

INTERPERSONAL JUDGMENT IN DIGITAL MEDIA: LEXICO-GRAMMATICAL PATTERNS AND APPLICATIONS IN PUBLIC PERCEPTION MONITORING

ANÁLISE DE JULGAMENTOS INTERPESSOAIS EM MÍDIAS DIGITAIS: PADRÕES LÉXICO-GRAMMATICAS E APLICAÇÕES NO MONITORAMENTO DE PERCEPÇÕES PÚBLICAS

ANÁLISIS DE JUICIOS INTERPERSONALES EN MEDIOS DIGITALES: PATRONES LÉXICO-GRAMMATICALES Y APLICACIONES EN EL MONITOREO DE PERCEPCIONES PÚBLICAS



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ABSTRACT: Violent events generate wide repercussion in digital environments, mobilize intense public reactions, and produce large volumes of evaluative texts. In this context, this article aims to analyze lexico-grammatical patterns associated with interpersonal judgment in digital media. The study is grounded in Systemic Functional Linguistics and adopts a Mixed Methods Research approach, integrating qualitative and quantitative procedures. The corpus consists of approximately 570,000 tweets collected after a high-profile event that occurred in 2020. The results highlight linguistic strategies in the construction of social sanctions directed at individuals and institutions, as well as the recurrence of discursive patterns associated with public accountability. It is concluded that the proposed model shows potential for monitoring public perceptions and for the use of large-scale digital data, contributing to analyses aimed at the formulation and evaluation of evidence-based public policies.

KEYWORDS: Appraisal. Interpersonal judgment. Digital media. Mixed methods. Public policy.

RESUMO: *Eventos violentos provocam grande repercussão em ambientes digitais, mobilizam reações públicas intensas e produzem grandes volumes de textos avaliativos. Nesse contexto, este artigo tem como objetivo analisar padrões léxico-gramaticais associados a julgamentos interpessoais em mídias digitais. O estudo fundamenta-se na Linguística Sistemico-Funcional e adota uma abordagem de Métodos Mistos de Pesquisa, integrando procedimentos qualitativos e quantitativos. O corpus é composto por aproximadamente 570.000 tweets coletados após um evento de grande repercussão ocorrido em 2020. Os resultados evidenciam estratégias linguísticas na construção de sanções sociais direcionadas a indivíduos e instituições, bem como a recorrência de padrões discursivos associados à responsabilização pública. Conclui-se que o modelo proposto apresenta potencial para o monitoramento de percepções públicas e para o uso de dados digitais em larga escala, contribuindo para análises voltadas à formulação e avaliação de políticas públicas baseadas em evidências.*

PALAVRAS-CHAVE: *Avaliatividade. Julgamento interpessoal. Mídias digitais. Métodos mistos. Políticas públicas.*

RESUMEN: *Los eventos violentos generan una amplia repercusión en entornos digitales, movilizan intensas reacciones públicas y producen grandes volúmenes de textos evaluativos. En este contexto, este artículo tiene como objetivo analizar patrones léxico-gramaticales asociados a los juicios interpersonales en medios digitales. El estudio se fundamenta en la Lingüística Sistemico-Funcional y adopta un enfoque de Métodos Mixtos de Investigación, integrando procedimientos cualitativos y cuantitativos. El corpus está compuesto por aproximadamente 570.000 tuits recopilados tras un evento de gran repercusión ocurrido en 2020. Los resultados evidencian estrategias lingüísticas en la construcción de sanciones sociales dirigidas a individuos e instituciones, así como la recurrencia de patrones discursivos asociados a la responsabilización pública. Se concluye que el modelo propuesto presenta potencial para el monitoreo de percepciones públicas y para el uso de datos digitales a gran escala, contribuyendo a análisis orientados a la formulación y evaluación de políticas públicas basadas en evidencia.*

PALABRAS CLAVE: *Valoración. Juicio interpersonal. Medios digitales. Métodos mixtos. Políticas públicas.*

INTRODUCTION

The volume of comments on high-profile violent incidents drives an intense pace of opinion-sharing in the digital sphere. The speed at which these texts circulate is part of the techno-discursive mechanism known as “going viral.” This generally occurs in conjunction with engagement driven by metrics, as it involves content with a strong emotional charge (Sampson, 2012). This phenomenon materializes within minutes, as users across various digital platforms express their interpersonal judgments immediately, in accordance with the concept of spreadability (Jenkins et al., 2013).

