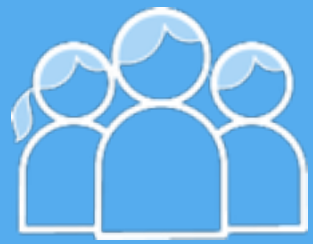




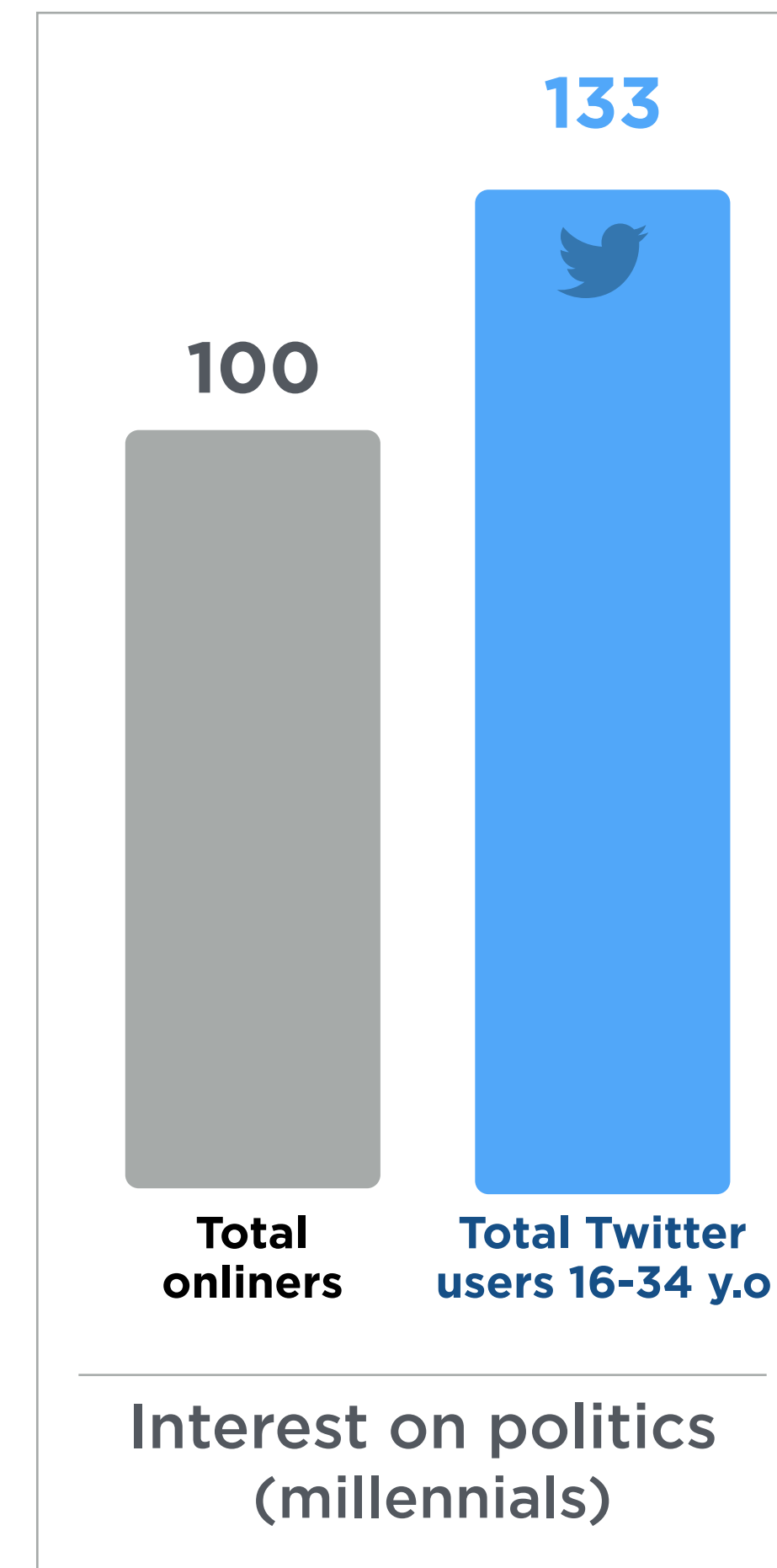
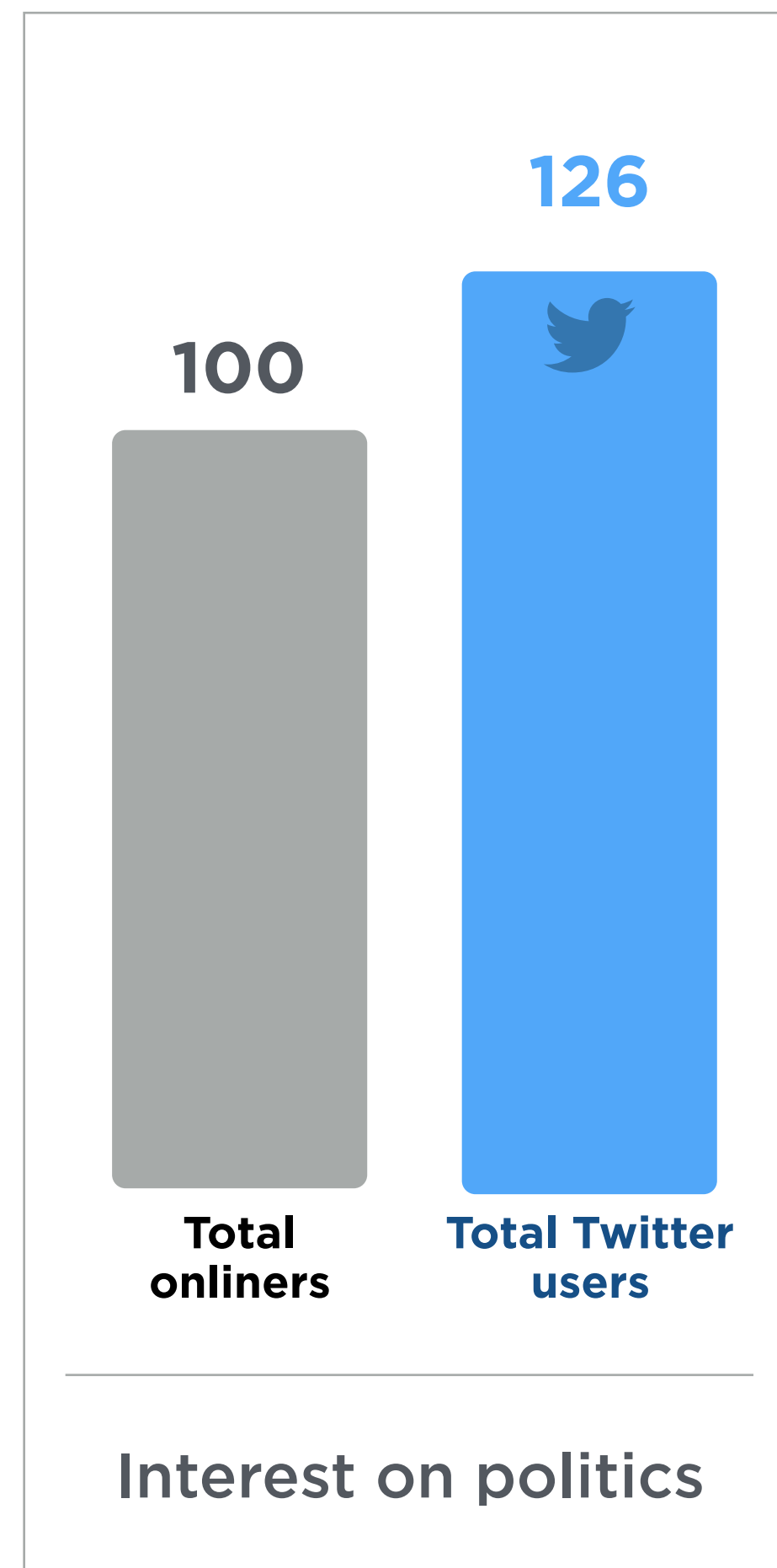
# TWITTER & POLITICS





