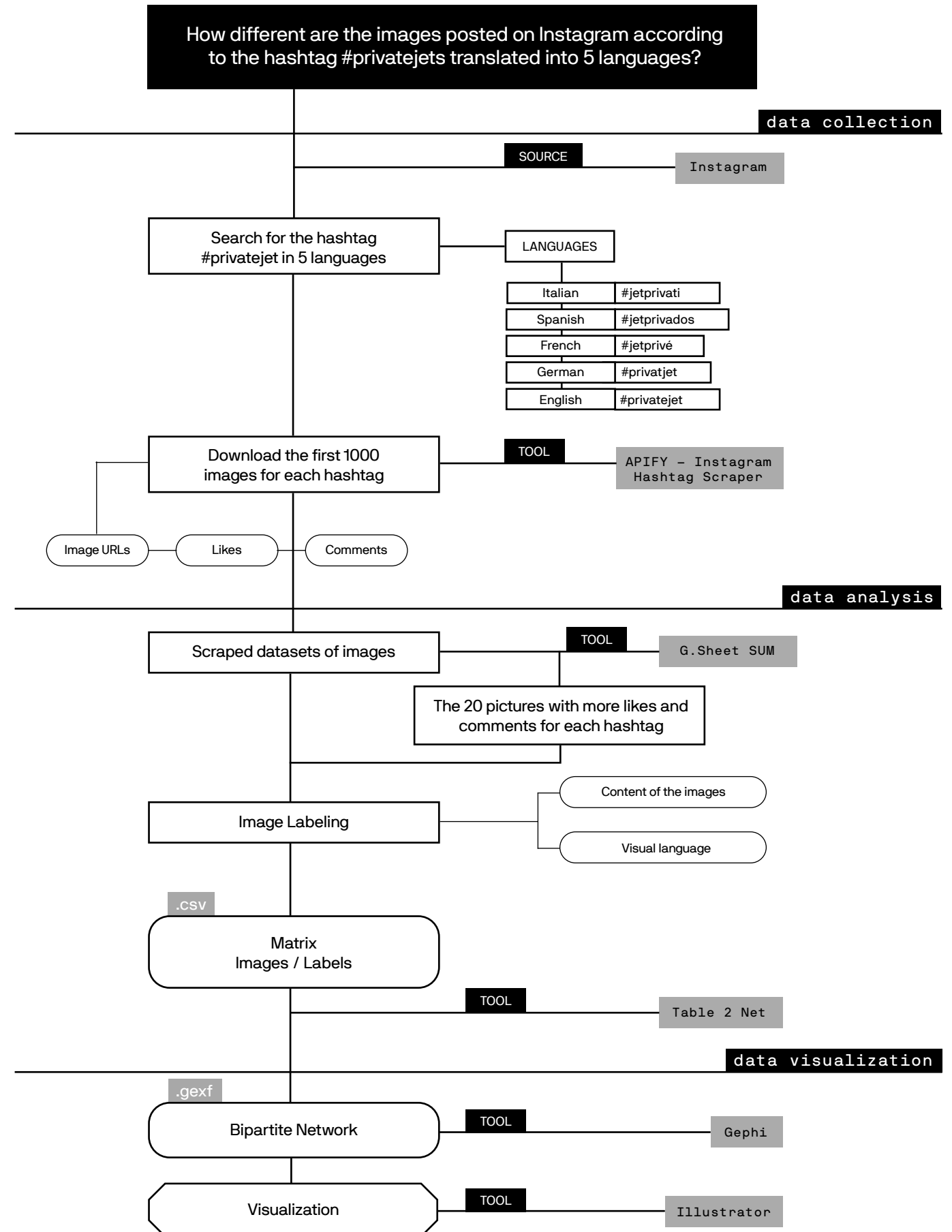
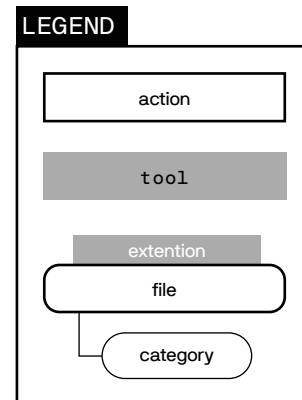
#PRIVATJET

ENGLISH

#PRIVATEJET

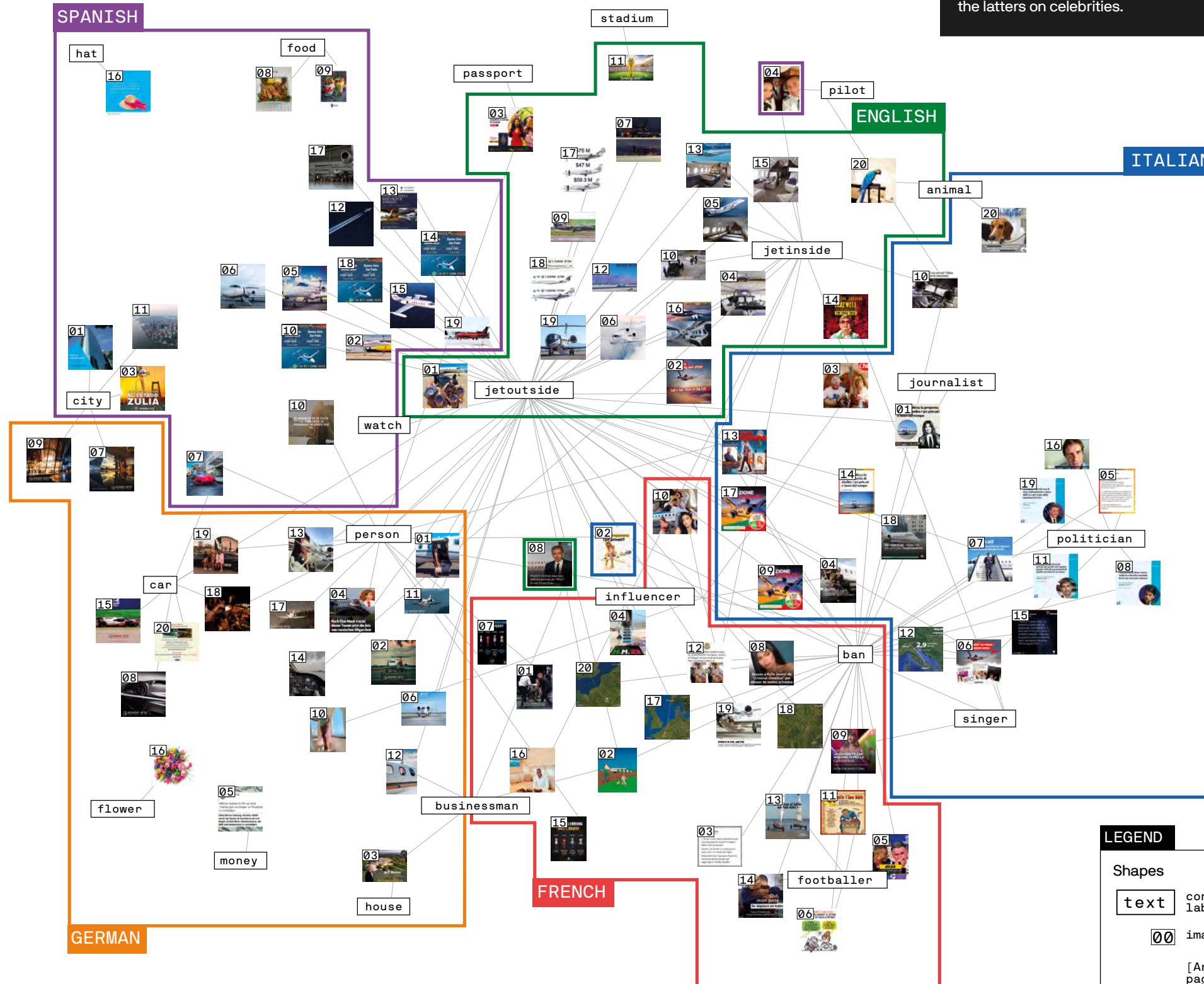
## INTRO

The protocol shows how the type and variety of images on social media changes according to the five most spoken European languages. The chosen social media for the research is Instagram because it is the one with the highest presence of static images.



TWO MAIN CLUSTERS: JET IMAGES AND CELEBRITIES IMAGES

There is a general division between SPANISH, GERMAN, ENGLISH based images and ITALIAN and FRENCH ones: the formers are focused on jets phtos, the latters on celebrities.



**LEGEND**

Shapes	Colors
text	SPANISH · #JETPRIVADOS
image ID	ENGLISH · #PRIVATEJET
[Archive pag. 15]	ITALIAN · #JETPRIVATI
	GERMAN · #PRIVATJET
	FRENCH · #JETPRIVÉ

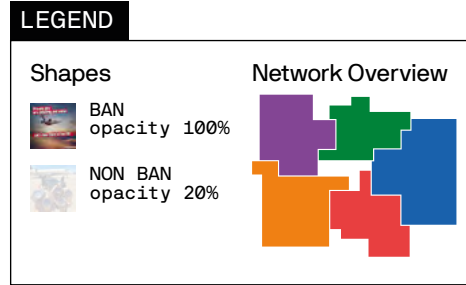
THE AMOUNT OF POSTS FOR EACH LANGUAGE THAT DISCUSS ABOUT THE #BANPRIVATEJETS DEBATE

FINDING 2

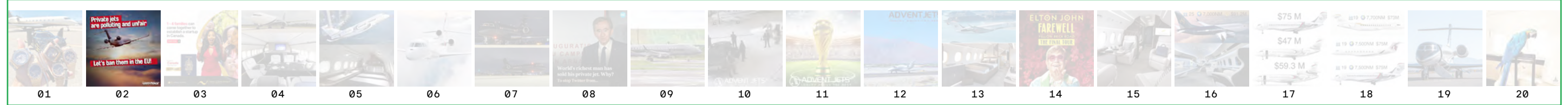
Q2

THE SPREAD OF THE #BANPRIVATEJET DEBATE

The banning topic is present above all in ITALIAN and FRENCH language, while ENGLISH, GERMAN and SPANISH seem to be far from the protest.



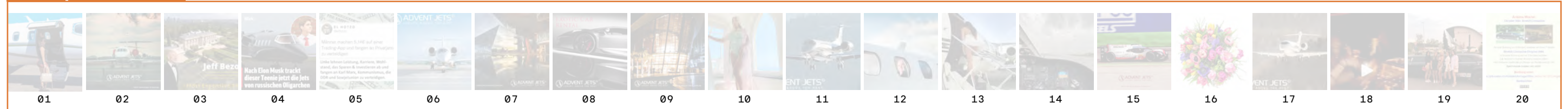
ENGLISH BAN: 1 IMAGE



FRENCH BAN: 13 IMAGES



GERMAN BAN: 0 IMAGES



ITALIAN BAN: 16 IMAGES



SPANISH BAN: 0 IMAGES



THE SPREAD OF VISUAL STYLE AMONG THE DIFFERENT LANGUAGE CLUSTERS

FINDING 3

Q2

ITALIAN AND ENGLISH HAVE MORE TEXTUAL AND GRAPHICAL IMAGES

There is a main division in the visual language: FRENCH and ITALIAN hashtagshave more images made of text and graphics while GERMAN, ENGLISH and SPANISH pictures mostly present photographic content.