This article presents part of a doctoral research project in Applied Linguistics aimed at identifying lexico-grammatical patterns in Systemic Functional Linguistics (SFL) related to high-profile violent cases. The event that prompted this research was the murder of Beto Freitas, which occurred on November 19, 2020, the eve of Black Awareness Day, at the Carrefour supermarket in the Passo d’Areia neighborhood of Porto Alegre (RS). According to video footage and witnesses, João Alberto was escorted outside the store by two security guards, a temporary military police officer, and a civilian employee. Outside, he was assaulted with punches, kicks, and pinned to the ground, resulting in his death at the scene. These actions caused national and international outrage. The case was widely interpreted as emblematic of structural racial violence, provoking emotionally charged reactions.

The methodology used was the Mixed Methods Research (MMR) approach (Creswell & Plano Clark, 2011, 2013; Tashakkori et al., 2020). Data were collected via the API of the former Twitter platform (now ‘X’) and amounted to approximately 570,000 tweets in just the first two days following the event. This represented over 30 million word tokens during the data processing phase. Although the platform has undergone changes in name, access policies, and management, the process of extracting data via API remains fundamentally unchanged in terms of retrieving and structuring data into dataframes (Boyd & Crawford, 2012; Bruns, 2021). This consistency reinforces the relevance of the approach when dealing with large volumes of data, as the ‘architecture’ of data in digital media is defined more by the available data layers—a technical factor—than by brand identities or institutional narratives (Perrin, 2018).

The analytical framework adopted in this article focuses on one of the ten groups of lexico-grammatical patterns identified in the corpus of the larger study. This group is characterized by the expression of ethical and moral judgment through repetition and saturation. In this group, we will examine structures of repetition, adjectivization, and irony observed in posts that denounce the persistence of reprehensible practices, particularly those associated with

institutional ethnic-racial violence. An emblematic example is the tweet ID 92994_retweet_text: “*não é a primeira vez e infelizmente não será a última!*”, referring to the death of an individual with the physical characteristics of Beto Freitas. In this case, the judgment is constructed through the recording of the repeated violent action under already known conditions, producing an effect of ethical-moral saturation.

Given this context, this article aims to analyze lexico-grammatical patterns associated with interpersonal judgments in digital media. Specifically, it seeks to identify how such patterns structure the construction of social sanctions in digital environments and to discuss their potential for application in monitoring public perceptions and in the large-scale use of digital data.

With this objective in mind, the following questions guide this research: (i) what lexico-grammatical patterns are associated with the formation of interpersonal judgments in digital media; (ii) how do these patterns structure the production of social sanctions in high-impact contexts; and (iii) how can these patterns contribute to monitoring public perceptions based on large-scale digital data?

METHODOLOGY

The methodology chosen for this analysis was the Mixed Methods Approach (MMA) (Creswell & Plano Clark, 2011, 2013; Tashakkori et al., 2020), as it provides methodological models (designs or families, in MMA terms) suitable for research of this nature.

For this section, we highlight four (4) aspects of this methodological approach: (1) the definition and scope of the MMP; (2) the integration of data (QUAL/QUAN); some (3) available mixed-methods research designs; and (4) the Exploratory Sequential Design, chosen for this study. The methodological choice and the Exploratory Sequential Design are justified by the nature of the observed object: text disseminated in a digital environment on a specific topic and in large quantities. The paradigm consists of considering the quantity² and quality³ of texts as inseparable in this communication context. Therefore, some of the defining aspects of the nature of text in a digital environment, which justify this approach, are: (i) the speed and scope of textual circulation; (ii) the coexistence of statistical recurrence and discursive

² Namely, data, its arrangement or layout in a dataframe, engagement metrics, etc.

³ Constructed meanings, contexts etc.

singularity; (iii) the mode of structuring the data itself; and (iv) engagement as a discursive outcome of virality.

The definition and scope of Mixed Methods Research (MMR) can be understood as the combination of data collection, analysis, and integration procedures that blend quantitative and qualitative characteristics of the research subject (Tashakkori et al., 2020). This conception presents MMPs as an organizing and integrating lens for the different phases of the research process (Tashakkori et al., 2020). With regard to the management and integration of data (QUAL/QUAN), it is understood that the researcher collects and analyzes data of both types—qualitative and quantitative—and, based on this, integrates the findings and draws combined inferences, even if these stages do not occur simultaneously (Tashakkori et al., 2020). This methodological approach is more contemporary and aligns with the tradition already established by authors such as Creswell and Plano Clark (2007, 2010), being particularly relevant for studies that, like this one, require parallel analyses of discursive patterns and quantitative patterns of recurrence.