# POLITICS IS A VERY RELEVANT TOPIC ON TWITTER


% of people who declared to be **strongly interested** in politics





## What we did?

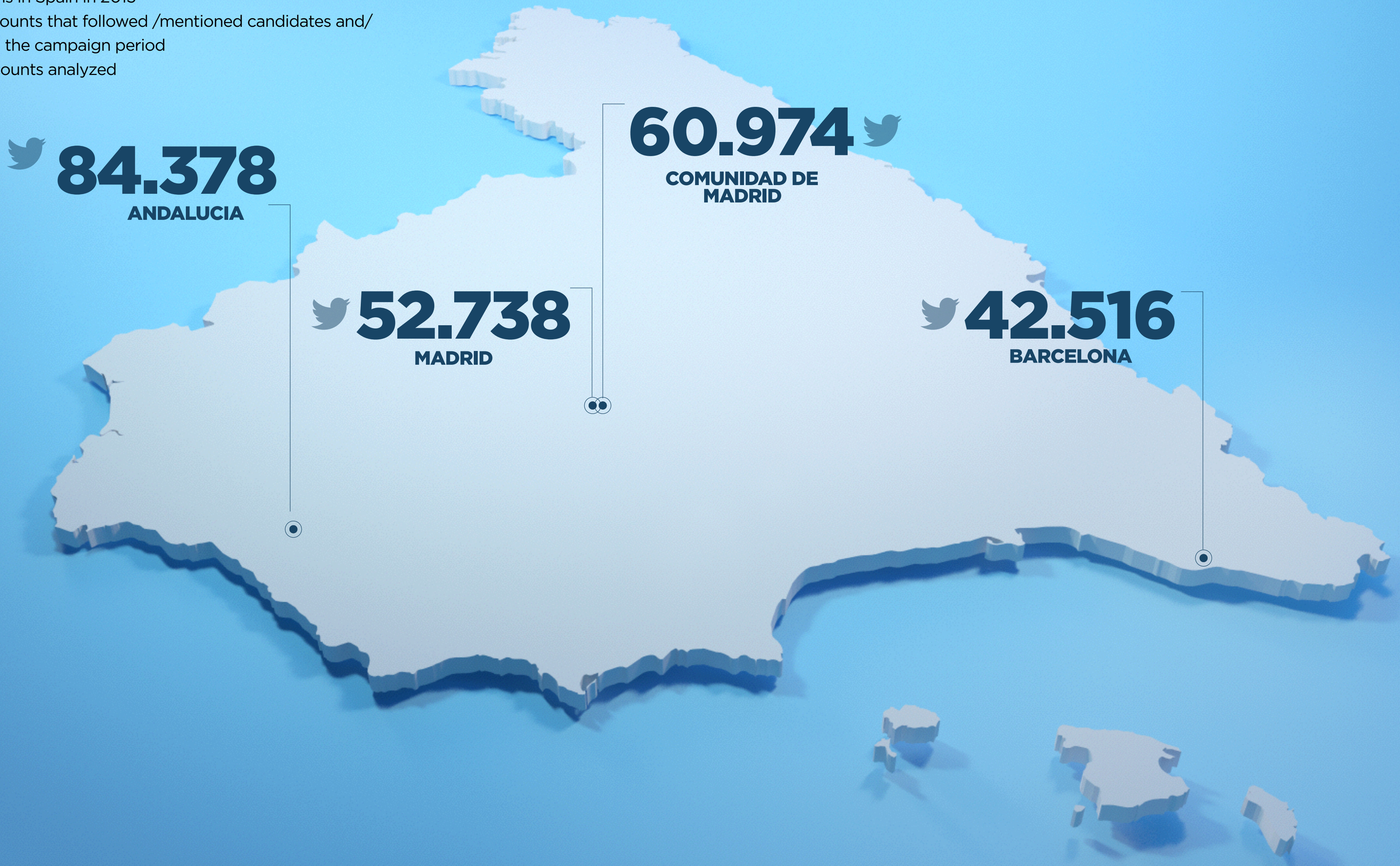
- Behavioral analysis run in partnership with Carlos III University in Spain
- Results based in all the interaction happened on Twitter around 4 different regional elections in Spain in 2015
- We looked at all user accounts that followed /mentioned candidates and/ or political parties during the campaign period
- Total of 240606 user accounts analyzed

 **84.378**  
ANDALUCIA

**60.974**   
COMUNIDAD DE  
MADRID

 **52.738**  
MADRID

 **42.516**  
BARCELONA



# BEHAVIORAL APPROACH NON DECLARATIVE

# 240.606

Twitter accounts analyzed



# KEY TAKEAWAYS



**POLITICS IS A STRONG TOPIC OF INTEREST ON TWITTER**



**POLITICAL DEBATE HAPPENS ON TWITTER**



**TWITTER ENGAGE YOUNG PEOPLE IN POLITICS**



**ALL POLITICAL IDEOLOGIES FIT IN TWITTER**



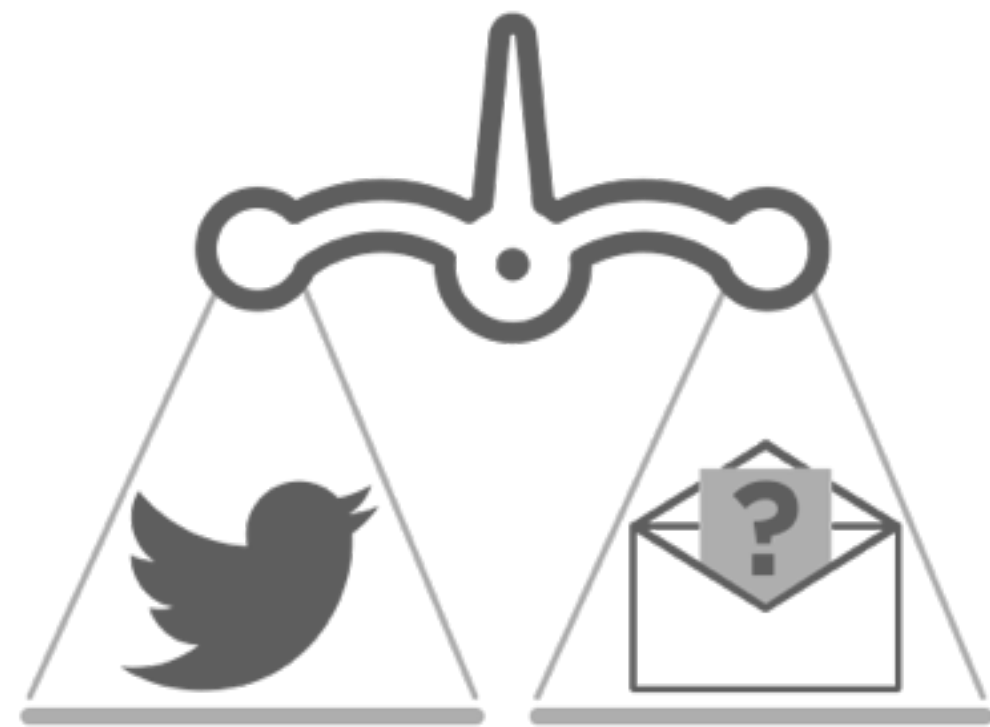
**WHAT HAPPENS ON TV IS REFLECTED ON TWITTER**



**CONSTRUCTIVE INVOLVEMENT IN THE CONVERSATION**



1



**POLITICAL DEBATE  
HAPPENS ON TWITTER**

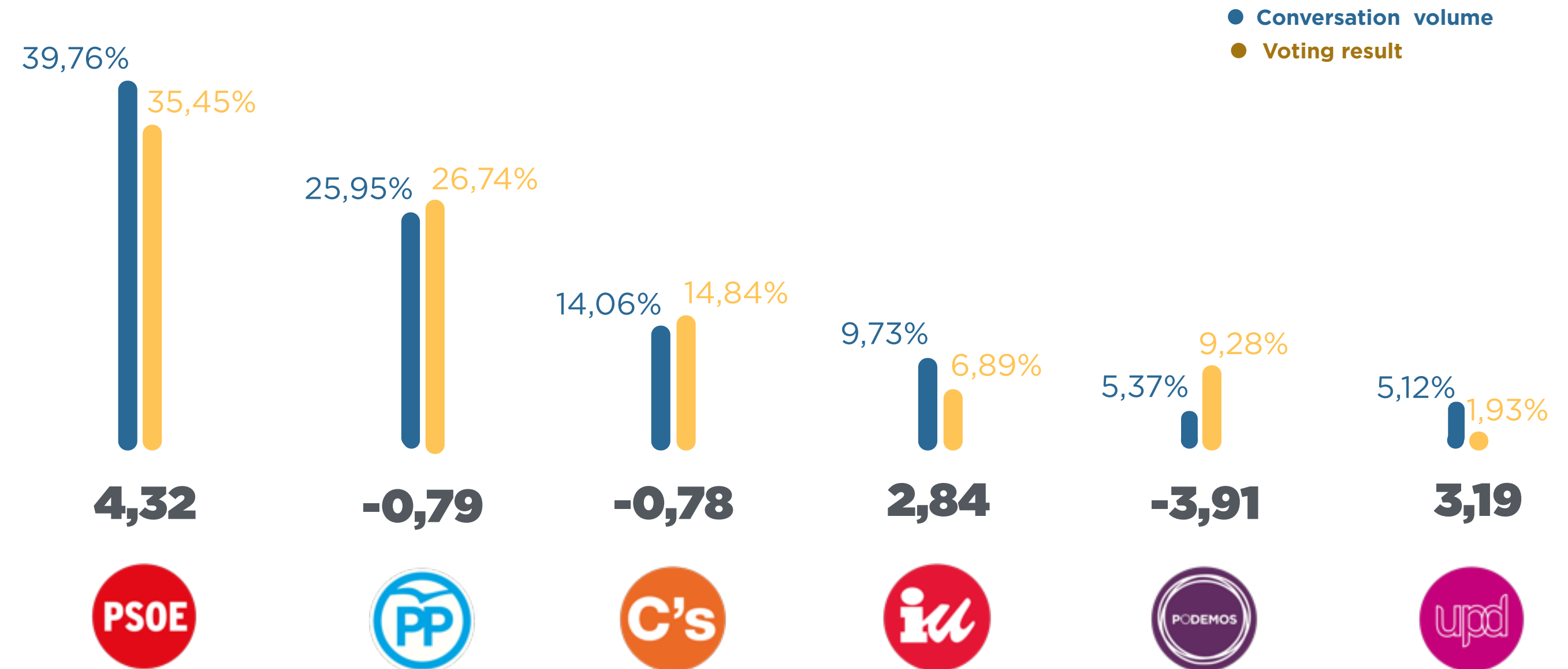
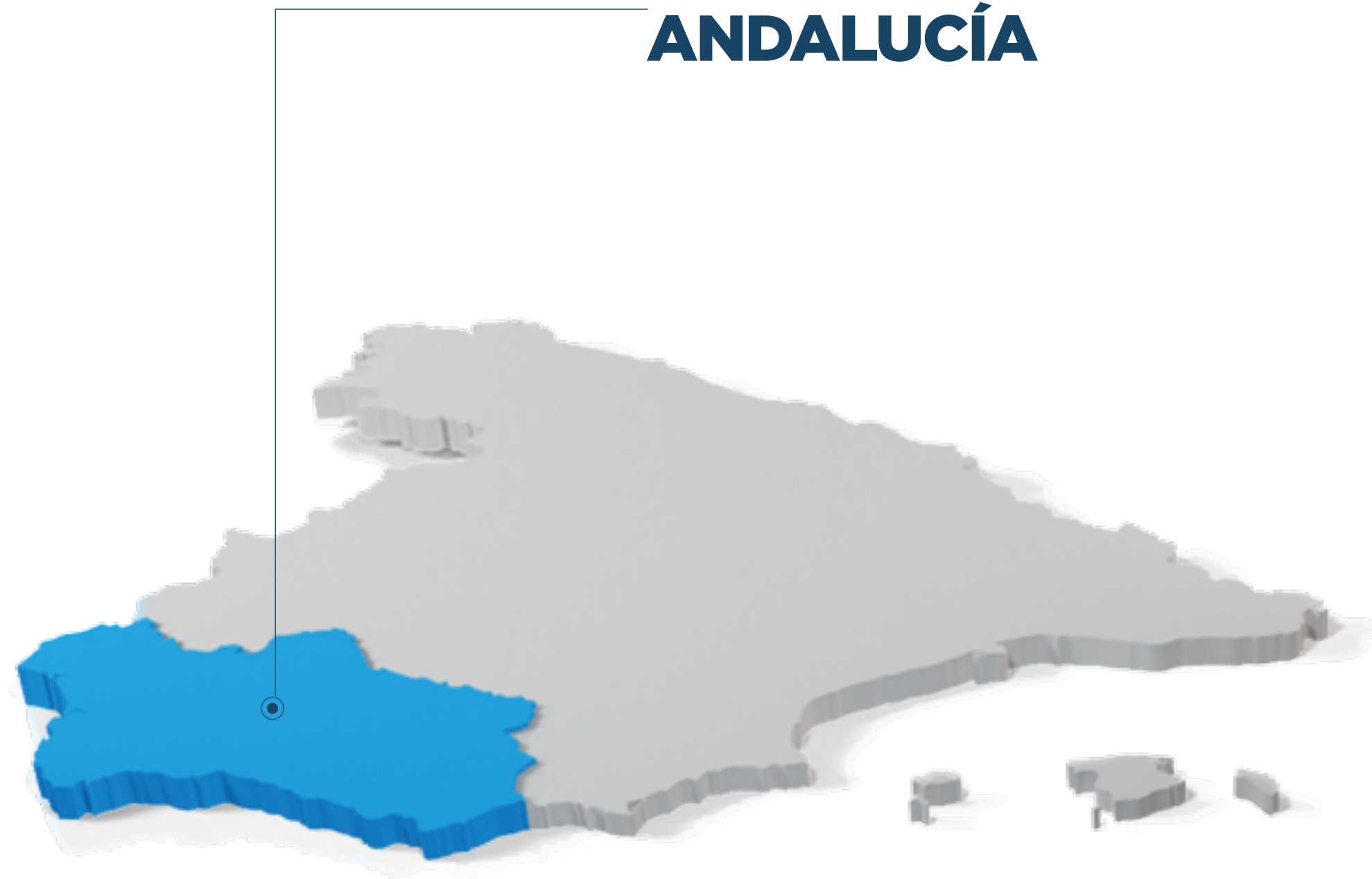