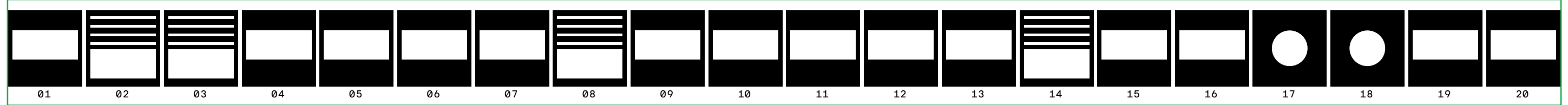
This is due to the fact that the first two languages present more informative images related to the #banprivatejets debate.

**LEGEND**

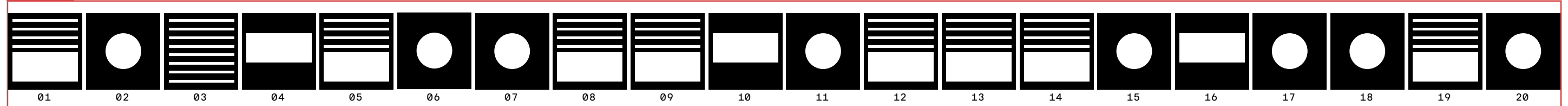
Shapes

- photo
- graphics
- text
- photo + text

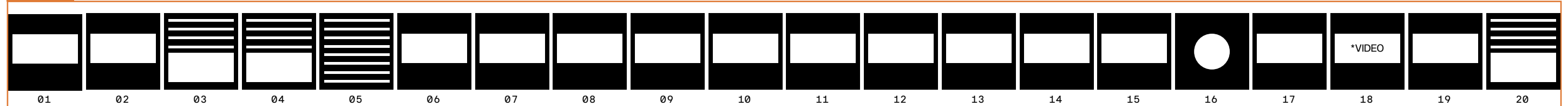
ENGLISH



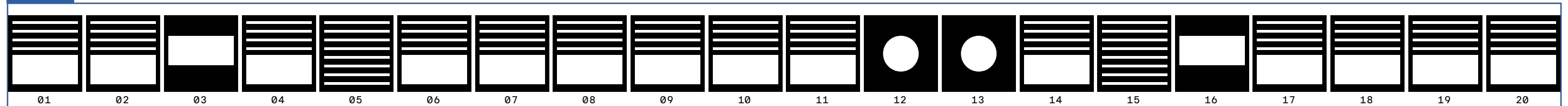
FRENCH



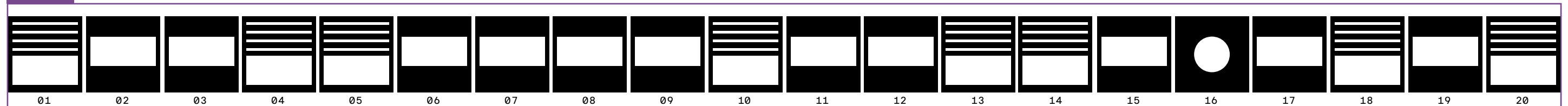
GERMAN



ITALIAN



SPANISH



ALL THE CELEBRITIES OF THE DATASET  
DECONTEXTUALIZED FROM THE POSTS



ENGLISH



BERNARD ARNAULT,  
BUSINESSMAN



ELTON JOHN,  
SINGER

FRENCH



THIBAUT GARCIA,  
INFLUENCER



TAYLOR SWIFT,  
SINGER



KYLIE JENNER,  
INFLUENCER [A-B]



LUCIEN NDABAGERA,  
JET COMPANY CEO



KYLIAN MBAPPÉ AND  
CHRISTOPHE GALTIER,  
FOOTBALLER [C-D-E]



[C]

GERMAN



ULRICH BETTERMANN,  
BUSINESSMAN



JACK SWEENEY,  
@CELEBJETS OWNER



SHARLIP ROKOPIF,  
MODEL

FINDING 4

Q2

THE CONTROVERSY AGAINST  
PARIS SAINT GERMAIN

In the FRENCH debate, the public debate is mainly focused on celebrities, particularly soccer players and influencers. 5 of the 20 most popular posts refer to an incident that occurred with Mbappé and Guillard at a press conference where they joked about the private jet controversy.

FINDING 5

Q2

THE ITALIAN POLITICAL DEBATE

The celebrities of the ITALIAN hashtag #jetprivati are above all politicians. This figure shows how the debate in Italy has acquired a more political dimension than the other countries.

ITALIAN

The #banprivatejets protest was born during the Italian election campaign. The controversy has been used by left-wing parties to attack political opponents such as Matteo Renzi and Giuseppe Conte.

ACCUSED



GIUSEPPE CIVATI,  
POLITICIAN



[H] MATTEO RENZI,  
POLITICIAN [H-I]



GIUSEPPE CONTE,  
POLITICIAN



[I]

ACCUSATORS



[F]



NICOLA FRATOIANNI,  
POLITICIAN [F-G]

[G]



SELVAGGIA LUCARELLI,  
JOURNALIST



TAYLOR SWIFT,  
SINGER

KIM KARDASHIAN,  
INFLUENCER



KRIS JENNER,  
DIGITAL ENTREPRENEUR



THE FERRAGNEZ,  
INFLUENCERS

**Private jets are polluting and unfair**



\$75 M

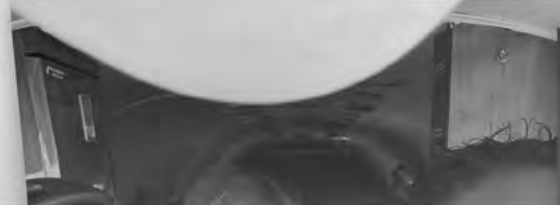
C'est pas si bête en fait Kiki!

**LOGISTICS**



Vuelos PRIVADOS AVIAJAR

Punta del Este Buenos Aires



**Chi ridicolizza la proposta seria di abolire i jet privati è fuori dal tempo**

Quanto inquinano i jet privati?



Blick |



**Nach Elon Musk trackt dieser Teenie jetzt die Jets von russischen Oligarchen**

ENGLISH



01



02



03



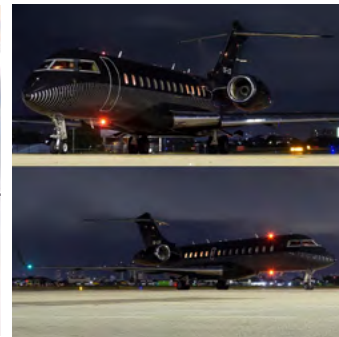
04



05



06



07



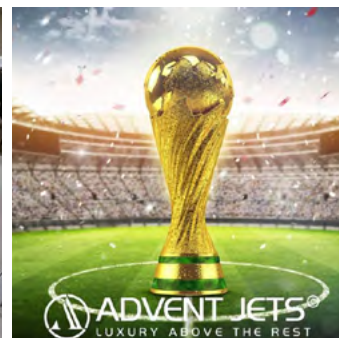
08



09



10



11



12



13



14



15



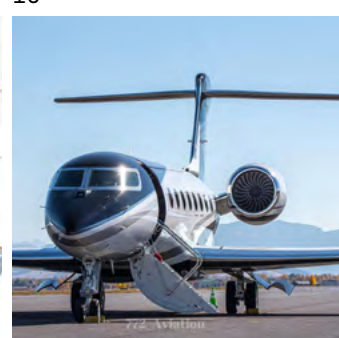
16



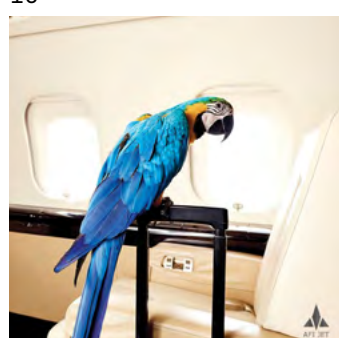
17



18



19



20

01 A PHOTO WITH A STRONG ELEMENT OF OSTENTATIOUSNESS, PRIVATE JETS, LUXURY CARS, FIVE WATCHES.  
 PHOTO 28061  
 JETOUTSIDE · CAR · WATCH

02 CALL FOR BAN ON PRIVATE JETS IN EUROPE.  
 PHOTO · TEXT 15057  
 JETOUTSIDE · BAN

03 AN ADVERTISEMENT ABOUT IMMIGRATING TO CANADA BY INVESTMENT.  
 PHOTO · TEXT 8718  
 PERSON · PASSPORT

04 A PHOTO ABOUT THE INTERIOR AND APPEARANCE OF A PRIVATE JET.  
 PHOTO 6596  
 JETOUTSIDE · JETINSIDE

05 A PHOTO ABOUT THE INTERIOR AND APPEARANCE OF A PRIVATE JET.  
 PHOTO 5165  
 JETOUTSIDE · JETINSIDE

06 A PHOTO ABOUT A PRIVATE JET.  
 PHOTO 5083  
 JETOUTSIDE

07 A PHOTO ABOUT A PRIVATE JET.  
 PHOTO 4550  
 JETOUTSIDE

08 PICTURES ABOUT THE WORLD'S RICHEST MAN MAKES A STATEMENT ABOUT SELLING HIS PRIVATE JET.  
 PHOTO · TEXT 4049  
 BUSINESSMAN

09 A PHOTO ABOUT A PRIVATE JET.  
 PHOTO 3433  
 JETOUTSIDE

10 PROMOTIONAL ADVERTISING PHOTOS, PRIVATE JET EQUALS LUXURY TRAVEL.  
 PHOTO 3057  
 JETOUTSIDE

11 PROMOTIONAL ADVERTISING PHOTOS, WORLD CUP IN QATAR.  
 PHOTO 3024  
 STADIUM

12 PICTURES ABOUT THE WORLD'S RICHEST MAN MAKES A STATEMENT ABOUT SELLING HIS PRIVATE JET.  
 PHOTO 2927  
 JETOUTSIDE

13 A PHOTO ABOUT THE INTERIOR AND APPEARANCE OF A PRIVATE JET.  
 PHOTO 2871  
 JETOUTSIDE · JETINSIDE

14 PROMOTIONAL PHOTO FROM THE FINAL LEG OF ELTON JOHN'S TOUR.  
 PHOTO · TEXT 2747  
 SINGER

15 A PHOTO ABOUT THE INTERIOR OF A PRIVATE JET.  
 PHOTO 2745  
 JETINSIDE

16 A PHOTO ABOUT THE INTERIOR AND APPEARANCE OF A PRIVATE JET.  
 PHOTO 2066  
 JETOUTSIDE · JETINSIDE

17 PRIVATE JET ADVERTISING ABOUT THREE PRIVATE JET PRICE COMPARISONS.  
 GRAPHICS 2028  
 JETOUTSIDE

18 A PRIVATE JET ADVERTISING ABOUT THE THREE TYPES OF AIRCRAFT.  
 GRAPHICS 1545  
 JETOUTSIDE

19 A PHOTO ABOUT A PRIVATE JET.  
 PHOTO 1405  
 JETOUTSIDE

20 PRIVATE JET AD WITH A PARROT IN A PRIVATE JET TO REPRESENT A PRIVATE JET THAT IS PET FRIENDLY.  
 PHOTO 1300  
 ANIMAL · JETINSIDE