In general, mixed-methods research designs are: (a) sequential exploratory, sequential explanatory, (b) concurrent, (c) embedded, and (d) transformative (Creswell & Plano Clark, 2013), the same ones identified in more contemporary discussions (Tashakkori et al., 2020). Below, we will address each one briefly and separately.

According to Creswell and Plano Clark (2011), the explanatory sequential design begins with an initial quantitative analysis, the results of which are then explored in greater depth through qualitative methods. In the exploratory sequential approach, the research begins with a qualitative phase whose findings guide the subsequent quantitative stage. The convergent approach conducts the qualitative and quantitative stages simultaneously, with subsequent integration of the results. The transformative approach, guided by a specific critical theory or social perspective, integrates methods to promote social change. The multilevel or embedded design integrates different approaches within the same study but at different levels, for example, qualitative as a support for a central quantitative study, or vice versa. Such designs provide methodological rigor and flexibility—essential elements for the complexity of this topic.

In this study, we adopted the Exploratory Sequential Design (Creswell & Plano Clark, 2011). In this design, the initial qualitative analysis of the data guides subsequent decisions regarding the organization and quantification of the corpus, and, at times, the reverse process also occurs. As Tashakkori et al. (2020, p. 139) point out, “some mixed-methods projects require adaptive methodological iteration, in which qualitative data collection guides

quantitative developments—and vice versa—within a nonlinear research logic.” The qualitative stage took precedence and informed the selection of quantitative segments to be analyzed on a larger scale. However, reverse procedures were carried out to test the occurrence of the patterns observed qualitatively, forming an iterative, traceable, and responsive analytical cycle to the specificities of the corpus (Tashakkori et al., 2020). This type of design was the most appropriate for research that begins with the interpretation of linguistic patterns, identified through discourse analysis, for subsequent quantitative systematization. That is, this aligns with the research due to the selection of lexico-grammatical groups based on critical sampling prior to the execution of quantification procedures.

Digital nuances can sometimes go unnoticed. Therefore, to engage in a meaningful discussion, we will consider a few of them. The first is the speed/amplitude axis of textual circulation, a central phenomenon in contexts of virality. This requires an analytical framework capable of handling large volumes of data in a replicable manner. In this sense, MMPs enable the management of the corpus through computational tools without sacrificing the qualitative interpretation of constructed meanings. The second is the understanding of the paradigm (Tashakkori et al., 2020) of statistical recurrence and discursive singularity as inseparable dimensions for observing high-impact events, related here to the phenomenon of virality (spreadability). It does not materialize solely through frequency, but primarily through the affective and interpersonal force that the content evokes (Sampson, 2012). That is, we connect to content through processes of affective/interpersonal identification. In this sense, MMP allows for the analysis of both quantifiable lexical patterns and evaluative-interpersonal patterns, characteristic of affectively marked language, in accordance with Sampson’s (2012) notion of affective contagion.

The third aspect is the structure of the data itself, since the comments were extracted from a digital platform in dataframe format, with standardized organization (user, text, time, engagement, etc.), compatible with quantitative segmentation and qualitative cluster analysis, as noted by Reback et al. (2024), who describe that “[dataframes] provide a two-dimensional tabular structure in memory, with labeled axes (rows and columns), ideal for statistical and textual operations.” Thus, engagement with the metrics of digital platforms also becomes a discursive unfolding of virality. This implies observing interpersonal judgments both as an effect and as a textual strategy, requiring an analysis capable of connecting ‘macro’ scales (volume, repetition, patterns, sample relationships) and ‘micro’ scales (linguistic resources, irony, adjectivization) in the methodological framework.

THEORETICAL FRAMEWORK

In this article, we examine the perspective of language through the lens of its use. Before introducing the key concepts, we frame this section within the Appraisal System, which is linked to the interpersonal metafunction of language, as proposed by Martin and White (2005, p. 7). This system consists of three (sub)systems: (1) Engagement, (2) Attitude (the focus of this analysis), and (3) Gradation. The Attitude (sub)system is organized according to positive/negative polarity, direct/indirect expression, and evaluative intensity (Martin & White, 2005; Lima-Lopes & Vian Jr., 2005). It is semantically divided into three regions: (2.1) Affect, (2.2) Judgment, and (2.3) Appreciation.