# POLITICAL DEBATE HAPPENS ON TWITTER



IT WAS OBSERVED A RELATION BETWEEN CONVERSATION VOLUMEN AND VOTING RESULTS IN ANDALUCIA

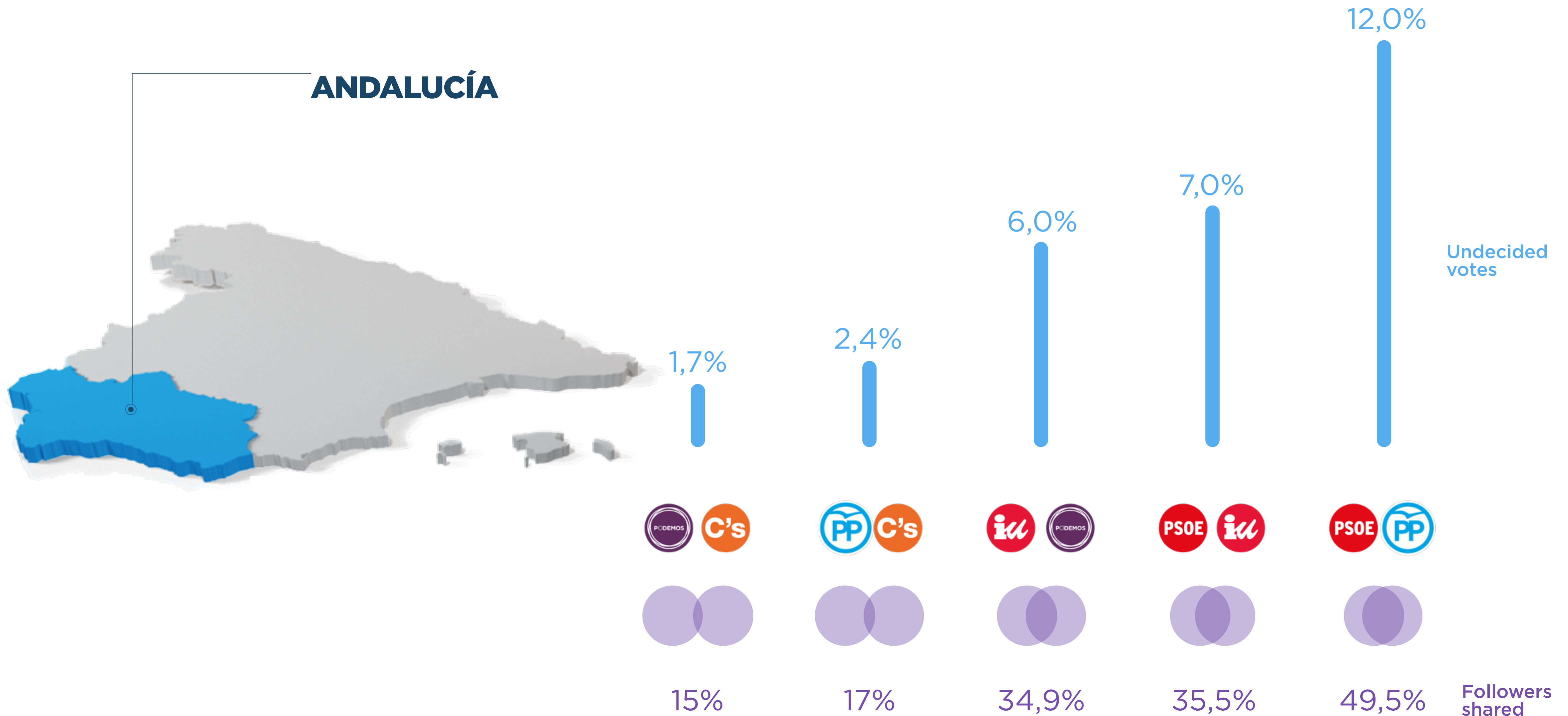
## ANDALUCÍA





# POLITICAL DEBATE HAPPENS ON TWITTER

THERE EVEN EXISTED A CORRELATION BETWEEN FOLLOWER SHARING AND UNDECIDED VOTING IN ANDALUCIA



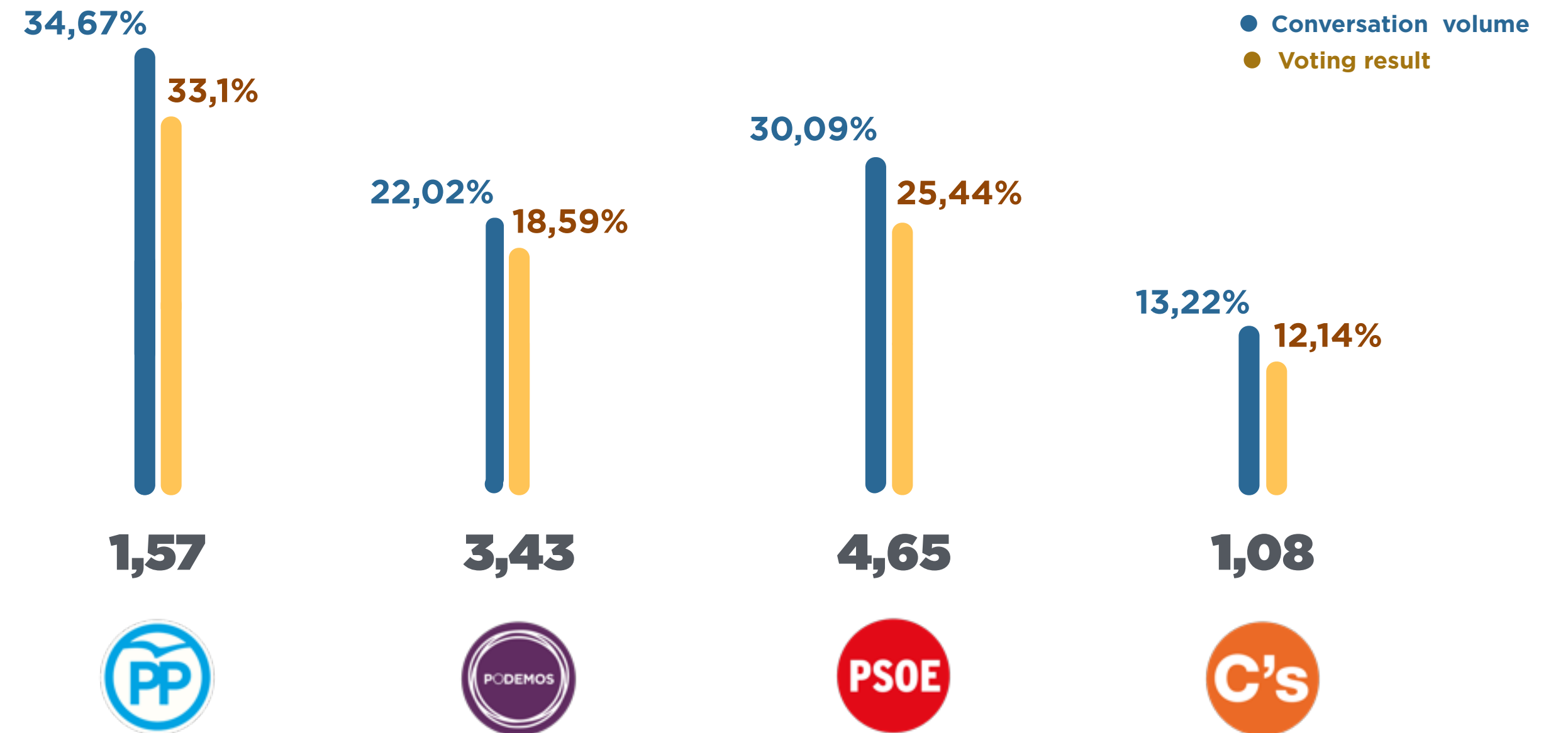
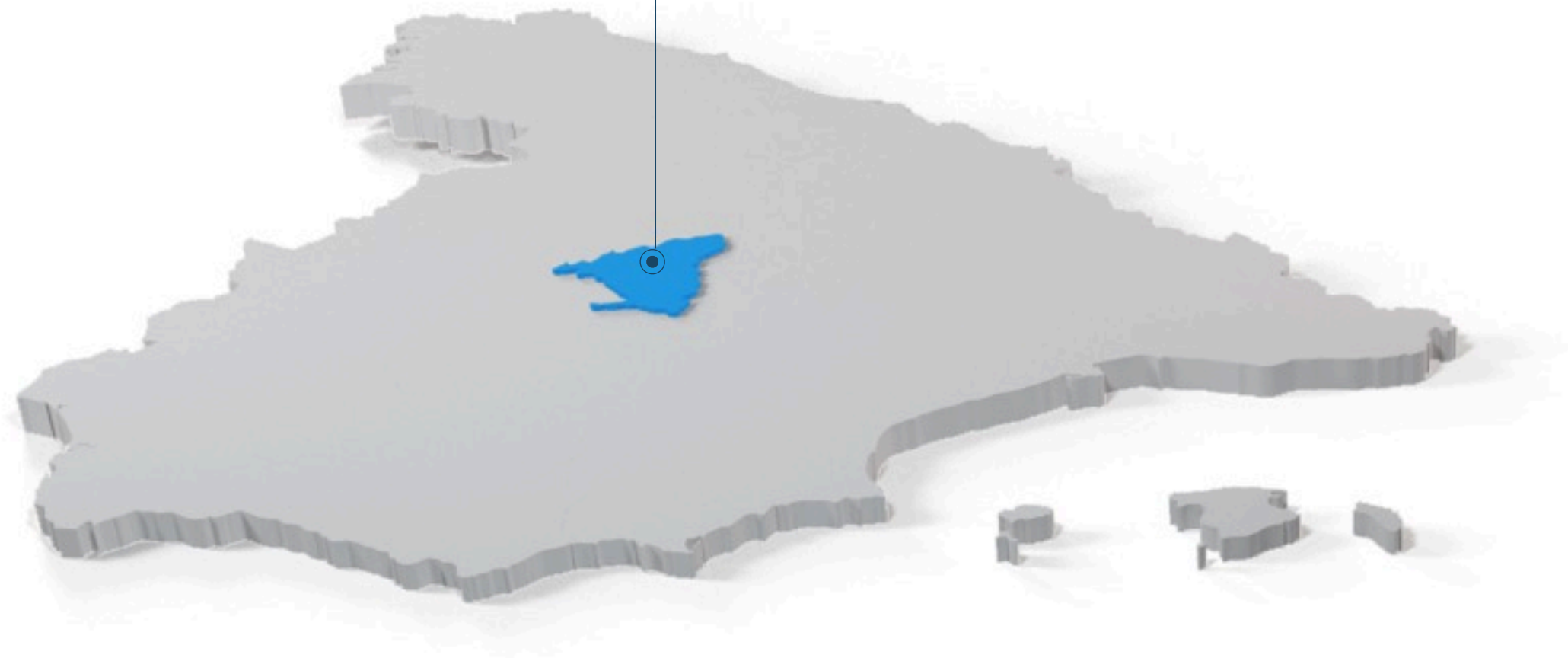