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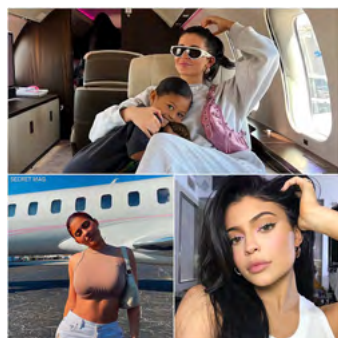
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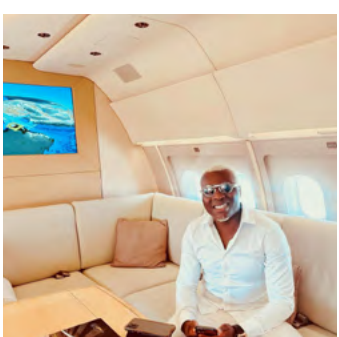
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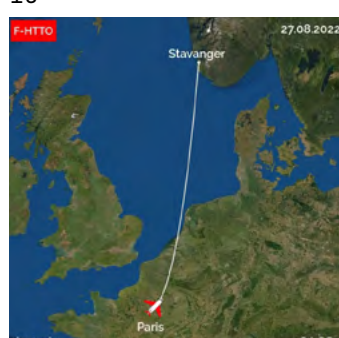
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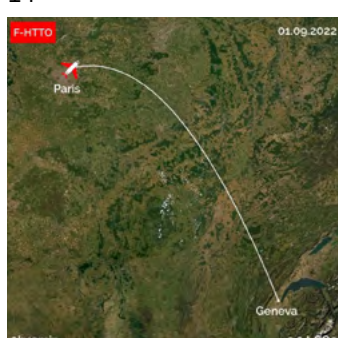
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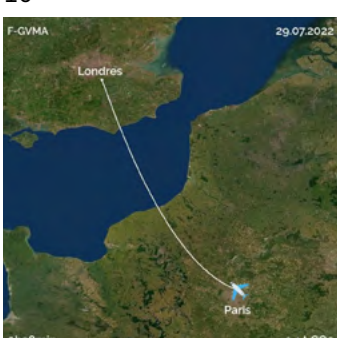
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01 PEOPLE TAKING AWAY A MAN WHO IS PROTESTING DURING A TENNIS MATCH.  
 PHOTO·TEXT 18905  
 PERSON

04 PHOTO OF A GIRL WALKING UP THE ENTRANCE STAIRS TO A PRIVATE JET.  
 PHOTO 7353  
 JETOUTSIDE, INFLUENCER

07 WRONG ILLUSTRATION OF MONEY CONCEPT FOR DIFFERENT AGE GROUPS.  
 GRAPHICS 4893  
 PERSON

10 COLLAGE OF THREE PHOTOS OF FAMOUS WOMEN INSIDE OR OUTSIDE THEIR PRIVATE JET.  
 PHOTO 3426  
 JETOUTSIDE·JETINSIDE·INFLUENCER

13 PHOTOMONTAGE OF MBAPPE AND GALTIER DOING LAND SAILING.  
 PHOTO·TEXT 2789  
 FOOTBALLER·BAN

16 FAMOUS MAN SHOWING HIS PRIVATE JET.  
 PHOTO 1586  
 JETINSIDE·BUSINESSMAN

19 PHOTO OF A PRIVATE JET WITH A TEXT THAT RAISES THE ISSUE OF THE LEGALITY OF TRACKING PRIVATE JETS.  
 PHOTO·TEXT 1472  
 JETOUTSIDE·BAN

02 REALISTIC ILLUSTRATION IN WHICH AN AIRSTRIP IS TREATED AS A GOLF FIELD.  
 GRAPHICS 9773  
 JETOUTSIDE·BUSINESSMAN·BAN

05 COLLAGE OF MBAPPE AND GALTIER LAUGHING DURING A PRESS CONFERENCE.  
 PHOTO·TEXT 6575  
 FOOTBALLER·BAN

08 PHOTO OF KYLIE JENNER WITH TEXT HIGHLIGHTING THE ACCUSATIONS OF PRIVATE FLIGHT ABUSE AGAINST HER.  
 PHOTO·TEXT 4431  
 INFLUENCER·BAN

11 SATIRICAL ILLUSTRATION CRITICIZING THE FRENCH SOCCER'S DISCONNECTION FROM ENVIRONMENTAL ISSUES.  
 GRAPHICS 3115  
 FOOTBALLER·BAN

14 PHOTOMONTAGE OF MBAPPE HUGGING A FRIEND WITH A TEXT THAT JOKES ON HIS LACK OF INTEREST IN ENVIRONMENTAL ISSUES.  
 PHOTO·TEXT 2324  
 FOOTBALLER·BAN

17 MAP SHOWING THE TRAVEL OF A PRIVATE JET FROM PARIS TO STAVANGER.  
 GRAPHICS 1550  
 JETOUTSIDE·BAN

20 MAP SHOWING THE TRAVEL OF A PRIVATE JET FROM PARIS TO STAVANGER.  
 GRAPHICS 1220  
 JETOUTSIDE·BAN

03 CRITICIZING THE CONSUMPTION OF PRIVATE JETS BY THE WEALTHIEST POPULATION AND IN PARTICULAR BY MATTEO RENZI.  
 TEXT 8752  
 BAN

06 SATIRICAL ILLUSTRATION CRITICIZING THE FRENCH SOCCER'S DISCONNECTION FROM ENVIRONMENTAL ISSUES.  
 GRAPHICS 5172  
 FOOTBALLER·BAN

09 PHOTO OF TAYLOR SWIFT WITH A TEXT CALLING HER THE CELEBRITY WHO POLLUTES THE MOST.  
 PHOTO·TEXT 3746  
 SINGER·BAN

12 PHOTO OF THIBAUT, A FRENCH VIP CRITICIZED FOR USING PRIVATE JETS FOR SHORT TRIPS WHILE FRANCE SUFFERS FROM CLIMATE CHANGE.  
 PHOTO·TEXT 2883  
 JETINSIDE·INFLUENCER·BAN

15 ILLUSTRATED GRAPHIC SHOWING MONEY MANAGEMENT MISTAKES AT DIFFERENT AGES.  
 GRAPHICS 2230  
 PERSON

18 MAP SHOWING THE TRAVEL OF A PRIVATE JET FROM PARIS TO GENEVA.  
 GRAPHICS 1540  
 JETOUTSIDE·BAN

GERMAN



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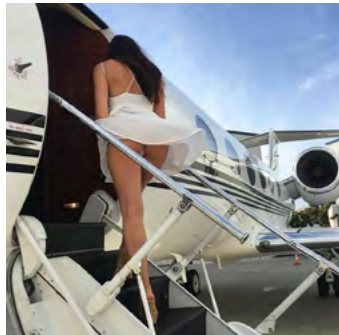
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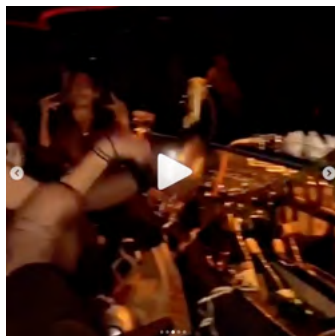
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01 A WOMAN IS BOARDING A PRIVATE JET.  
 PHOTO 31801  
 JETOUTSIDE · INFLUENCER

02 PROMOTIONAL ADVERTISING PHOTOS, PRIVATE JET EQUALS LUXURY TRAVEL.  
 PHOTO 7518  
 JETOUTSIDE

03 A PHOTO OF BEZOS WITH HIS "SOCIAL" TITLES.  
 PHOTO · TEXT 5977  
 HOUSE · BUSINESSMAN

04 THIS YOUNG MAN IS NOW TRACKING THE PRIVATE JET OF A RUSSIAN OLIGARCH.  
 PHOTO · TEXT 5323  
 JETOUTSIDE · PERSON

05 SOME PEOPLE WHO BENEFIT FROM PRIVATE JETS WILL DEFEND THEM AND EVEN INFLUENCE THE CLIMATE OF POLITICAL OPINION.  
 TEXT 4768  
 MONEY

06 PROMOTIONAL ADVERTISING PHOTO, PRIVATE JET EQUALS LUXURY TRAVEL.  
 PHOTO 2945  
 JETOUTSIDE

07 PROMOTIONAL ADVERTISING PHOTO, PRIVATE JET EQUALS LUXURY TRAVEL.  
 PHOTO 2940  
 CITY

08 PROMOTIONAL ADVERTISING PHOTO, A PRIVATE JET IS A DIFFERENT STYLE OF CAR, AND HIRING ONE WILL COMBINE LUXURY, CONVENIENCE AND SPEED..  
 PHOTO 2830  
 CAR

09 PROMOTIONAL ADVERTISING PHOTO, A PRIVATE JET WILL ARRANGE ALL TRAVEL.  
 PHOTO 2262  
 CITY

10 A WOMAN STANDS ON A BALCONY ON WHAT SHE SAYS IS HER LAST PREGNANCY TRIP.  
 PHOTO 2018  
 INFLUENCER

11 PROMOTIONAL ADVERTISING PHOTOS, PRIVATE JET EQUALS LUXURY TRAVEL.  
 PHOTO 1302  
 JETOUTSIDE

12 ENTREPRENEUR ULRICH BETHMANN SITTING IN HIS PRIVATE JET.  
 PHOTO 1238  
 JETOUTSIDE · BUSINESSMAN

13 A PHOTO OF A WOMAN WITH SEXUAL INNUENDO BOARDING A PRIVATE JET.  
 PHOTO 1210  
 JETOUTSIDE · PERSON

14 A PHOTO OF A PRIVATE JET COCKPIT, WITH RAIN FALLING OUTSIDE.  
 PHOTO 1192  
 JETINSIDE

15 PROMOTIONAL ADVERTISING PHOTO, "ADVENT JET" SPONSORS A RACING COMPETITION.  
 PHOTO 1065  
 CAR

16 A PHOTO WITH INTERNATIONAL WOMEN'S DAY.  
 GRAPHICS 1038  
 FLOWER

17 PROMOTIONAL ADVERTISING PHOTO, PRIVATE JET EQUALS LUXURY TRAVEL.  
 PHOTO 1019  
 JETOUTSIDE

18 A GROUP OF PEOPLE PARTYING IN A LIMOUSINE WITH NO CURFEW.  
 VIDEO 987  
 CAR · PERSON

19 GROUP OF PEOPLE POSING FOR A PHOTO IN FRONT OF A LUXURY CAR.  
 PHOTO 937  
 CAR · PERSON

20 PROMOTIONAL ADVERTISING PHOTOS, LUXURY CAR RENTAL INFORMATION.  
 PHOTO · TEXT 887  
 CAR

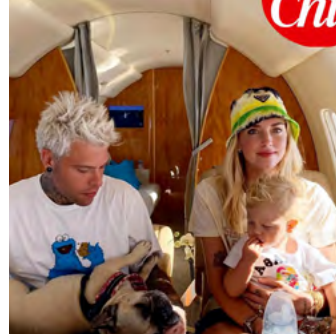
ITALIAN



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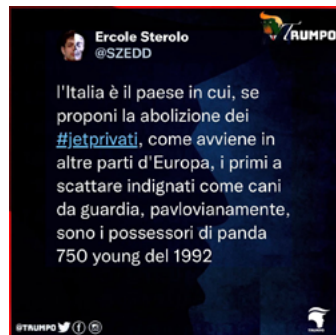
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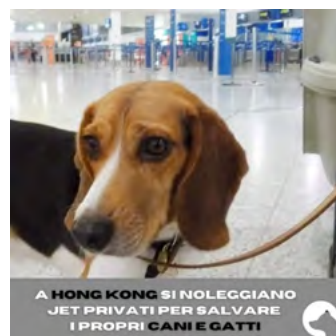
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01 PHOTO OF AN ITALIAN JOURNALIST WITH TEXT REFERRING TO HER ARTICLE AGAINST PRIVATE JETS. PHOTO·TEXT 16853 JETOUTSIDE·JOURNALIST·BAN