Affect (2.1) encompasses expressions of positive or negative feelings toward people, actions, or events. As Martin and White (2005) point out, it refers to the domain of emotion-based interpersonal evaluations that arise from individual reactions, experiences, or dispositions. In its strategic position within the Evaluativity system, Affect can function as a semantic intersection region for Judgment, providing part of the foundation that underpins subsequent ethical-moral evaluations. Feelings such as indignation, outrage, or empathy express affective states and serve as triggers for judgments about conduct, reliability, or character (Martin & White, 2005). It is simultaneously a semantic region and a (sub)system for people-centered meanings and those centered on objects or events, thing-centered. As Martin and White (2005) point out, this is the domain of emotion-based interpersonal evaluations.

In this regard, to support our analysis, we drew on the lexico-grammatical manifestations of interpersonal judgment: “Judgment resources can be expressed through the lexicon (e.g., ‘honest,’ ‘cruel’) or evoked by grammatical structures, such as the passive voice or modal mitigators” (Martin & White, 2005, p. 61). The lexico-grammatical distribution of judgments is the language of interpersonal judgment that can be realized through explicit lexical structures (adjectives, modal expressions, labels) or through more implicit grammatical structures, such as the passive voice with an explicit agent, relational processes, and discursive repetition, for example. This distribution requires linguistic sensitivity to capture the judgment when it does not appear directly.

Given the high-profile nature of the event, we have two central concepts: virality and engagement. Virality is related to the concept of affective contagion, which occurs through the activation of emotions that reverberate socially (Sampson, 2012). The phenomenon of virality involves a distinction that can reframe the analytical perspective of something considered viral,

which differs from what is spreadable. Viral implies a loss of control; the content spreads like a “virus” without a clear intention. On the other hand, “spreadable” (Jenkins et al., 2013) focuses on user agency, where users deliberately recirculate content out of identification, emotional connection, or engagement driven by the metrics of the digital platform. The distinction between ‘viral’ and ‘spreadable’ aids in understanding a layer of meaning related to the intentions behind sharing and/or commenting on a type of content, which ultimately reveals the emotions of the participants involved and the nature of the event.

According to Sampson (2012), the phenomenon of virality depends less on algorithms and more on the emotional impact of the text; however, some studies indicate a correlation between content and technical elements related to distribution and ranking during the virality process. Nevertheless, some posts appear to incorporate engagement algorithms that play a role equivalent to that of emotional content in the dynamics of virality. Milli et al. (2023) demonstrate that Twitter’s algorithm amplifies emotionally intense content—especially angry and hostile content—that undermines users’ sentiments toward different political groups. Corsi (2024), in turn, argues that tweets with low credibility, high toxicity, and a right-wing political slant receive greater algorithmic visibility. This demonstrates that virality is the result of a correlation between a text’s affective power and technical criteria for distribution and ranking. This elevates the algorithm to the same level of influence as the text’s content and its potential to create emotional connections.

Therefore, accelerated textual circulation requires capturing the simultaneity between the quantity of texts and affective intensity (Sampson, 2012). Engagement as an offshoot of virality materializes in complementary ways: in metrics and in texts of interpersonal evaluative content, which transform judgments and affections into drivers of action, sharing, and mobilization. Thus, considering that there are “various forms of social contagion, emotional contagion has been the central focus ... social media amplify and extend the impact of emotional contagion” (Sampson, 2012, p. 20).

DATA ANALYSIS

This section on data analysis focuses on a lexico-grammatical pattern identified in the original corpus from one of the authors’ doctoral research. This pattern is the recurrence of denunciation and ethical-moral saturation. The selection criteria for the examples were based on the quantitative observation of recurring terms and/or linguistic structures. In addition, we ensured the traceability and integrity of the texts during automatic retrieval via Python scripts,

which are indicated by the IDs in each analysis record (example: 34926_text, 92994_retweet_text). The central focus of this brief analytical sequence is to demonstrate how judgment → social sanction (propriety/ethics) is discursively constructed, as well as to highlight the lexico-grammatical markers in interpersonal positioning. There is also an opportunity to discuss the intersection between affect and judgment, specifically within (sub)systems of Evaluativity (Martin & White, 2005). Our observation regarding affect appears as a precursor to ethical-moral evaluation, since, to some extent, the authors form an affective bond with the content being discussed. Each text will be presented in a summary sheet, followed by an analytical commentary.