# POLITICAL DEBATE HAPPENS ON TWITTER

AGAIN WE OBSERVED CORRELATION BETWEEN A TWITTER METRIC (% OF POSITIVE TWEETS PER CANDIDATE) AND FINAL RESULTS

## COMUNIDAD DE MADRID





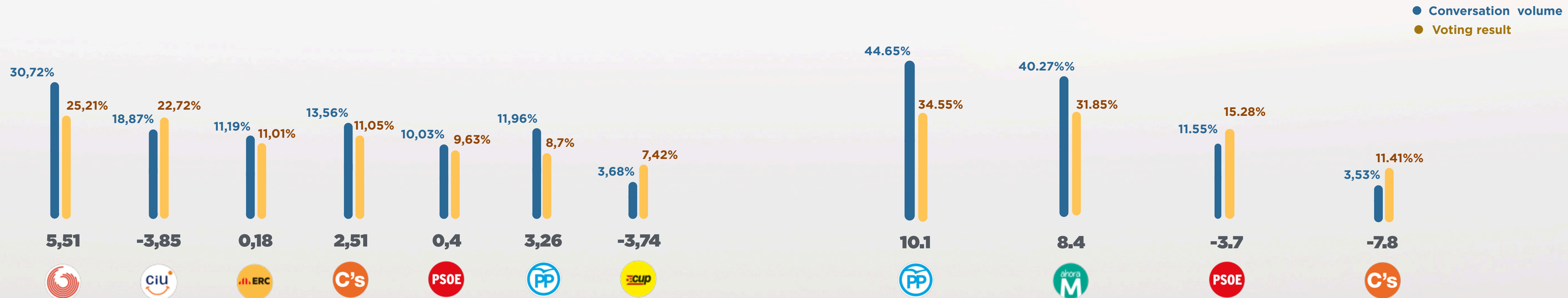
# POLITICAL DEBATE HAPPENS ON TWITTER

ALSO HIGH CORRELATION IN BARCELONA, WHILE IT WAS LESS STRONG IN MADRID CITY HALL ELECTIONS (HIGHER CONVERSATION AROUND PP AND AHORAMADRID AND UNEXPECTED RESULT)