02 PHOTOMONTAGE OF A WOMAN SITTING ON A PRIVATE JET WITH A TEXT QUESTIONING ABOUT THE POLLUTION OF PRIVATE JETS. PHOTO·TEXT 6920 JETOUTSIDE·BAN·PERSON

03 PHOTO OF CHIARA FERRAGNI AND FEDEZ IN A PRIVATE JET. PHOTO 4574 JETINSIDE·INFLUENCER

04 A PRIVATE JET OF KIM KARDASHIAN WITH A TEXT ABOUT THE PROPOSAL OF THE ITALIAN LEFT PARTY TO ABOLISH PRIVATE JETS. PHOTO·TEXT 4574 JETOUTSIDE·INFLUENCER·BAN

05 NICOLA FRATOIANNI (AN ITALIAN POLITICIAN) CRITICIZING MATTEO RENZI'S POLLUTION CAUSED BY USING PRIVATE JET DURING ELECTION CAMPAIGN. TEXT 3731 POLITICIAN·BAN

06 PHOTOMONTAGE BY GREENPEACE THAT COLLECTS POLLUTION DENOUNCE ARTICLES OF ITALIAN CELEBRITIES. PHOTO·TEXT 3271 JETOUTSIDE·POLITICIAN·INFLUENCER·SINGER·BAN

07 PHOTO OF MATTEO RENZI WALKING DOWN THE STAIRS OF HIS PRIVATE JET WITH A TEXT THAT DENOUNCES THE POLLUTION OF RICH PEOPLE. PHOTO·TEXT 2485 JETOUTSIDE·POLITICIAN·BAN

08 PHOTO OF GIUSEPPE CONTE WITH HIS QUOTE ABOUT THE HUGE POLLUTION OF MATTEO RENZI PRIVATE JETS. PHOTO·TEXT 1756 POLITICIAN·BAN

09 PHOTO ABOUT PRIVATE JET DENOUNCE BY THE ITALIAN LEFT PARTY. PHOTO·TEXT 1698 JETINSIDE·BAN

10 MEME THAT JOKES ABOUT THE USELESSNESS OF BANNING PRIVATE JETS. PHOTO·TEXT 1668 JETINSIDE·PILOT·BAN

11 PHOTO OF NICOLA FRATOIANNI WITH HIS QUOTE ABOUT THE HUGE POLLUTION OF PRIVATE JETS. PHOTO·TEXT 1336 POLITICIAN·PBAN

12 GRAPHIC THAT SHOWS THE HUGE CO2 CONSUMPTION OF A PRIVATE JET TRAVEL FROM NAPOLI TO LUGANO. GRAPHICS 1315 BAN

13 MEME THAT JOKES ABOUT THE USELESSNESS OF BANNING PRIVATE JETS. GRAPHICS 1276 JETOUTSIDE·PERSON

14 PHOTO OF A PRIVATE JET AND A TEXT THAT BLAMES THE MINIMIZING OF THE PROBLEM OF DEPRIVED JETS. PHOTO·TEXT 1124 JETOUTSIDE·BAN

15 TWEET THAT DENOUNCES THE ITALIAN PUBLIC'S RESPONSE TO THE PRIVATE JET PROBLEM. TEXT 1094 BAN

16 A PHOTO OF THE POLITICIAN GIUSEPPE CIVATI INTERVIEWED AT TG1. PHOTO 935 POLITICIAN

17 PHOTO ABOUT PRIVATE JET DENOUNCE BY THE ITALIAN LEFT PARTY. PHOTO·TEXT 886 JETOUTSIDE·BAN

18 PHOTO OF MATTEO RENZI WITH HIS QUOTE ABOUT THE LOW SIGNIFICANCE OF THE IMPACT OF PRIVATE JETS ON TOTAL CO2 EMISSIONS. PHOTO·TEXT 803 POLITICIAN, BAN

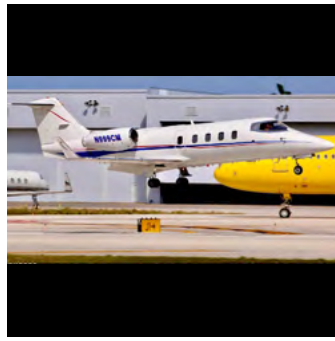
19 PHOTO OF A PRIVATE JET AND A TEXT THAT BLAMES THE POLLUTION CAUSED BY RICH PEOPLE TRAVELS. PHOTO·TEXT 722 JETOUTSIDE·BAN

20 PHOTO OF A DOG WITH A TEXT DENOUNCING THE ANIMAL ABUSE IN HONG KONG. PHOTO·TEXT 720 ANIMAL

SPANISH



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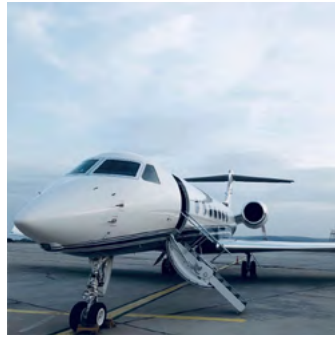
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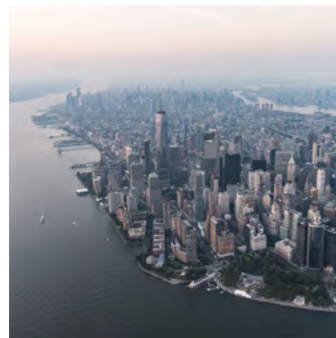
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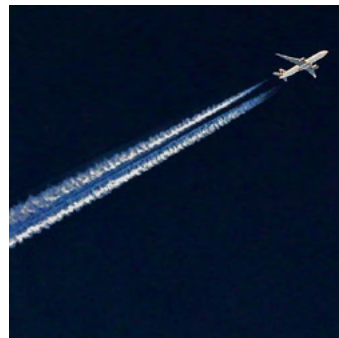
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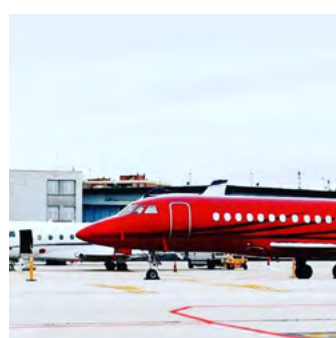
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01 PHOTO OF A SKYSCRAPER.  
 PHOTO·TEXT 31801  
 CITY

02 PHOTO OF A JET THAT TAKES OFF.  
 PHOTO·TEXT 7518  
 JETOUTSIDE

03 PROMOTIONAL ADVERTISING PHOTO OF BRIDGE WITH A TEXT PROMOTING PRIVATE TRAVELS.  
 PHOTO·TEXT 5977  
 CITY

04 SELFIE OF A CABIN CREW INSIDE THEIR AIRPLANE.  
 PHOTO 5323  
 JETINSIDE·PILOT

05 PROMOTIONAL ADVERTISING PHOTO OF A JET.  
 PHOTO·TEXT 4768  
 JETOUTSIDE

06 PHOTO OF A JET.  
 PHOTO 2945  
 JETOUTSIDE

07 PHOTO OF A LUXURY CAR.  
 PHOTO 2940  
 CAR·PERSON

08 PHOTO OF A MEAL.  
 PHOTO 2830  
 FOOD

09 PHOTO OF A MEAL.  
 PHOTO 2262  
 FOOD

10 PHOTO OF A MAN WALKING WITH A MOTIVATIONAL SENTENCE ABOUT PERSONAL SUCCESS.  
 PHOTO·TEXT 2018  
 PERSON

11 LANDSCAPE OF NEW YORK FROM ABOVE.  
 PHOTO 1302  
 CITY

12 PHOTO OF A JET FLYING.  
 PHOTO 1238  
 JETOUTSIDE

13 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.  
 PHOTO·TEXT 1210  
 JETOUTSIDE

14 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.  
 PHOTO·TEXT 1192  
 JETOUTSIDE

15 PHOTO OF A PRIVATE JET.  
 PHOTO 1065  
 JETOUTSIDE

16 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.  
 GRAPHICS 1038  
 HAT

17 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.  
 PHOTO 1019  
 JETOUTSIDE

18 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.  
 PHOTO·TEXT 987  
 JETOUTSIDE

19 PHOTO OF A PRIVATE JET.  
 PHOTO 937  
 JETOUTSIDE

20 PROMOTIONAL ADVERTISING PHOTO OF A PRIVATE JET.  
 PHOTO·TEXT 887  
 JETOUTSIDE





# Q3



*In 2022 private jets have become a relevant topic in the fight against climate change. Using #banprivatejets, groups of activists, politicians and scientists have begun to highlight the need to tax emissions of private jets more decisively or, more extremely, to ban them. We focused our research on how people discuss this topic on social networks, trying to understand which are the most recurring themes and what are the differences among various languages.*

