

Supplementary Material

A Additional Description on Data Collection

At the beginning of our data collection stage, we explored top hashtags by searching the Twitter API using keywords "BBM" and "Bongbong Marcos" without using hashtags. From this first-stage search results, we identified top hashtags supporting BBM, such as #BBMSARA2022, #BBMSaraUNITEAM, #BongbongForPresident, and #BBMIsMyPresident2022, among others. And for the following iterations of data collection, we used these top hashtags to collect tweets over the time period under study. See Table 1 for top hashtags included in the dataset. We adopted a real-time data collection strategy and scraped tweets with these hashtags once a week from February 28 to May 14, 2022. Each week, we checked top 10 hashtags and included any new hashtags appearing in the top-10 list for the following rounds of data collection.

We found social media posts in both English and Tagalog, with some posts including both languages in a single document (i.e. code-switching). In our pooled dataset with retweets, we retrieved similar proportions of tweets in the two languages (51% English, 49% Tagalog), but in the original-tweets dataset after removing retweets, we found more tweets in Tagalog than in English (English 35%, Tagalog 65%).

B Topic and Metatopic Labels of a 17-topic model

Metatopics	Topic #	Topics	# of tweets	Top 10 words
Nostalgia	Topic 2	Victory/martial law	2,296	sure win, sara supporter, pilipinas solaire, martial law, si kuya, wow puno, kuya pula, de oro, cagayan de, marcos president
	Topic 6	Marcoses return	2,293	team bahay, marcoses return, president bbm, natin si, pula batangas, carry flame, zamboanga uniteam, flame burn, burn marcoses, always carry
	Topic 7	Rise again	2,370	natin pilipinas, mahal natin, pilipinas aque, pop fernandez, bangon bayan, pilipino pula, done follow, chill lang, bbm sara, aque pula
	Topic 14	Together rise for BBM	3358	pula pilipinas, sama sama, sama tayong, bongbong marcos, tayong babangon, president bongbong, pilipino taas, pilipinas road, malaca president, done voting
	Topic 20	Bring back Marcos	2,414	kuya wil, mabuhay pilipinas, bbmarcos president, vice president, president sara, sara duterte, inday sara, bring back, back marcos, look crowd
Victory	Topic 23	Proud loyalista	2,355	proud loyalista, vote wisely, first family, uniteam pula, nanalo si, family pula, pag nanalo, duterte bbm, tuloy tuloy, si leni
	Topic 0	Victory tomorrow	4,665	po natin, magandang bukas, watawat pilipinas, pilipinas mahal, never late, supporter bbm, dawn zulueta, one cebu, panalo talaga, guimbal iloilo
	Topic 1	BBMSARA victory	2,347	ipanalo natin, iglesia cristo, bbmsara win, cristo ipanalo, yes pula, drone show, sara pula, kayong boboto, natalo si, naka sampo
	Topic 9	Victory party	2,268	victory party, election day, ba politiko, philippine flag, politiko nyo, pula isabela, benta ba, boy benta, party party, niyo card
	Topic 10	Landslide victory	2,236	amoy landslide, bise presidente, leni kiko, bong bong, bong marcos, good luck, ferdinand bong, rally bbm, pula manilenyo, mr robredo
	Topic 12	Hope for victory	2,165	pag asa, bbm win, kay ganda, country great, umagang kay, happy lang, sara uniteam, si prrd, supporter pula, lang yan
	Topic 15	Go beyond victory	2,128	shot uniteam, hihigitan nasimulan, ipagpapatuloy hihigitan, crowd shot, pula berde, robin padilla, panalo kayo, bbm leni, teodoro gibo, victory pula
	Topic 18	Election victory	2,309	ipanalo bbmsara, peaceful election, luzon miting, fb live, uniteam grand, vp leni, ganda firework, today day, sara win, pula pulipinas
Supporters Rallies	Topic 22	Road to Malacanang	2,147	road malaca, lang sakalam, wag kalimutan, fake news, special guest, presidente pilipinas, pula metromanila, sabay sabay, bayan pula, pilipinas ctto
	Topic 3	Many viewers	2,416	k viewer, k view, inday sara, next president, president philippine, mark anthony, anthony villanueva, president inday, ba kayo, viewer pula
	Topic 5	Uniteam rally	2,460	miting de, pula pampanga, uniteam miting, amoy amoy, respect mine, mine respect, grand rally, pulse asia, estimate uniteam, ba ba
	Topic 11	Red supporters	2,167	pula cebu, wag kayong, grabe pula, boboto magnanakaw, po tayong, gadon roque, pilipinas sama, bansang pilipinas, lang malakas, party pula
	Topic 13	Parañaque rally	2248	aque city, th president, grabe naman, president republic, republic philippine, exciting part, proud bbm, live miting, amoy land, count bus
	Topic 16	Large crowd	2,424	let go, god bless, day go, crowd estimate, maraming salamat, pampanga red, go uniteam, salamat po, last night, go vote
Candidates	Topic 17	Miting de avance	2,248	de avance, avance aque, aque pm, taas noo, look drone, uniteam miting, avance uniteam, mother day, happy mother, avance paranaque
	Topic 4	BBM	2,411	marcos jr, tigre agila, grabe kayo, bbm sara, toni g, landslide victory, live viewer, president ferdinand, vote bbm, solid bbm
	Topic 8	BBM victory	2,230	bbm president, andrew e, win one, support bbm, house pula, e pula, burnnnn hahaha, president amp, pilipinas way, pilipinas let
	Topic 19	Uniteam	2,212	marcos duterte, pilipinas pula, drone shot, duterte pula, bagong pilipinas, tiganan niyo, tao denial, niyo gaano, malapitang view, gaano kasiksikan
	Topic 21	Vice president	2,160	vice president, president vice, president pula, meeting de, yes yes, ihanda niyo, grabe yung, card pula, mahal pilipinas, jr vice
	Topic 24	Vote straight Uniteam	2179	vote straight, willie revillame, pula taguig, straight uniteam, let make, solid supporter, roque teodoro, red green, ipasok top, cayetano escudero

Table A1: Top-10 keywords for six metatopics of a 25-topic model.