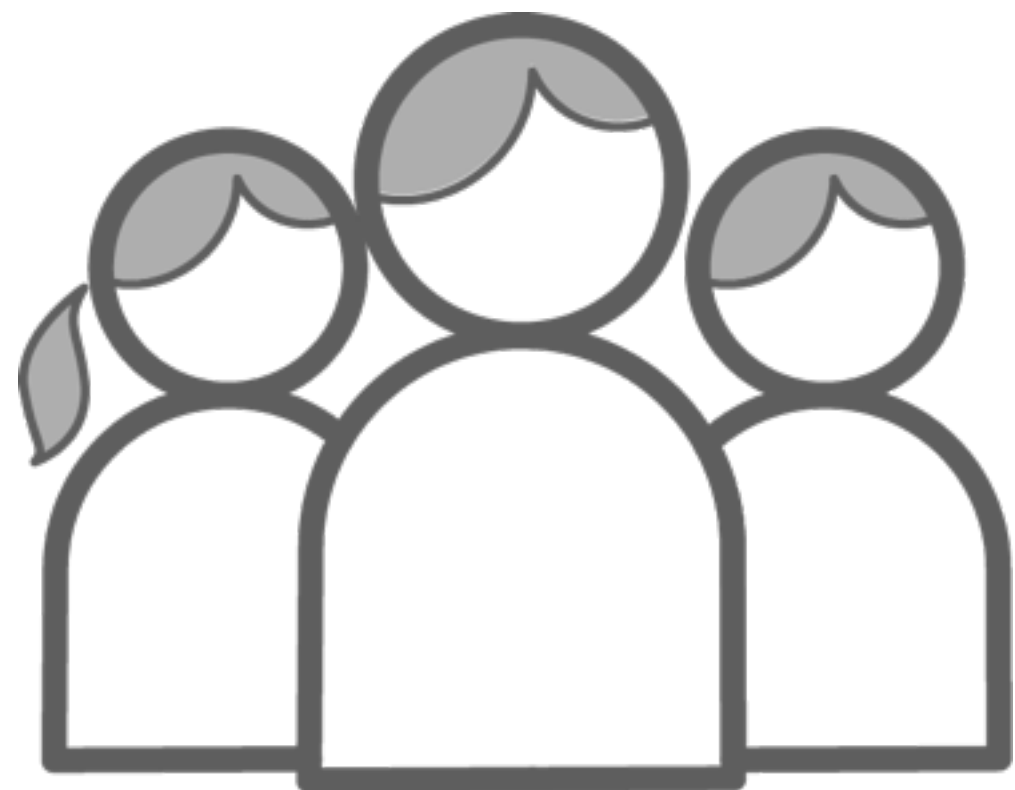
## BARCELONA

## MADRID

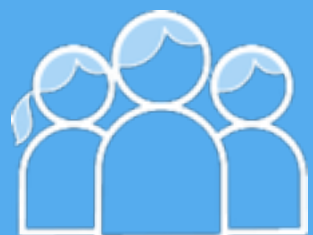




2



## TWITTER ENGAGE **YOUNG** **PEOPLE** IN POLITICS

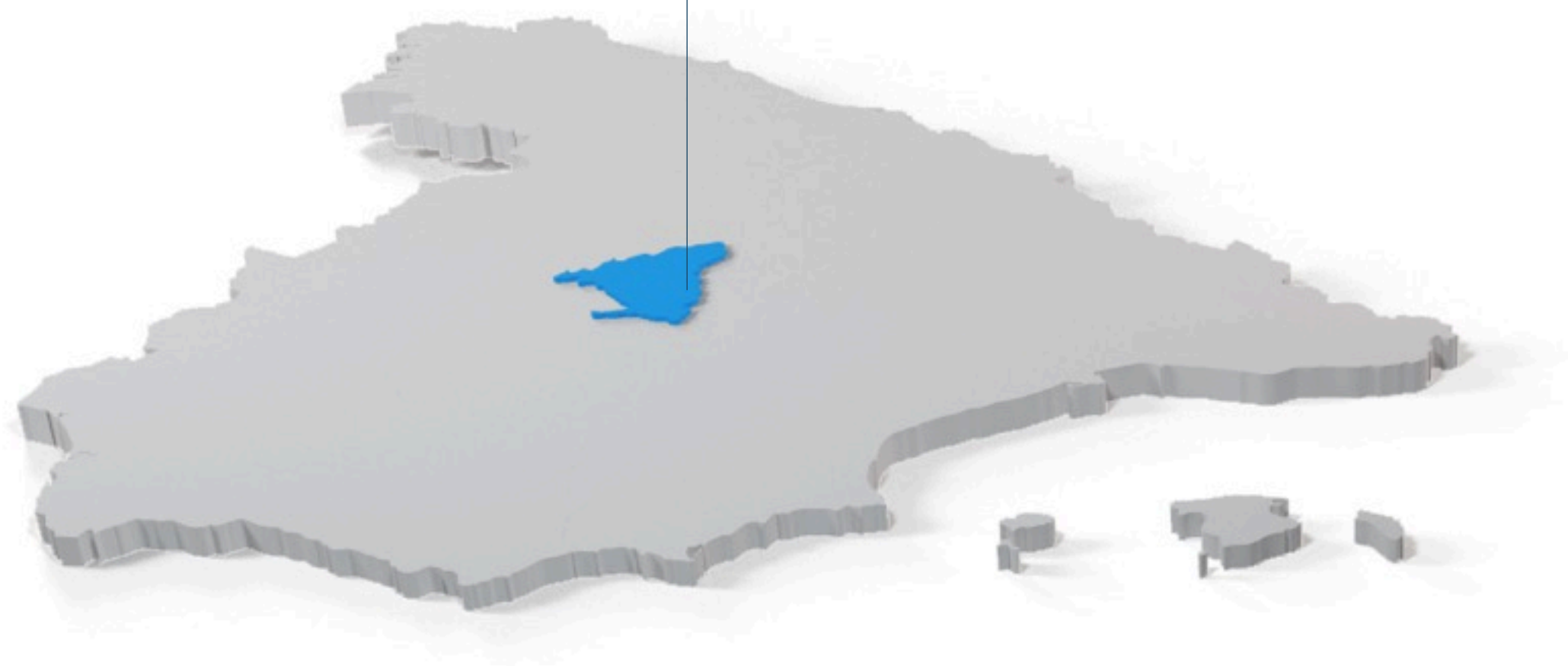


# TWITTER ENGAGE YOUNG PEOPLE IN POLITICS



ALL AGE GROUPS TAKE PART IN THE POLITICAL CONVERSATION ON TWITTER, BUT WEIGHT OF 18-34 Y.O. SEGMENT WAS PARTICULARLY HIGH (72% IN CCAA MADRID ELECTIONS)

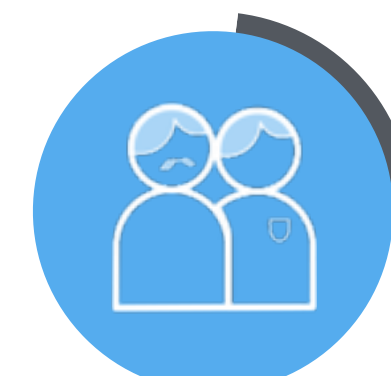
## COMUNIDAD DE MADRID



18-24 y.o.  
**31%**



25-34 y.o.  
**41%**



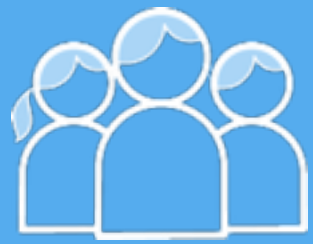
35-44 y.o.  
**24%**



45-54 y.o.  
**3%**



+55 y.o.  
**2%**

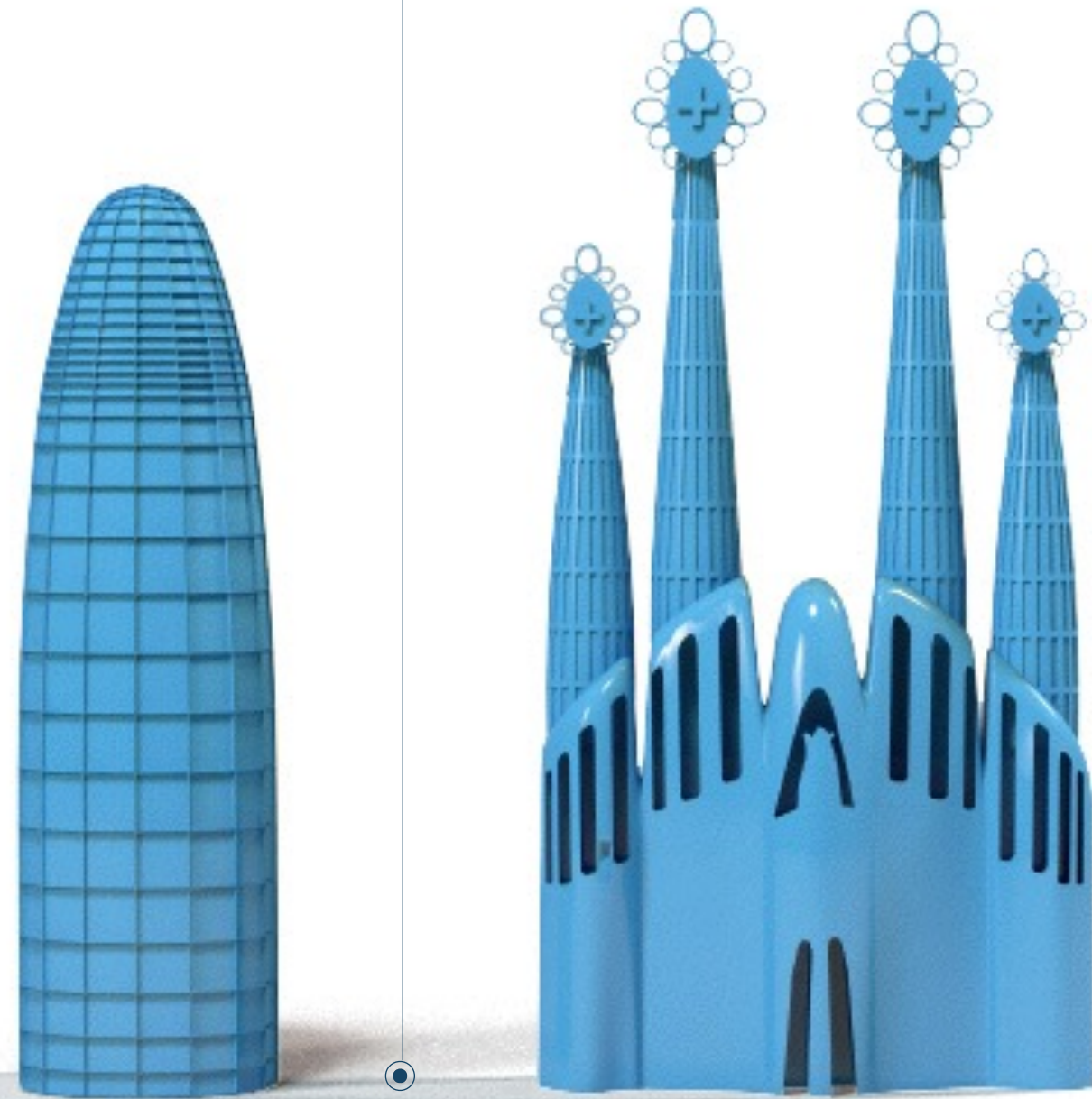


# TWITTER ENGAGE YOUNG PEOPLE IN POLITICS



ALL AGE GROUPS TAKE PART IN THE POLITICAL CONVERSATION ON TWITTER, BUT WEIGHT OF 18-34 Y.O. SEGMENT WAS PARTICULARLY HIGH (63% IN BARCELONA ELECTIONS)