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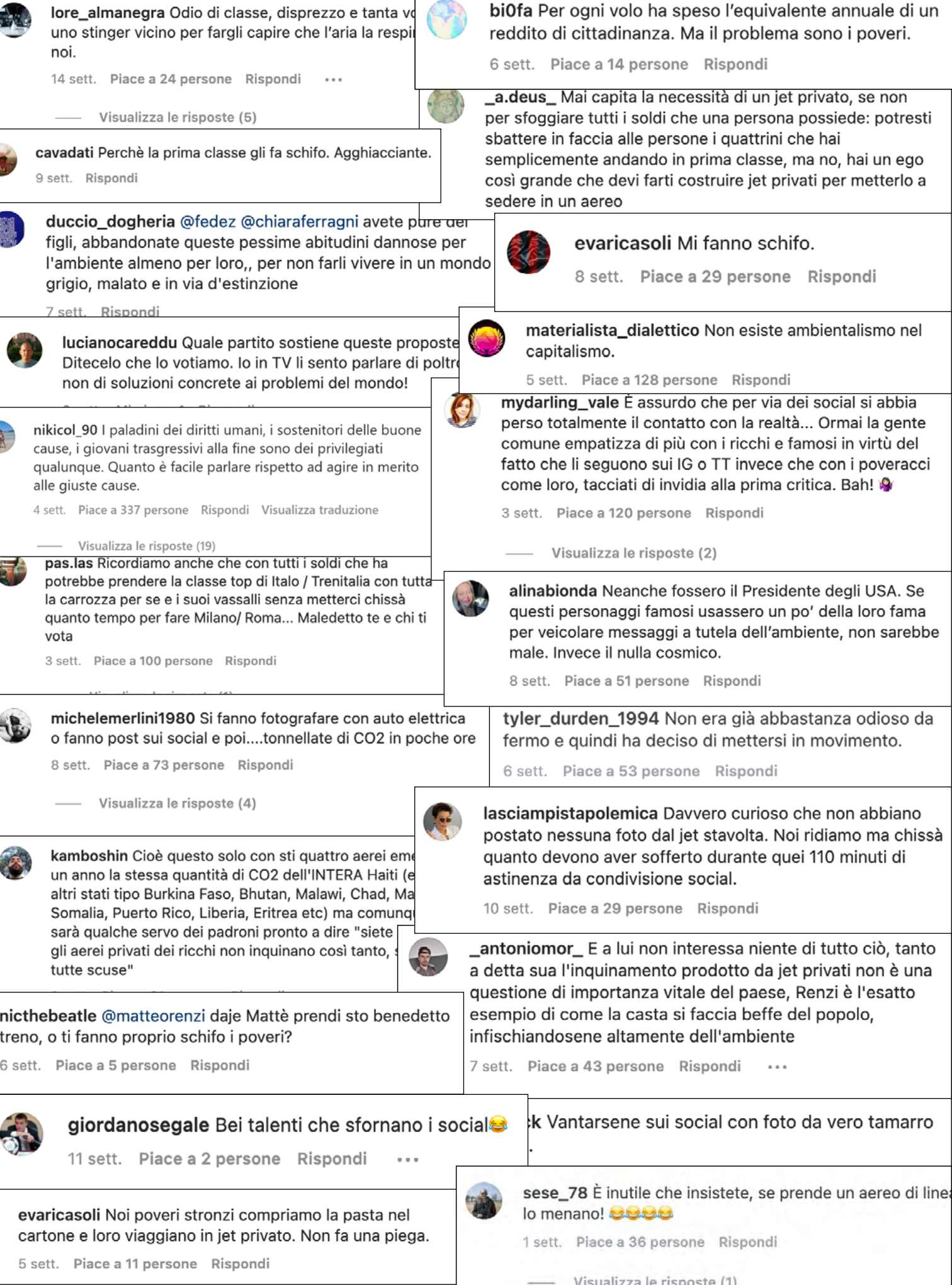
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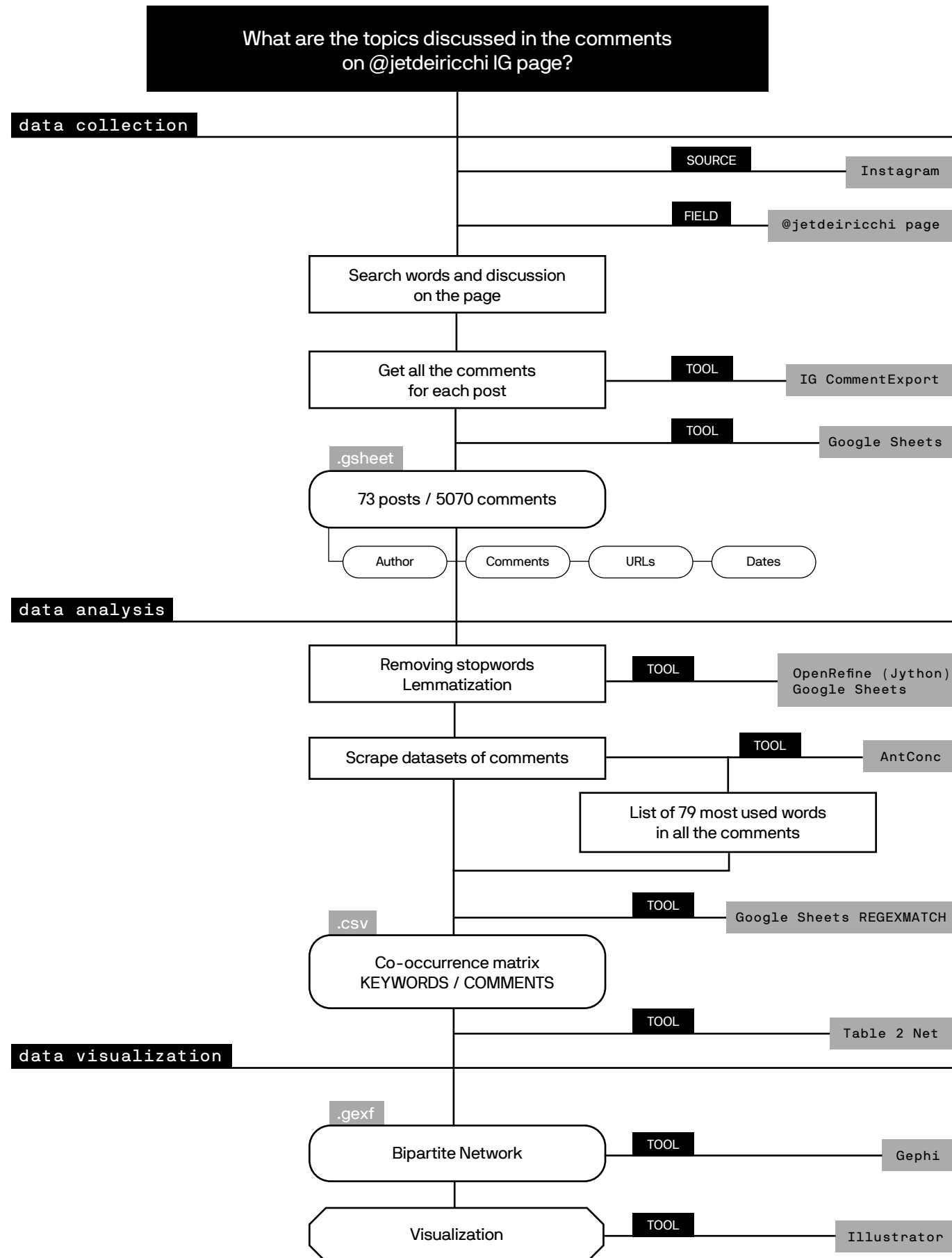




# What are the topics discussed in the comments on @jetdeiricchi IG page?

## INTRO

@jetdeiricchi is an Instagram page born at the end of June in Italy, after the debate about #banprivatejets started spreading across the media. It focuses on Italian public figures and tracks their journeys on private jets, providing also data about CO2 emissions of each flight and comparing it to other data.



Clean all the comments, replace all the spaces, punctuation, delete capital letters

↓

Dataset of comment in a column, one comment for each row

↓

Add a row at the top with the most frequent words in the comments

↓

Use formula REGEXMATCH to see if each word appears in the comments

↓

When true, convert that value in the row number of the comment where the word is present (blank space if false)

↓

Join all the values obtained in a single cell, divided by commas

↓

Replace all double commas with a single comma

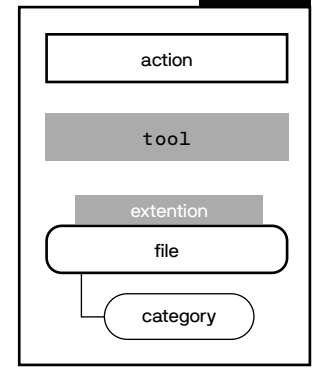
↓

Copy all the data in a clean sheet, transposing the rows into columns

↓

Final matrix with a column of recurring words and values of occurrence in the comments (comment IDs)

LEGEND

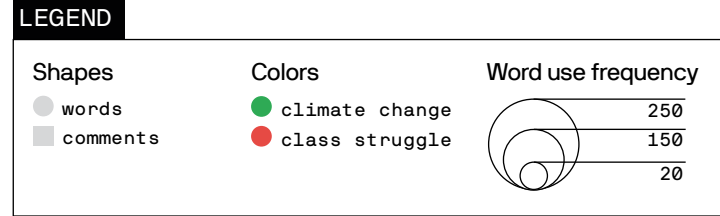


ROW	COMMENTS	WORDS	
		a	b
1	comment #1	1	
2	comment #2		2

WORDS	COMMENT IDs
inquinamento	680, <u>721</u> , <u>728</u> , 737, 751, 798,
ricchi	686, <u>721</u> , <u>728</u> , 749, 776, 799,

## TOPIC DETECTION

To answer the research question we analyzed all the words in the user comments. From there, we built a network of the 79 most common words without considering “jet” and “privati” in order to see the discussion centred around them.