The analyses were based on group six (6) in the original study. The sixth of ten (10) groups listed. In this group, the main characteristic is the recurrence of negative sentiment. The texts suggest a repetition of behavior in similar situations and highlight the persistence of reprehensible practices. Some examples: “*mais um caso no Carrefour*” (235113_text) and “*Carrefour de novo*” (252129_retweet_text). There appears to be a coexistence of *propriety* and *veracity* in the *texts*. The emphasis is on the repetition of the negative stance for tolerating unacceptable behavior. Ethical-moral *judgment* is implicitly invoked (Martin & White, 2005). We selected the following texts for observation: 34926_text, 92994_retweet_text, 252129_text, and 437_text. Below, we analyze the first one (Table 1).

Table 1.

First analysis, 34926_text

Group	ID	Text
grupo_6	34926_text	por @ GladsonTarga . mais um episódio de racismo em um loja de o carrefour , de esse vez em Porto alegre . João alberto freita , um homem negro de 40 ano , ser retirar de o loja e agredir por dois segurança branco que ele asfixiar e ele levar a o óbito em o local . #vidasnegrasimportar
Reference/Key Term		Carrefour
Type of judgment		Propriety (ethics)
Polarity		Negative
Interpersonal Positioning		Argumentative
Lexico-grammatical markers		Generalization, repetition

Note. Prepared by the author.

In text 34926_text, the *judgment* → Social Sanction (SS) is triggered by narrative repetition and by the portrayal of Carrefour as a recurring setting for racial violence. The phrase “*mais um episódio de racismo*” evokes emotion through repetition + an implicit ethical-moral condemnation. The *judgment* arises from the structure of recurrence, a kind of systemic continuity. The phrase “*mais um*” suggests that racism is part of an everyday pattern. This triggers outrage and an expectation of accountability. There is saturation, a sense of ‘this again?’, which in itself already carries *judgment*, constructed through the detailed description of the scene: “*João alberto freita ... ser retirar de o loja e agredir por dois segurança branco que ele asfixiar e ele levar a o óbito em o local.*” The sequence of actions appears to be as follows: “*retirar da loja,*” “*agredir,*” “*asfixiar,*” “*levar a óbito.*” The passive voice (*linguistic structure*) “*ser agredir por dois seguranças brancos*” places emphasis on the victim and follows all the characteristics previously observed. The aggressors are defined without direct adjectives, with ethnic-racial markers and an explicit agent. This configuration intensifies the criticism of the security system adopted by the company. In this sense, the criticism finds its conditions for realization. The phrase “*nessa vez*” implies that the reader is already familiar with previous cases. This builds a *judgment* based on the accumulation of institutional cases. Carrefour ends up being positioned as a locus of recurring racism with fatal consequences. Next, we analyze the second (Table 2).

Table 2.

Second analysis, 92994 retweet text

Group	ID	Text
grupo_6	92994_retweet_text	mais um preto assassinar! João Alberto Silveira Freita ser espancar até o morte por dois segurança de o @carrefourbrasilr esse dois assassino racista ser prender em flagrante , mas não ser o primeiro vez e infelizmente não ir ser o último ! mas não existir racismo né?
Reference/Key Term		Carrefour
Type of judgement		Propriety (ethics)
Polarity		Negative

Interpersonal Positioning	Argumentative
Lexico-grammatical markers	“mais um preto assassinar!” + “João Alberto [...] ser espancar até o morte” + “dois segurança de o @carrefourbrasil” + “esse dois assassino racista” + “não ser o primeiro vez” + “infelizmente não ir ser o último” + “mas não existir racismo né?” → judgment by violent repetition associated with the brand + Social Sanction triggered by ethical overload + use of irony to criticize racial negationism.

Note. Prepared by the author.