## BARCELONA



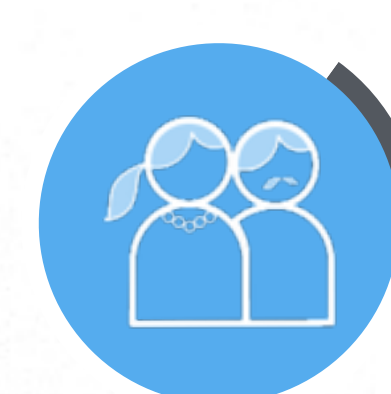
18-24 y.o.  
**25%**



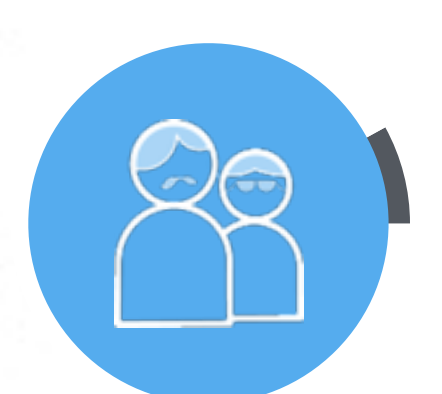
25-34 y.o.  
**38%**



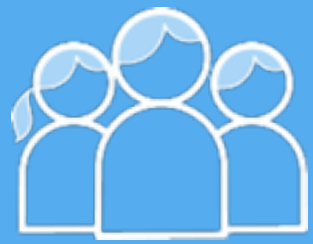
35-44 y.o.  
**30%**



45-54 y.o.  
**4%**



+55 y.o.  
**3%**

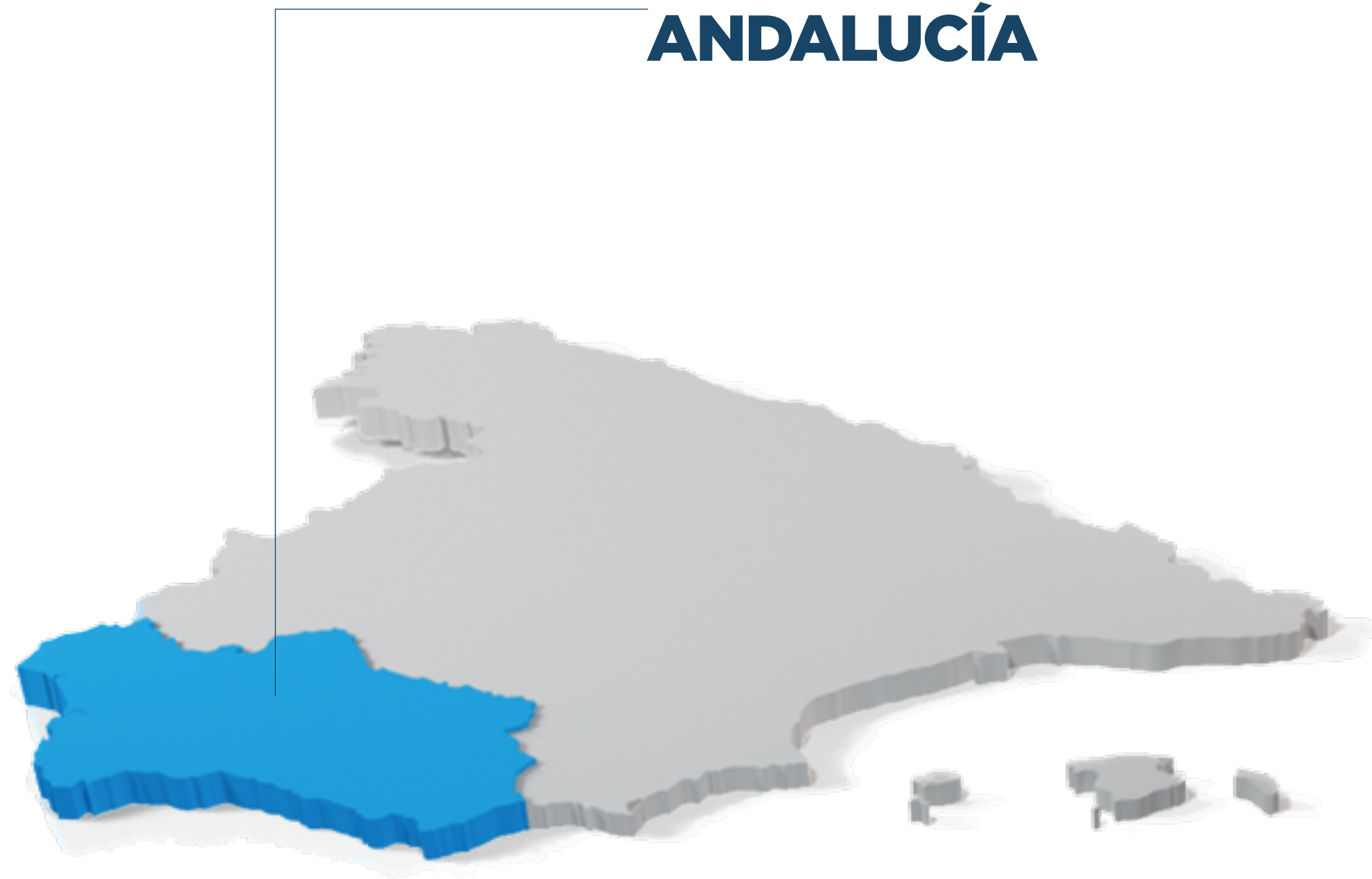


# TWITTER ENGAGE YOUNG PEOPLE IN POLITICS



ALL AGE GROUPS TAKE PART IN THE POLITICAL CONVERSATION ON TWITTER, BUT WEIGHT OF 18-34 Y.O. SEGMENT WAS PARTICULARLY HIGH (54% IN ANDALUCIA ELECTIONS)

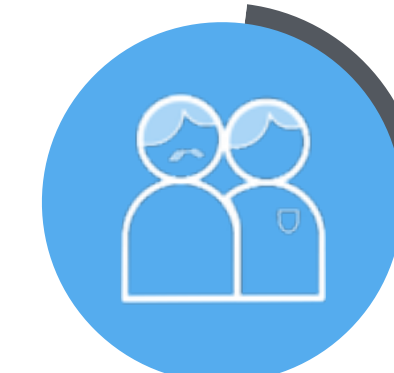
## ANDALUCÍA



18-24 y.o.  
**25%**



25-34 y.o.  
**29%**



35-44 y.o.  
**23%**



45-54 y.o.  
**15%**



+55 y.o.  
**8%**



3



**ALL POLITICAL IDEOLOGIES  
FIT IN TWITTER**

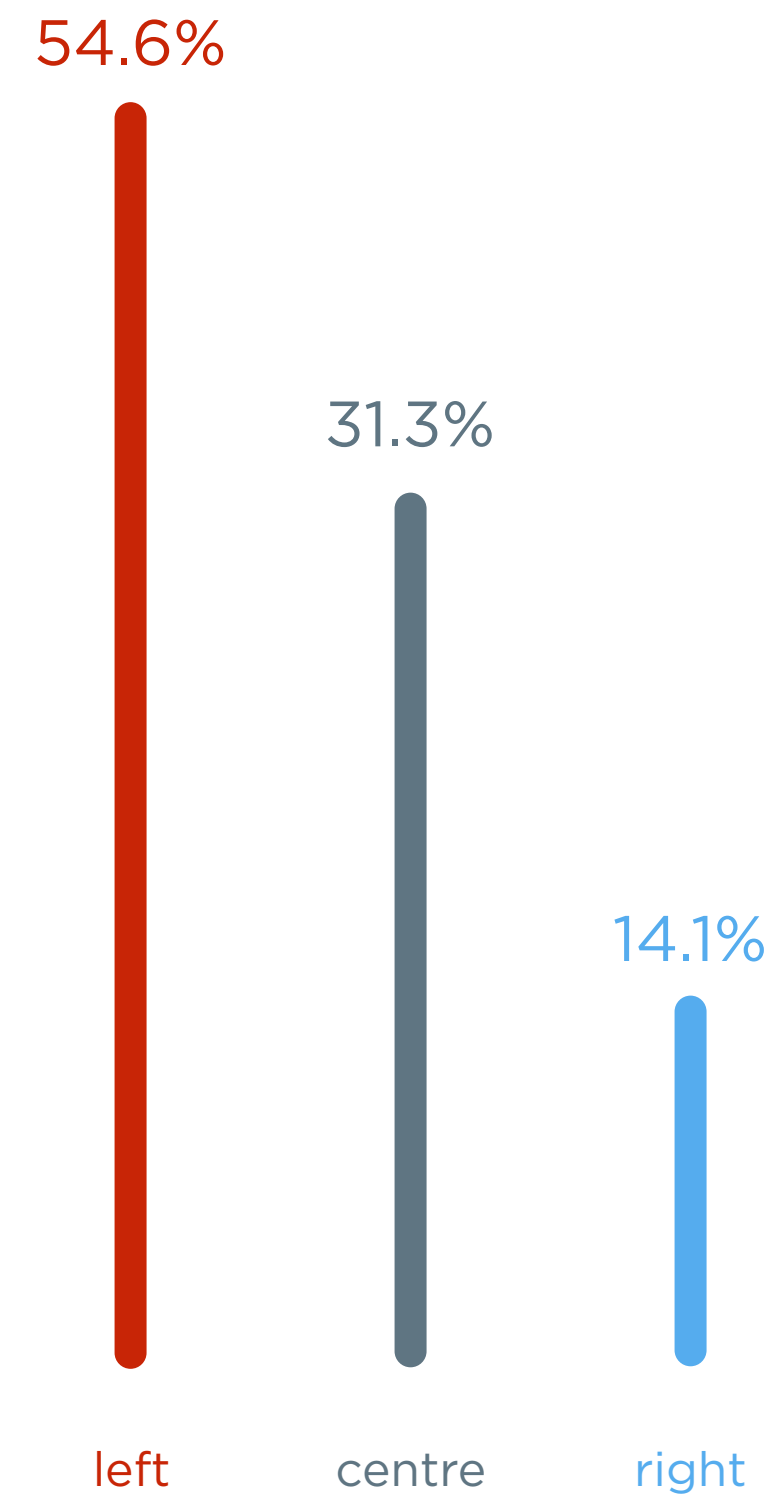
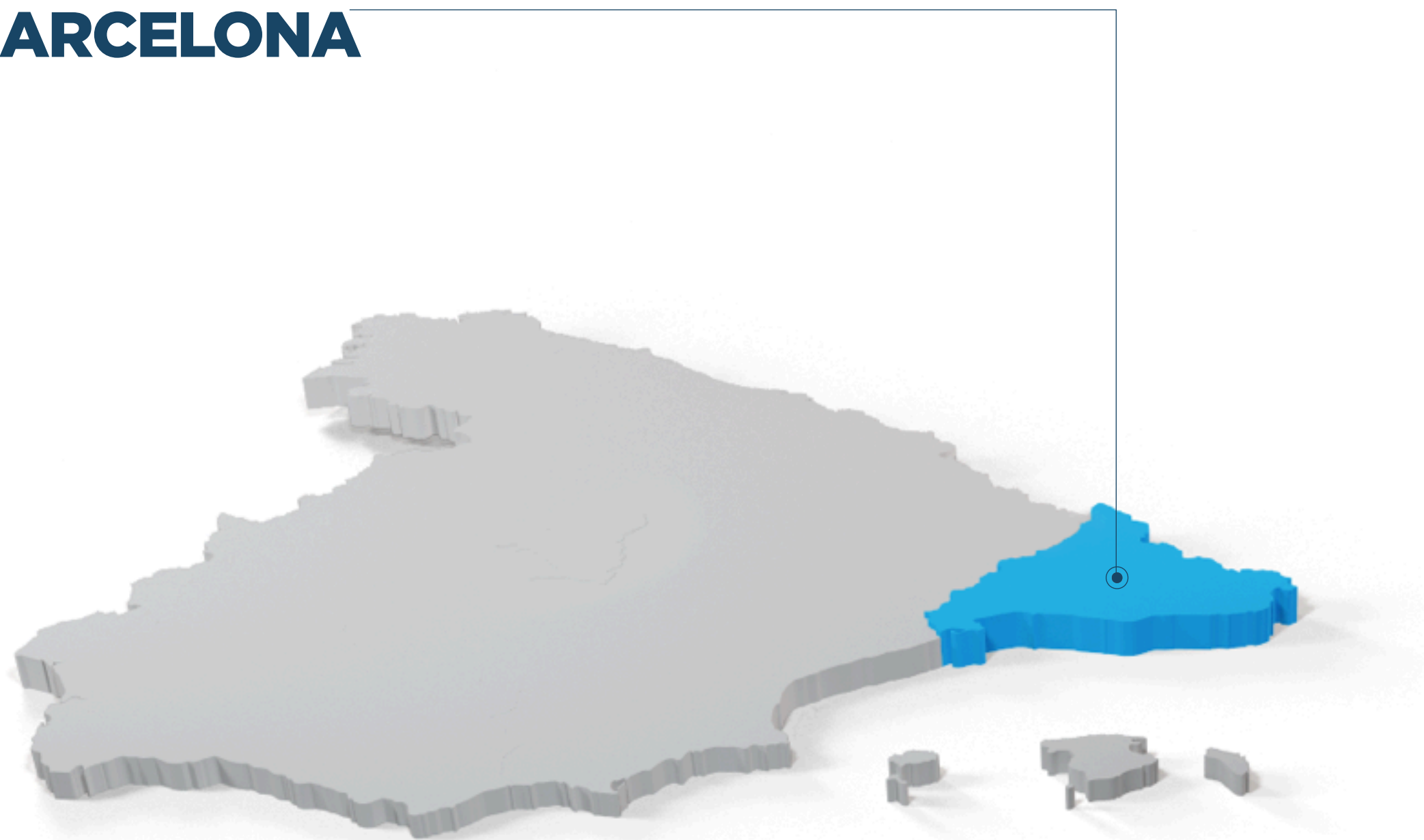