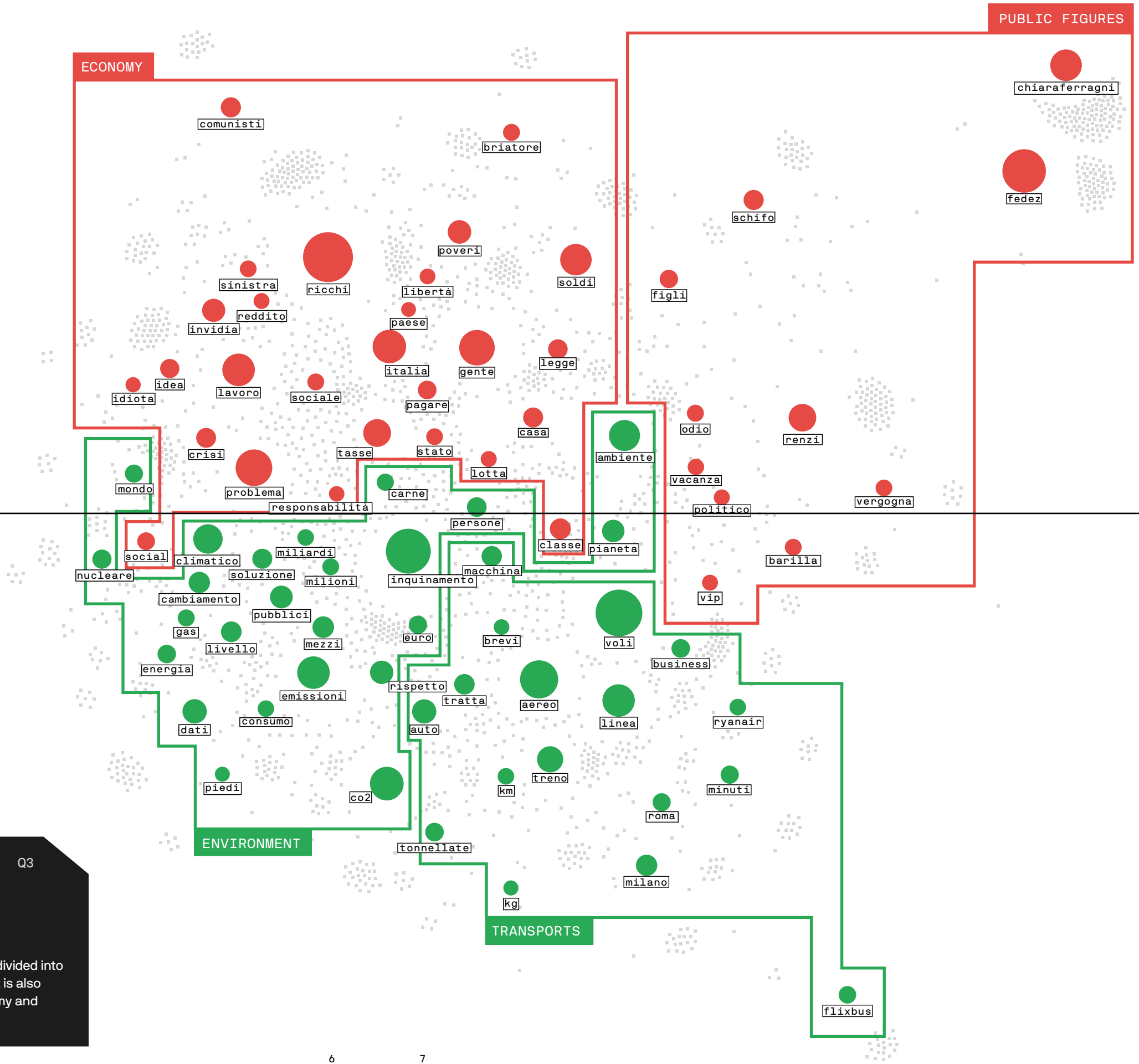
**CLASS STRUGGLE**

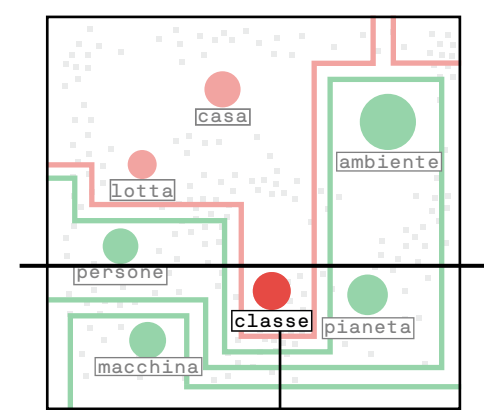
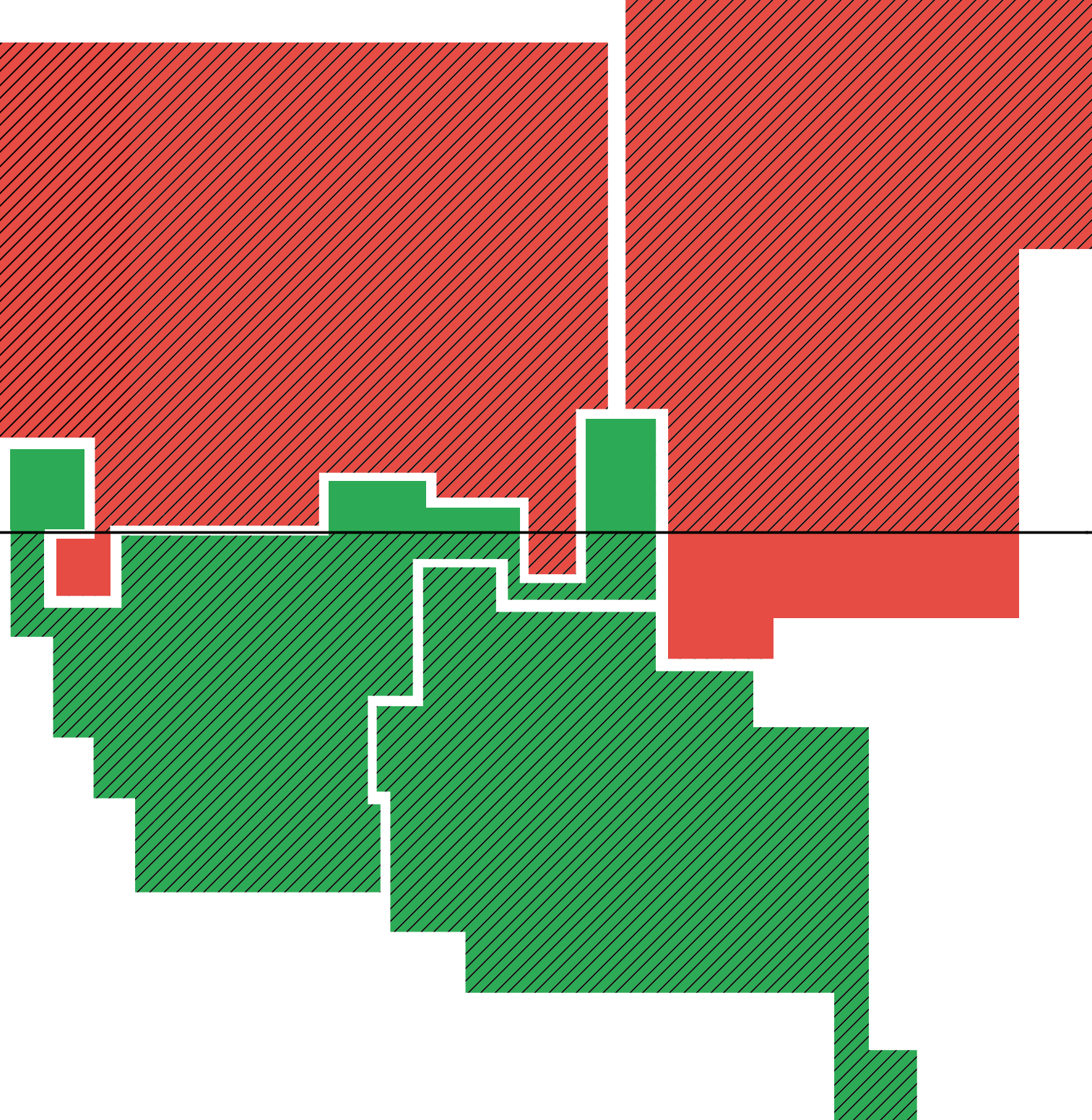
**CLIMATE CHANGE**

**FINDING 1** Q3

**THE TWO MAIN CLUSTERS:  
CLASS STRUGGLE AND CLIMATE CHANGE**

The words used in the comments to the page's posts are mainly divided into two macro topics: class struggle and climate change. Within these, it is also possible to highlight subcategories: environment, transports, economy and public figures.



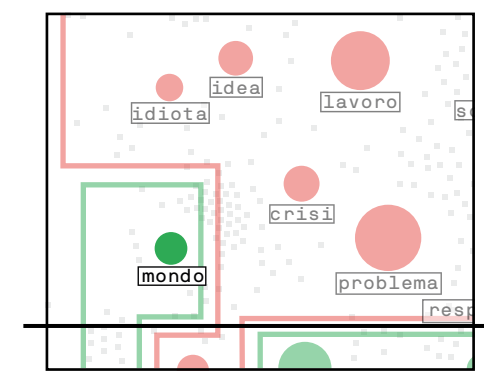


One of the words that appear on the other side of the network is "classe" (eng: class). This is due to the fact that it's both used to refer to class struggle and to the first class and business class of transportation.

**lore\_almanegra** Odio di **classe** disprezzo e tanta voglia di uno stinger vicino per fargli capire che l'aria la respiriamo noi.  
14 sett. Piace a 24 persone Rispondi ...

**\_a.deus\_** Mai capita la necessità di un jet privato, se non per sfoggiare tutti i soldi che una persona possiede: potresti sbattere in faccia alle persone i quattrini che hai semplicemente andando in prima **classe**, ma no, hai un ego così grande che devi farti costruire jet privati per metterlo a sedere in un aereo

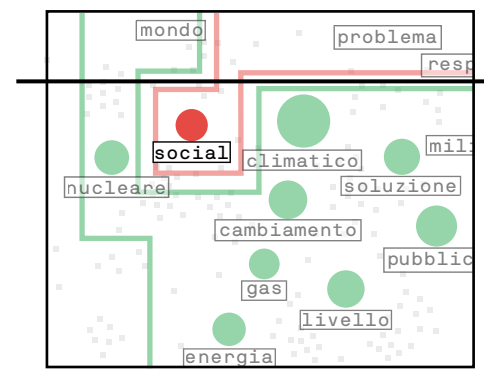
**cavadati** Perché la prima **classe** gli fa schifo. Agghiacciante.  
9 sett. Rispondi



**duccio\_dogheria** @fedez @chiaraferragni avete pure dei figli, abbandonate queste pessime abitudini dannose per l'ambiente almeno per loro,, per non farli vivere in un **mondo** grigio, malato e in via d'estinzione

**lucianocareddu** Quale partito sostiene queste proposte? Ditecelo che lo votiamo. Io in TV li sento parlare di poltrone non di soluzioni concrete ai problemi del **mondo!**  
9 sett. Mi piace: 1 Rispondi

**\_giuseppemata** stiamo andando verso la fine del **mondo**  
14 sett. Mi piace: 1 Rispondi



**lasciampistapolemica** Davvero curioso che non abbiano postato nessuna foto dal jet stavolta. Noi ridiamo ma chissà quanto devono aver sofferto durante quei 110 minuti di astinenza da condivisione **social**.  
10 sett. Piace a 29 persone Rispondi