In this text 92994_retweet_text, the observation stems from the composition → declared outrage + negative ethical-moral saturation. The passages “*mais um preto assassinar!*” and “*infelizmente não ir ser o último!*” are examples of this composition. In the first passage, the phrase “*mais um*” initially triggers a *judgment* of recurrence. The exclamatory, abrupt, and opening passage expresses anger and grief simultaneously. The passage is constructed in the synthetic passive voice without an explicit agent → “*mais*” (adnominal adjunct) + “*um preto*” (subject) + “*assassinar*” (main action verb). Once again, the passive voice serves to place the victim at the center, recounting the action. The use of the adverbial modifier “unfortunately” lends a fatalistic tone to the resigned prediction of the repetition of another reprehensible act like the one described in the first excerpt. It is as if the repetition of this type of violence were expected (predictable). This sentiment seems common in the *texts* from group 6. The emotion is explicit, expressing a series of actions and outrage. The *judgment* follows the pattern below → violent action + an ethical-moral label directed at the perpetrators, namely: “*dois segurança*” + “*esse dois assassino racista.*” The syntactic structure first presents the description of the event “*ser espancar até o morte*” (*linguistic structure*, passive voice), with a focus on the victim. Next, the text labels (group 2A) the aggressors as “*assassino racista,*” which marks an explicit ethical-moral *judgment*. This direct labeling of the perpetrators does not invalidate the classification of this text in group 6, as the main focus remains the recurrence of institutional ethnic-racial violence. On the contrary, this labeling allows us to observe the characteristics that co-occur with the patterns already identified. Regarding SS, we have the composition → systematic repetition + ironic negation in the excerpts: “*mas não ser o primeiro vez e infelizmente não ir ser o último!*” and “*mas não existir racismo né?*”. The *judgment* is constructed through temporal recurrence. In the final excerpt, we have the ironic negation aimed

at deconstructing the logic of denial. Finally, there is the direct mention of Carrefour, “@carrefourbrasil,” without appearing as a direct agent. The term appears associated with a sequence of ethnic-racial murders. The *judgment* → SS is directed against the normalization of ethnic-racial violence in private institutional spaces, with an emphasis on the repetition of these cases and the absence of a break in this pattern. Next, we analyze the third (Table 3).

Table 3.

Third analysis, 252129 retweet text

Group	ID	Text
grupo_6	252129_retweet_text	o assassinato de um homem negro, espancar até o morte por segurança de o carrefour em Porto alegre ontem, véspera de o dia de o consciência negro, ser um lembrete amargo de que o racismo em o # Brasil ser estrutural, e matar negro e negro todo os dias. todo os dia. mudanças
Reference/Key Term		Action / Described situation
Type of judgment		Propriety (ethics)
Polarity		Negative
Interpersonal Positioning		Reactive
Lexico-grammatical markers		“o assassinato de um homem negro” → [violent event as the subject], “espancar até o morte por segurança do Carrefour” → [passive voice + explicit agent linked to the subject], “ontem, véspera do dia da consciência negra” → [time marker with symbolic value], “ser um lembrete amargo” → [emotional evaluative predication], “o racismo é estrutural” → [general statement of ethical sanction], “matar negro todo os dias. todo os dia.” → [lexical repetition to reinforce systemic judgment]

Note. Prepared by the author.

In 252129_retweet_text, emotion is triggered by the traumatic event and historical context. The repetition of events of this nature appears to be linked to an emotional source. In a way, the emphasis is on pain. One can observe in the phrases “*lembrete amargo*” and “*ontem, véspera do dia da consciência negra*” the lexico-grammatical dynamics used to convey lament.

The writer starts from a concrete event—the death of João Alberto—and situates it within a collective-symbolic-affective framework: “*dia da consciência negra*.” The phrase “*lembrete amargo*” combines a moderate emotional reaction—lament—with an ethical-racial demand (*judgment*). The emotion unfolds from two sources: the victim’s death and the realization that the violence will repeat itself to the point of becoming a symbol in reverse, a “*lembrete*.” In our view, this is a very valuable contribution to the anti-racist struggle and to the country. Pain is also historical and social; it lies at the foundation of our symbolic relationships. If the symbolic date is not/was not inhibitory, it means that this pain is not episodic or momentary. The *judgment* arises from the repetition and institutional association of the phrases “*espancar até a morte por segurança do Carrefour*” and “*matar negro todo os dias. todo os dia.*” The passive structure with an explicit agent (“*por segurança do Carrefour*”) establishes objective accountability. The ethical-moral *judgment* is constructed through lexico-grammatical selection: the verb “*espancar*” is intensified by the adverbial phrase “*até a morte*,” creating a gradation of violence. The repetition “*matar negro todo os dias*,” reinforced by the prosodic rewriting “*todo os dias*,” universalizes the *judgment*, removing it from the plane of a single (episodic) event and situating it as a systemic (foundational) pattern. Carrefour is presented as a symbolic setting and Brazil as a system; both are targets of SS (*propriety*) due to the continuity of brutal and lethal ethnic-racial practices. The *judgment* transforms into SS against the State and society, anchored in the specific event that occurred at Carrefour. The institution’s responsibility is brought into focus for allowing or tolerating such occurrences. Social structure is constructed discursively through syntactic juxtaposition: fact → marker → symbolic date → racist structure → daily repetition. In summary, the observations are: (i) concrete event, institutional brand, and symbolic historical milestone; (ii) *judgment* constructed through syntactic sequences and lexico-grammatical repetitions; (iii) guiding the writer to understand that Carrefour is considered more than a setting or physical space; it is a mechanism that replicates violence against the Black population. SS materializes through the *text*’s ability to represent violence as routine, making João Alberto’s death a symbolic case of a country that “*mata negro todo dia*” with or without Carrefour. Next, we analyze the fourth and final example (Table 4).