# ALL POLITICAL IDEOLOGIES FIT IN TWITTER

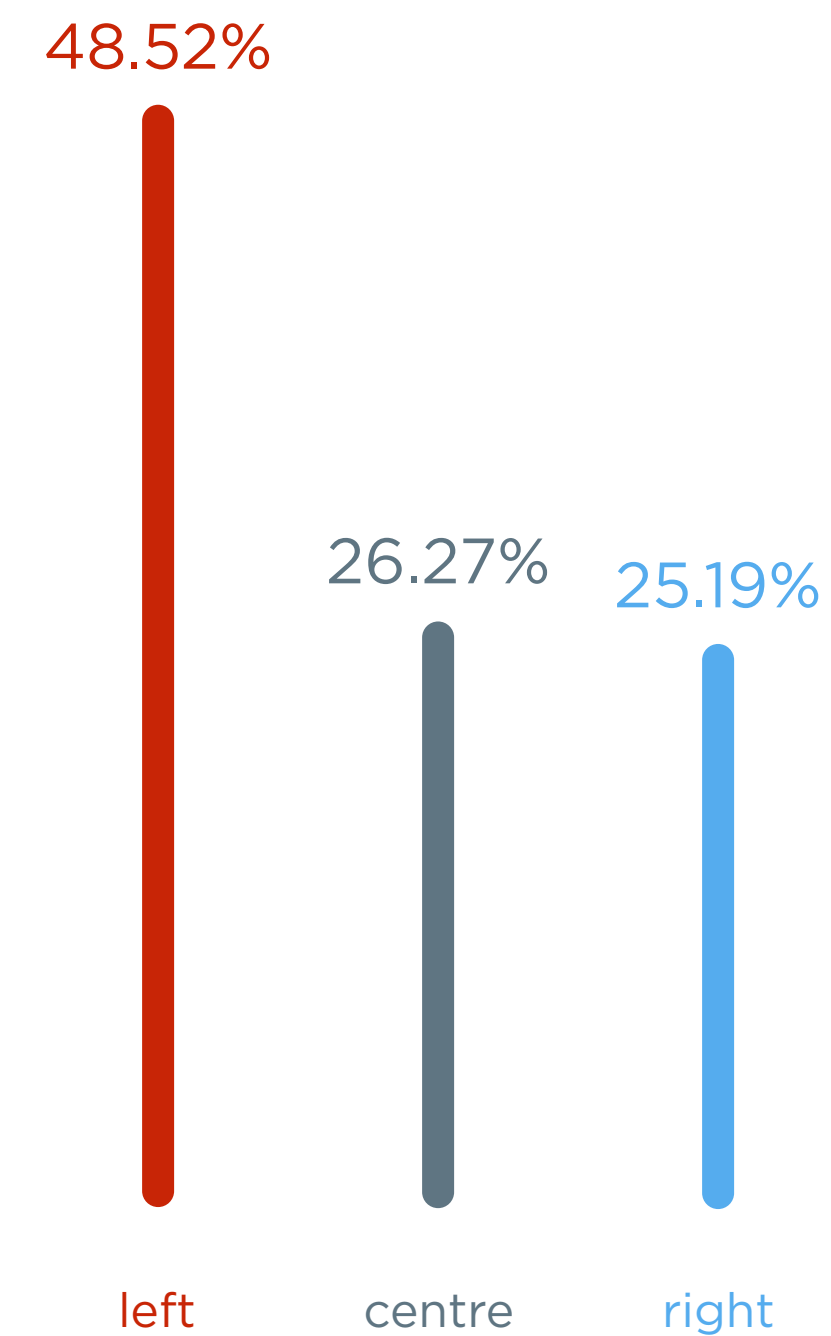


PROFILE OF THOSE WHO PARTICIPATED IN THE POLITICAL CONVERSATION IN BARCELONA WAS QUITE REPRESENTATIVE OF THE POLITICAL IDEOLOGY OF TOTAL POPULATION (CIS)

## BARCELONA



Declared political ideology (CIS\*)



Following on Twitter

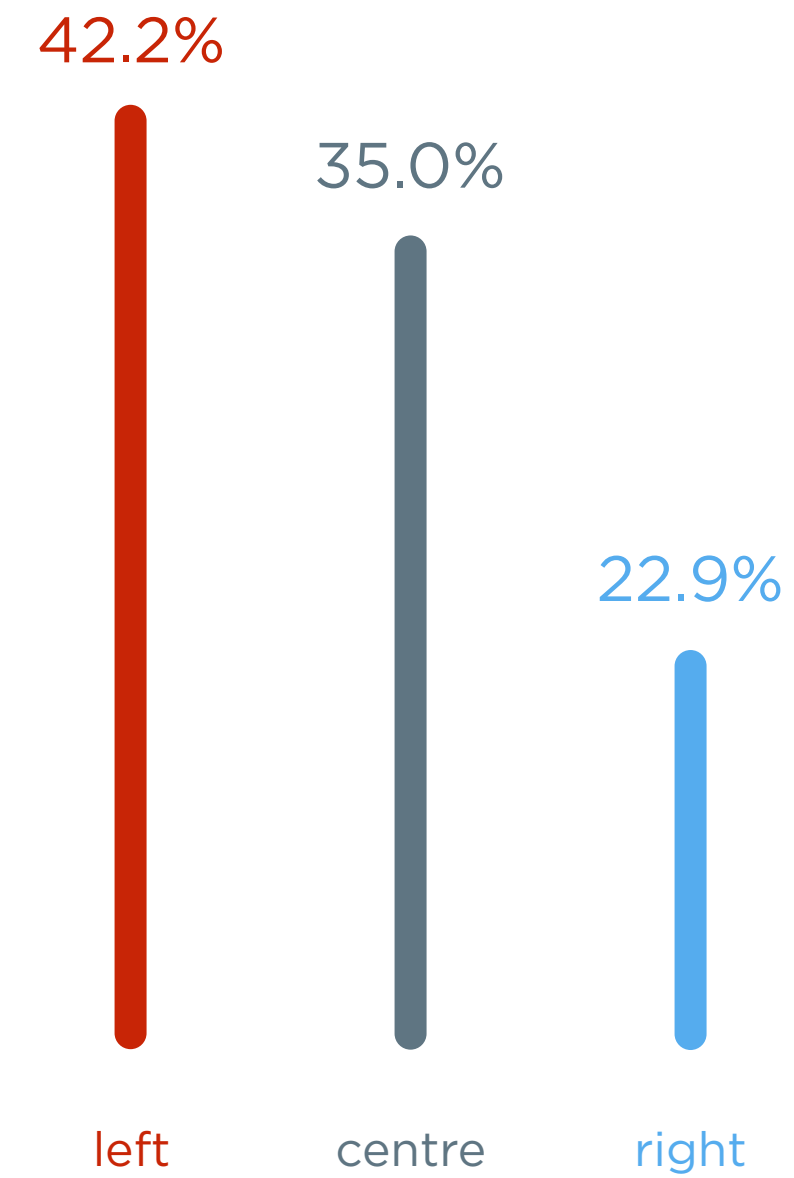
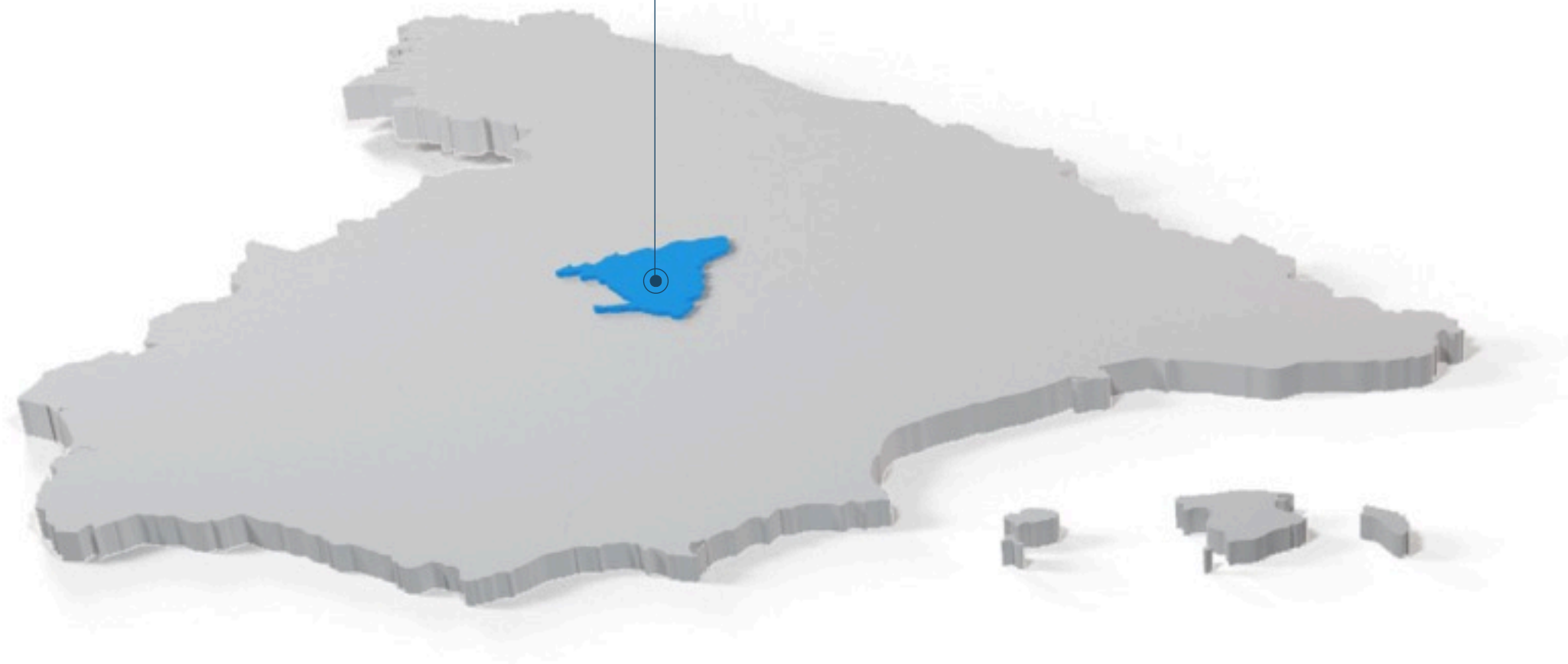