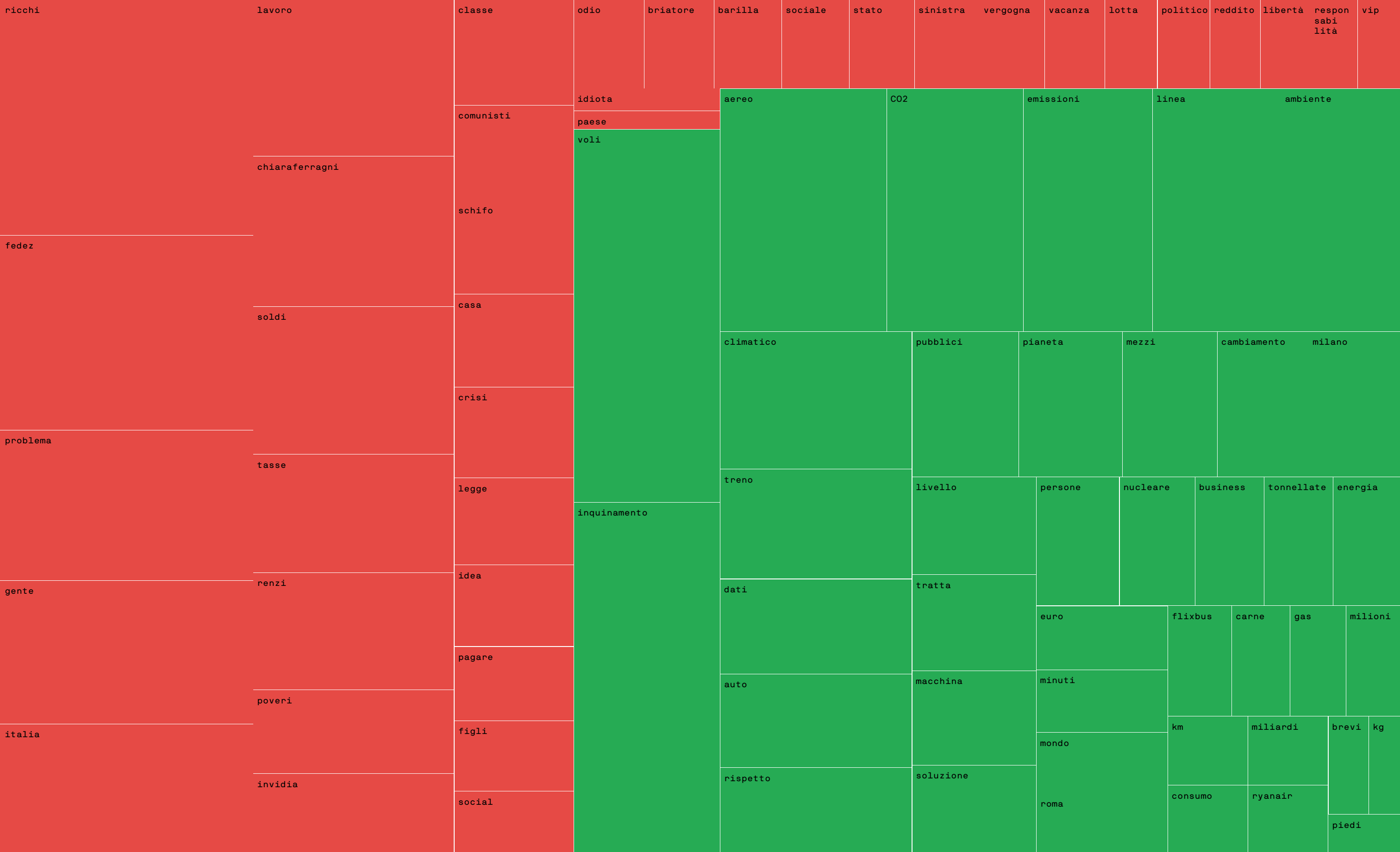
**world.check** Vantarsene sui **social** con foto da vero tamarro arricchito...  
14 sett. Piace a 9 persone Rispondi  
Visualizza le risposte (13)

**giordanosegale** Bei talenti che sfornano i **social** 😂  
11 sett. Piace a 2 persone Rispondi ...

FINDING 2 Q3

**SOME WORDS CROSS THE CLUSTERS LINE**

There are some words that cross the dividing line of the two main topics, going into the opposite area where they belong. This happens because even if they are thematically grouped to one of the two clusters, they appear more often near some specific words and therefore are placed closer to them.



Ratio of the size  
of the two main clusters

**CLASS STRUGGLE**

Words: 38  
Cluster use frequency: 47,6%

**CLIMATE CHANGE**

Words: 41  
Cluster use frequency: 52,4%

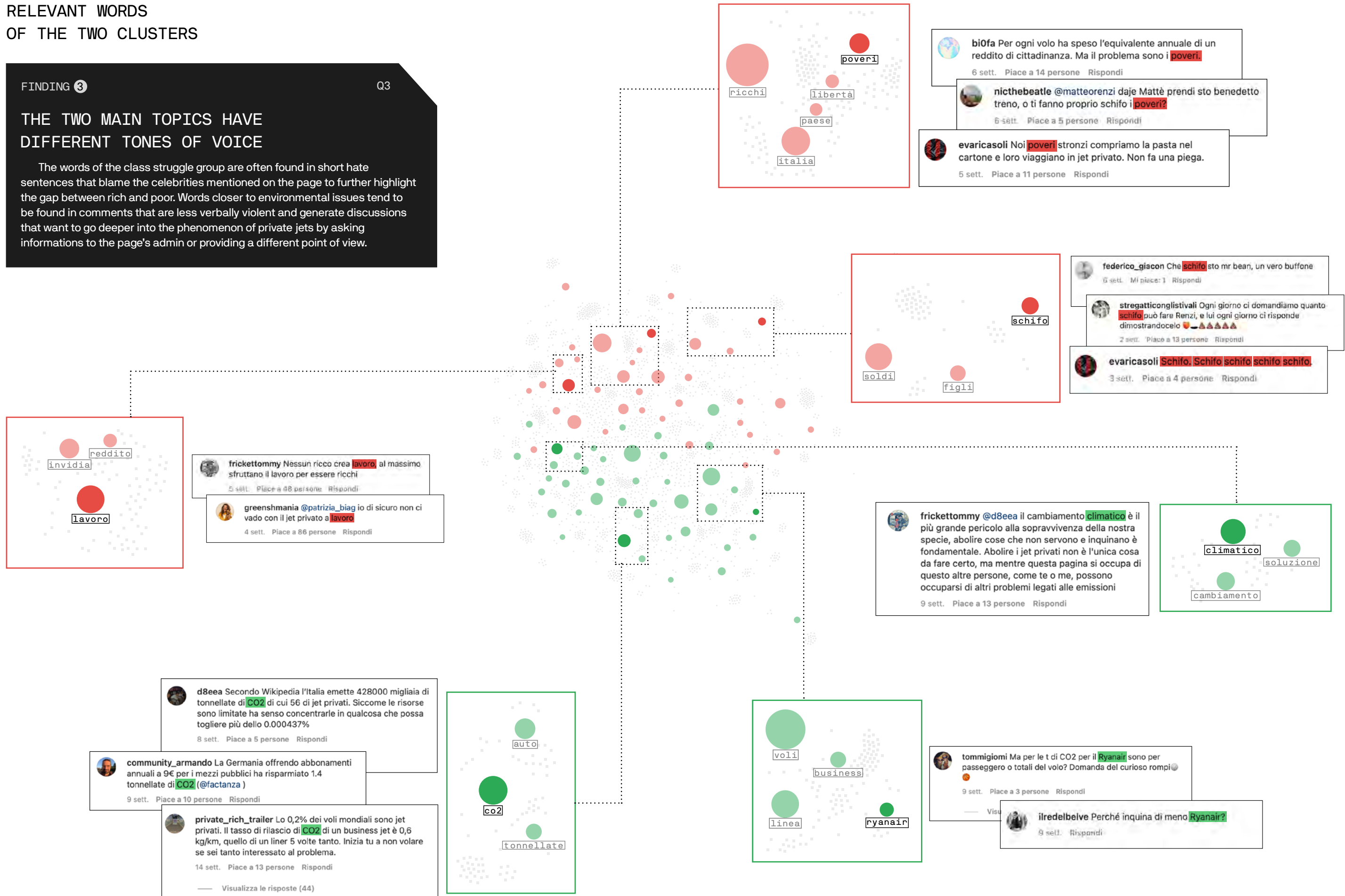
# RELEVANT WORDS OF THE TWO CLUSTERS

FINDING 3

Q3

## THE TWO MAIN TOPICS HAVE DIFFERENT TONES OF VOICE

The words of the class struggle group are often found in short hate sentences that blame the celebrities mentioned on the page to further highlight the gap between rich and poor. Words closer to environmental issues tend to be found in comments that are less verbally violent and generate discussions that want to go deeper into the phenomenon of private jets by asking informations to the page's admin or providing a different point of view.



**bi0fa** Per ogni volo ha speso l'equivalente annuale di un reddito di cittadinanza. Ma il problema sono i **poveri**.  
6 sett. Piace a 14 persone Rispondi

**nicthebeatle @matteorenzi** daje Mattè prendi sto benedetto treno, o ti fanno proprio schifo i **poveri**?  
6 sett. Piace a 5 persone Rispondi

**evaricasoli** Noi **poveri** stronzi compriamo la pasta nel cartone e loro viaggiano in jet privato. Non fa una piega.  
5 sett. Piace a 11 persone Rispondi

**federico\_giacon** Che **schifo** sto mr bean, un vero buffone  
6 sett. Mi piace: 1 Rispondi

**stregaticonglistivali** Ogni giorno ci domandiamo quanto **schifo** può fare Renzi, e lui ogni giorno ci risponde dimostrandocelo 🤔🤔🤔🤔🤔  
2 sett. Piace a 13 persone Rispondi

**evaricasoli** **Schifo. Schifo schifo schifo schifo.**  
3 sett. Piace a 4 persone Rispondi

**soldi**  
**figli**  
**schifo**

**invidia**  
**reddito**  
**lavoro**

**frickettommy** Nessun ricco crea **lavoro**, al massimo sfruttano il lavoro per essere ricchi  
5 sett. Piace a 48 persone Rispondi

**greenshmania @patrizia\_biagi** io di sicuro non ci vado con il jet privato a **lavoro**  
4 sett. Piace a 86 persone Rispondi

**frickettommy @d8eea** il cambiamento **climatico** è il più grande pericolo alla sopravvivenza della nostra specie, abolire cose che non servono e inquinano è fondamentale. Abolire i jet privati non è l'unica cosa da fare certo, ma mentre questa pagina si occupa di questo altre persone, come te o me, possono occuparsi di altri problemi legati alle emissioni  
9 sett. Piace a 13 persone Rispondi

**climatico**  
**soluzione**  
**cambiamento**

**d8eea** Secondo Wikipedia l'Italia emette 428000 migliaia di tonnellate di **CO2** di cui 56 di jet privati. Siccome le risorse sono limitate ha senso concentrarle in qualcosa che possa togliere più dello 0.000437%  
8 sett. Piace a 5 persone Rispondi

**community\_armando** La Germania offrendo abbonamenti annuali a 9€ per i mezzi pubblici ha risparmiato 1.4 tonnellate di **CO2** (@factanza )  
9 sett. Piace a 10 persone Rispondi

**private\_rich\_trailer** Lo 0,2% dei voli mondiali sono jet privati. Il tasso di rilascio di **CO2** di un business jet è 0,6 kg/km, quello di un liner 5 volte tanto. Inizia tu a non volare se sei tanto interessato al problema.  
14 sett. Piace a 13 persone Rispondi  
Visualizza le risposte (44)

**auto**  
**co2**  
**tonnellate**

**voli**  
**business**  
**linea**  
**ryanair**

**tommigiomi** Ma per le t di CO2 per il **Ryanair** sono per passeggero o totali del volo? Domanda del curioso rompi  
9 sett. Piace a 3 persone Rispondi

**ilredelbelve** Perché inquina di meno **Ryanair**?  
9 sett. Rispondi

FINDING 4

Q3

### EXTERNAL WORDS GENERATE HEATED DISCUSSIONS

The words in the peripheral areas of the network are linked to topics or public figures cited by the page or by followers in an intense way but not close to the focus of the general discussion. This kind of comments polarizes the discussion between ordinary people and celebrities. There are also words that trigger discussion because generally associated with politic class struggle (communists) and the everyday life of less rich people (flixbus).



The word "comunisti" (eng: communists) is often found in comments against the page's admins and followers. Supporters of this viewpoint criticise the work of the page by finding it too politically aligned.