Table 4.*Fourth analysis, 437 text*

Group	ID	Text
grupo_6	437_text	a morte de João Alberto Silveira Freitas, homem negro, assassinado a socos, chutes e asfixiado pelas costas por seguranças do carrefour de porto alegre, na véspera do dia da consciência negra, é revoltante! sabe quando isso acontece com uma pessoa branca no supermercado? Nunca.
Reference/Key Term		Carrefour
Type of judgement		Propriety (ethics)
Polarity		Negative
Interpersonal Positioning		Argumentative
Lexico-grammatical markers		“assassinado a socos, chutes e asfixiado pelas costas por seguranças do Carrefour” → [passive voice + detailed description of the violence + explicit agent linked to the brand], “na véspera do dia da consciência negra” → [symbolic and ethical time marker], “é revoltante!” → [direct emotional judgment], “sabe quando isso acontece com uma pessoa branca no supermercado?” → [evaluative rhetorical question], “nunca.” → [categorical response based on ethnic and racial contrast → implied structural accusation]

Note. Prepared by the author.

In text 437_text, the passage that describes the violent incident in detail is “*a morte de João Alberto Silveira Freitas, homem negro, assassinado a socos, chutes e asfixiado pelas costas por seguranças do carrefour de porto alegre.*” By examining each part of this opening passage, we find: the first phrase is a noun phrase whose head is “*morte*,” preceded by the definite article “*a*.” The central term requires a complement, so “*de João Alberto Silveira Freitas*” is its nominal complement. The second part of the passage is the subject (of the passive) “*homem negro*,” another noun phrase whose core is “*homem*” (noun) modified by the adjective “*negro*.” The third part is a verbal phrase whose auxiliary verb is elliptical and the main verb explicit → “*assassinado*” in the participle form preceding the manner complements, the

adverbial adjuncts: “*a socos*” (adv. loc.), “*chutes*,” and “*asfixiado pelas costas*.” Through this lexico-grammatical arrangement, we infer the writer’s intention—whether conscious or not—to emphasize the details in verbal modifiers of manner. There is gradation and *judgment* in distinguishing and detailing each type of attack suffered by the victim. The final part features the agents in the passive voice: “*pelas costas por seguranças do Carrefour Porto Alegre*.” We find it interesting to discuss this *linguistic structure* in the passive voice because it differs from those discussed earlier. It is dense due to the use of modifiers in the description of the violent action (“*socos, chutes, asfixiado pelas costas*”), which emphasizes the brutality. The way the lexico-grammatical structure is constructed supports a strong ethical-moral *judgment*, serving to denounce the pattern of violence. Furthermore, there is a symbolic temporal marker that acts as an aggravating factor in the *judgment*, “*na véspera do dia da consciência negra*,” an intersection also discussed previously. This activates the realm of social and historical incoherence: evoking the date amplifies the criticism. It functions as an ethical-cultural aggravating factor, reinforcing physical and/or symbolic violence, as it occurs on a date that symbolizes struggle and memory. The SS is amplified by racial contrast and critical generalization, as in the excerpts: “*é revoltante!*”, “*sabe quando isso acontece com uma pessoa branca no supermercado? nunca*”, “*é revoltante!*”. In all of them, we find explicit judgment and the mark of reactive affect. The crux of group 6’s *judgment* lies in the rhetorical question followed by a categorical answer: “*sabe quando isso acontece com uma pessoa branca? nunca*.” The rhetorical question-and-answer serves as an evaluative device for comparison: the Black victim suffers violence; a white person, presumably, would never suffer the same. This device embodies the denunciation of the normalization of structural ethnic-racial violence and the selectivity of institutional violence.

In this analysis, we highlight: the power of repetition, irony, and ethnic-racial marking; Carrefour as a symbolic locus, where the brand ceases to be merely a setting and becomes an institutional character in the *judgment*; and the brand’s role in systematic social accountability—or at least its more amplified involvement—in the judgment rendered.