**bernardobianconi** Ma andate a pulire le fosse **comunisti** invidiosi del cazzo  
9 sett.

**ermionalekbello** Che ipocrisia come se tu se avevi quei soldi non usavi un Jett dai dai siete dei **comunisti** gelosi e invidiosi  
9 sett. Piace a 2 persone · Rispondi

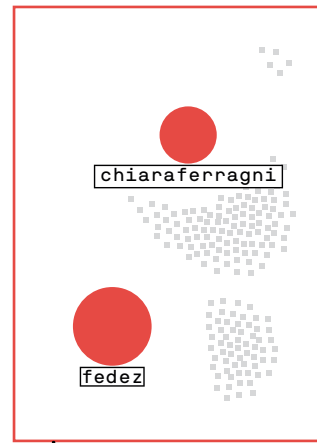
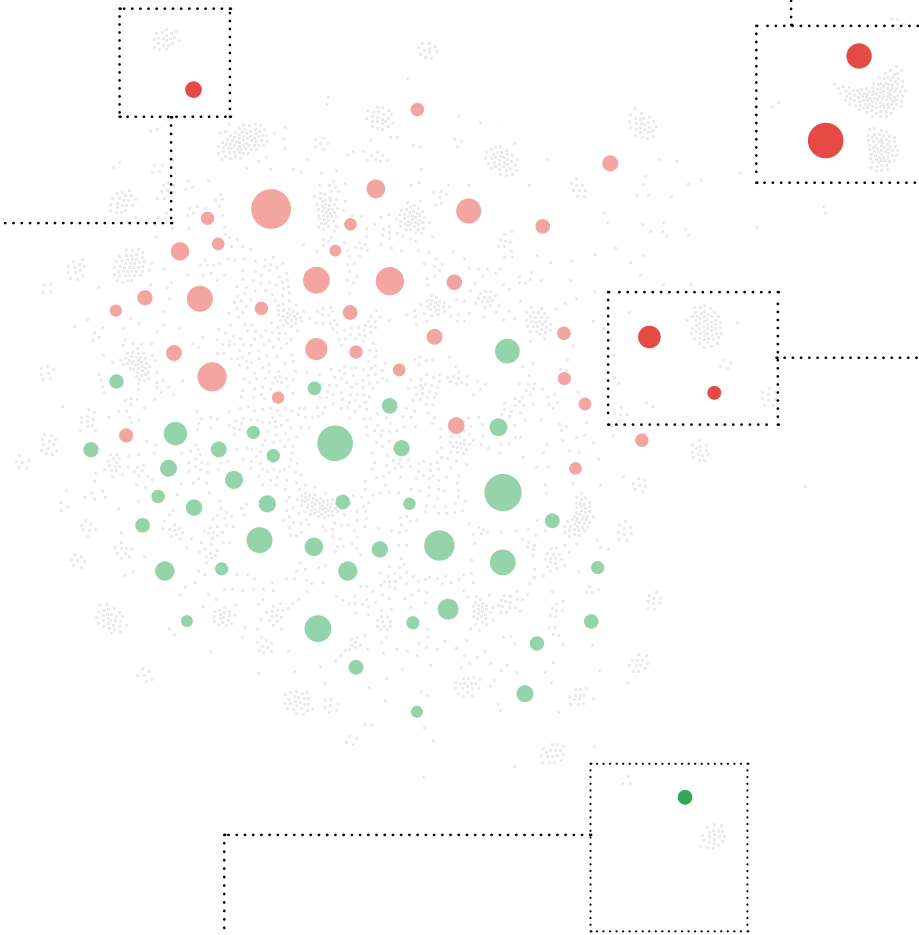
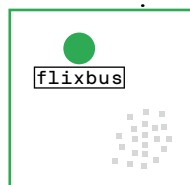
Visualizza le risposte (1)



A topic that triggered a heated discussion was the means of transport of the poorer class.

**loziososam** Ce li vedo proprio Fedez e Chiara su **FlixBus** 😂  
9 sett. Rispondi

**mfranci\_c** Ma no, erano su **flixbus** sicuro, in incognito per fare vedere ai loro figli come si sposta la gente comune!  
9 sett. Rispondi



Relevant comments under the 3 posts showing private jet trips of Chiara Ferragni and Fedez.

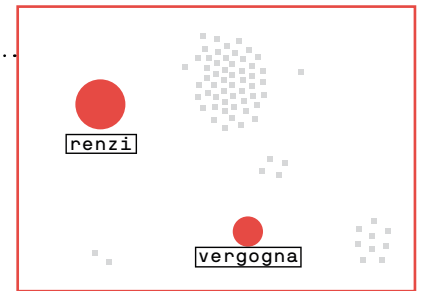
**marcobenza** Ma dai la colpa è di **Fedez** e della **Ferragni** ora?  
14 sett.

**zaira\_butterfly92** Bravissimi 🙌, non li sopporto quei due predicano tanto x l'ambiente e poi questo dai che bel insegnamento danno ai figli complimenti

**iammax\_77** **@fedez** è un ragazzo sensibile alle questioni ambientali quando c'è da tirare su like 🙄

**tanialepidio** Non è solo il jet privato il problema. In generale lanciano dei messaggi sbagliati fomentando il fast fashion (si cambiano 400 volte al giorno)...

9 sett. Mi piace: 1 Rispondi



Relevant comments under the 8 posts showing Matteo Renzi's private jet trips.

**iris\_cantillon** Che **vergogna**. Potrebbe pure prendere un aereo di linea in supermega prima classe e invece no, jet privato  
5 sett. Rispondi

**tyler\_durden\_1994** Non era già abbastanza odioso da fermo e quindi ha deciso di mettersi in movimento.  
8 sett. Piace a 53 persone · Rispondi

**sara\_pri** Parlate di jet privati ma nella foto l'aereo è di Sato. Capisco l'antipatia per **Renzi** ma forse vi conveniva scegliere una fotografia diversa. Avete fatto uno scivolone...  
7 sett. Piace a 16 persone · Rispondi

**sese\_78** È inutile che insistete, se prende un aereo di linea, lo menano! 🙄🙄🙄  
7 sett. Piace a 36 persone · Rispondi

Visualizza le risposte (1)

**\_\_fabsor** Uno a caso **renzi**, giusto?  
7 sett. Piace a 9 persone · Rispondi

Visualizza le risposte (1)

WHICH TOPICS CREATE THE MOST HEATED DEBATE IN THE COMMENTS?






FINDING 5

Q3

CLASS STRUGGLE MAKES PEOPLE ANGRIER

After analysing the comments with most interaction (likes and replies) we understood that, even if they feature both words from climate change and class struggle, they still talk about class struggle. So, the topic that generates the most heated debate is class struggle. This conclusion was possible only by reading and understanding the comments (qualitative analysis).

 <p>Maneskin 11 tonnellate di CO2 Per due concerti in Europa</p>	<p>Likes 337</p>	<p>Replies 19</p> <p>nikicol_90 I paladini dei diritti umani, i sostenitori delle buone cause, i giovani trasgressivi alla fine sono dei <b>privilegiati</b> qualunque. Quanto è facile parlare rispetto ad agire in merito alle giuste cause.</p> <p>4 sett. Piace a 337 persone Rispondi Visualizza traduzione</p> <p>Visualizza le risposte (19)</p>
 <p>I ricchi di oggi La famiglia Barilla</p>	<p>Likes 128</p>	<p>Replies 0</p> <p>materialista_dialettico Non esiste <b>ambientalismo</b> nel <b>capitalismo</b>.</p> <p>5 sett. Piace a 128 persone Rispondi</p>
 <p>No, essere impegnata ricca famosa Non ti autorizza ad inquinare quanto ti pare</p>	<p>Likes 120</p>	<p>Replies 2</p> <p>mydarling_vale È assurdo che per via dei <b>social</b> si abbia perso totalmente il contatto con la realtà... Ormai la gente comune empatizza di più con i <b>ricchi e famosi</b> in virtù del fatto che li seguono sui IG o TT invece che con i poveracci come loro, tacciati di <b>invidia</b> alla prima critica. Bah! 🤔</p> <p>3 sett. Piace a 120 persone Rispondi</p> <p>Visualizza le risposte (2)</p>
 <p>Silvio Berlusconi 18,7 tonnellate di CO2 Per fare due disegni al Senato</p>	<p>Likes 100</p>	<p>Replies 1</p> <p>pas.las Ricordiamo anche che con tutti i <b>soldi</b> che ha potrebbe prendere la <b>classe</b> top di Italo / Trenitalia con tutta la carrozza per se e i suoi vassalli senza metterci chissà quanto tempo per fare Milano/ Roma... Maledetto te e chi ti vota</p> <p>3 sett. Piace a 100 persone Rispondi</p> <p>Visualizza le risposte (1)</p>

 <p>Michelle Hunziker 1,5 tonnellate di CO2 Per un evento in Germania</p>	<p>Likes 73</p>	<p>Replies 4</p> <p>michelemerlini1980 Si fanno fotografare con auto elettrica o fanno post sui <b>social</b> e poi...<b>tonnellate di CO2</b> in poche ore</p> <p>8 sett. Piace a 73 persone Rispondi</p> <p>Visualizza le risposte (4)</p>
 <p>La flotta di Alba Servizi La società di chartering controllata da Silvio Berlusconi</p>	<p>Likes 61</p>	<p>Replies 1</p> <p>kamboshin Cioè questo solo con sti quattro aerei emette in un anno la stessa quantità di <b>CO2</b> dell'INTERA Haiti (e più di altri stati tipo Burkina Faso, Bhutan, Malawi, Chad, Mali, Somalia, Puerto Rico, Liberia, Eritrea etc) ma comunque ci sarà qualche servo dei padroni pronto a dire "siete invidiosi, gli aerei privati dei <b>ricchi</b> non <b>inquinano</b> così tanto, sono tutte scuse"</p> <p>8 sett. Piace a 61 persone Rispondi</p> <p>Visualizza le risposte (1)</p>
 <p>2,5 tonnellate di CO2 È lui o non è lui? Per un altro giorno di campagna</p>	<p>Likes 43</p>	<p>Replies 2</p> <p>_antoniomor_ E a lui non interessa niente di tutto ciò, tanto a detta sua <b>l'inquinamento</b> prodotto da jet privati non è una questione di importanza vitale del paese, <b>Renzi</b> è l'esatto esempio di come la <b>casta</b> si faccia beffe del <b>popolo</b>, infischiosene altamente dell'<b>ambiente</b></p> <p>7 sett. Piace a 43 persone Rispondi ...</p> <p>Visualizza le risposte (2)</p>
 <p>Mara Venier 2,4 tonnellate di CO2 Per andare a Verona</p>	<p>Likes 51</p>	<p>Replies 0</p> <p>alinabionda Neanche fossero il Presidente degli USA. Se questi personaggi famosi usassero un po' della loro fama per veicolare messaggi a tutela dell'<b>ambiente</b>, non sarebbe male. Invece il nulla cosmico.</p> <p>8 sett. Piace a 51 persone Rispondi</p>
 <p>Mauro Icardi Wanda Nara 37 tonnellate di CO2 Per un trasloco a Istanbul</p>	<p>Likes 29</p>	<p>Replies 0</p> <p>evaricasoli Mi fanno <b>schifo</b>.</p> <p>8 sett. Piace a 29 persone Rispondi</p>





 **evaricasoli** Schifo. Schifo schifo schifo schifo.  
3 sett. [Piace a 4 persone](#) [Rispondi](#)



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