THE USE AND MONITORING OF DATA: A BRIEF CONSIDERATION OF ITS IMPLICATIONS FOR PUBLIC POLICY

The results of this research advance our understanding of the use of data from digital media as a source of information for monitoring public perceptions in contexts of significant social impact.

Progress can be observed through the following aspects: a) the ability to identify and use lexico-grammatical patterns to handle large-scale data; and 2) the replicable model within the study itself potentially allows for more in-depth studies of events of a similar nature. Regarding (a) the identification of lexico-grammatical patterns associated with interpersonal judgments, it is possible to systematically observe how certain events are collectively interpreted, especially with regard to the attribution of institutional responsibility and the construction of social sanctions. Regarding (b) the modeling of the analysis, it is evident that it can contribute to the development of tools designed for reading large-scale digital data, allowing public officials and researchers to identify trends in social judgment, the recurrence of sensitive topics, and patterns of collective reaction in digital environments. Such possibilities prove particularly relevant in situations involving violence, social inequality, and ethnic-racial issues, in which the circulation of discourses on digital networks plays a central role in shaping public perceptions.

Furthermore, the integration of quantitative and qualitative methods, as proposed by Mixed Methods Research, allows for the combination of large volumes of data with linguistic interpretation, thereby expanding the potential for using this information to inform the formulation and evaluation of public policies. The analysis of recurring patterns of judgment can, for example, assist in identifying emerging social demands, assessing the repercussions of critical events, and understanding language-mediated processes of institutional accountability.

Unlike approaches that merely indicate potential applications, this study outlines analytical pathways for using digital data to monitor public perceptions, linking observable linguistic patterns to potential uses in contexts that inform public policy formulation.

FINAL CONSIDERATIONS

Grouping patterns by linguistic markers allows for the selection of representative examples, combining qualitative (semantic saturation) and quantitative (lexical recurrence) criteria, in line with the MMP. In this way, the interplay between statistical recurrence and interpretive density strengthens the identification of discursive regularities in the corpus and supports the selection of analytical samples capable of representing, with greater precision, the modes of construction of interpersonal judgment in digital environments.

The relationship between emotion and judgment takes affect as the starting point for ethical-moral evaluation (examples: 252129_text, 437_text). The analyses indicate that feelings such as indignation, outrage, or regret act as triggers for broader social judgments. Carrefour is

positioned as an institutional actor in the process of interpersonal judgment in all the examples analyzed, ceasing to be a mere setting and coming to be interpreted as a symbolic agent of violence, associated with the conduct of the subjects who represent it.

The relationship between virality and textual affective force is grounded in the interpersonal function of language in high-profile cases, as multiple tweets replicate linguistic structures similar to those observed in this analysis. In digital environments, judgment operates as a form of public accountability. The analysis suggests that users construct judgments with social value, transforming individual expressions into discursive practices of collective accountability. In this sense, the operation of Social Sanction through textual saturation and recurrence was observed in all the examples analyzed.

The repetition of phrases such as “*mais um*,” “*de novo*,” and the use of symbolic dates construct a systematic judgment, which indicated a critique of the normalization of ethnic-racial violence.

A relevant point of contact between methodology and interdisciplinarity is also observed in the replicability of the model for other high-traffic events, as already evidenced in the ongoing doctoral research. The model can be applied in different contexts of data analysis from digital platforms with high potential for the manifestation of interpersonal judgments.

The combination of large-scale digital data and linguistic analysis allows for the integration of volume and analytical depth, highlighting discursive practices in the symbolic construction of public accountability. In conjunction with the previous section, the model’s potential for application in contexts involving the monitoring of public perceptions and the use of digital data is highlighted, contributing to analyses aimed at the formulation, monitoring, and evaluation of evidence-based public policies.

Despite the focus on property judgments, analytical potential was observed in investigations that combine truthfulness and affect. Thus, future studies may explore the intersection between these domains in the analysis of interpersonal judgments in digital environments.

Moreover, the results indicate that interpersonal judgments in digital media are structured around recurring lexico-grammatical patterns, such as repetition, adjectivization, irony, and the use of passive structures, which operate in the construction of social sanctions in contexts of significant public impact. Furthermore, it is evident that such patterns express individual stances and constitute collective forms of public accountability, and can be systematized as indicators for monitoring social perceptions in digital environments.

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