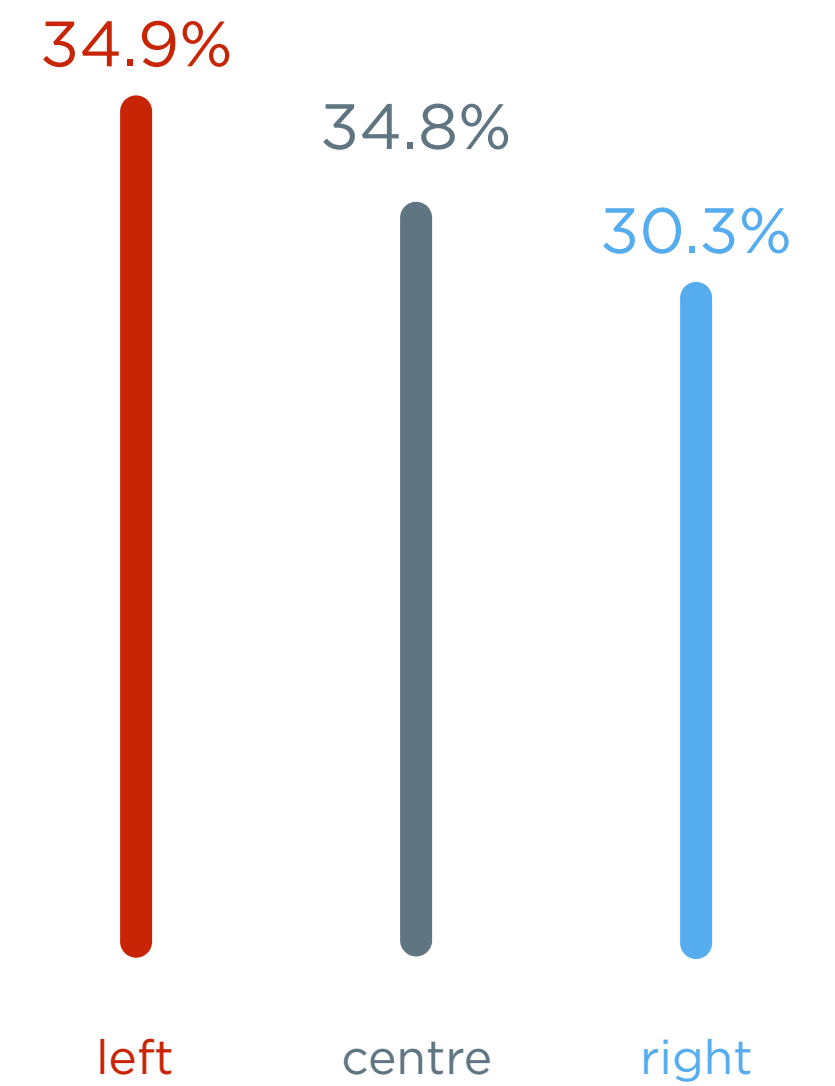
# ALL POLITICAL IDEOLOGIES FIT IN TWITTER

THE SAME AS IN BARCELONA, PROFILE OF TOTAL POPULATION (CIS) AND TWITTER USERS WAS SIMILAR

## COMUNIDAD DE MADRID



Declared political ideology (CIS\*)



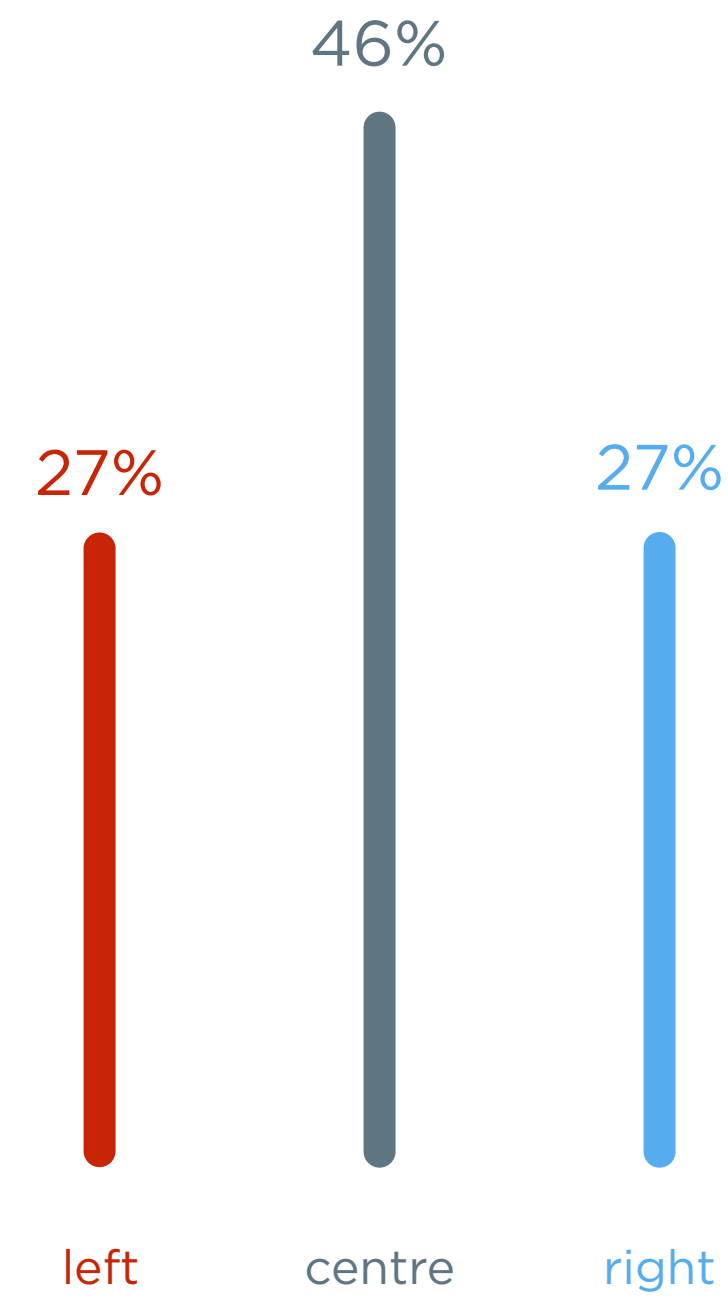
Following on Twitter



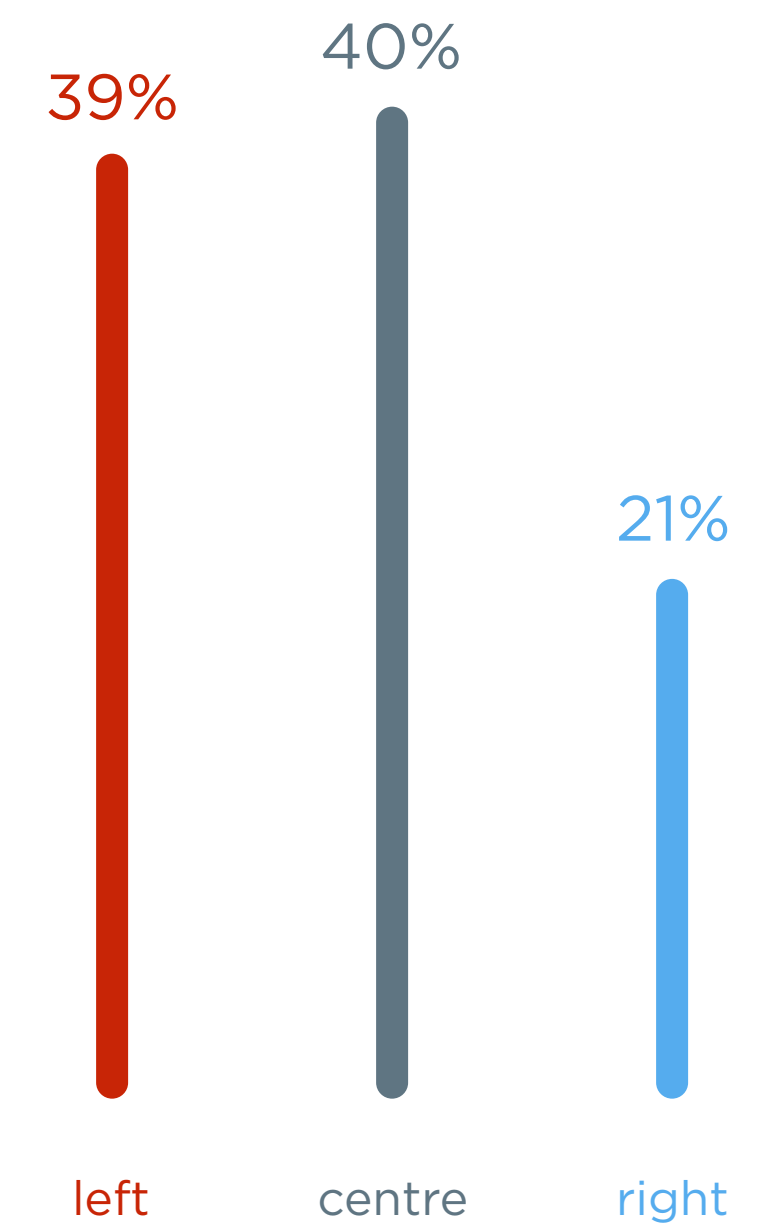
# ALL POLITICAL IDEOLOGIES FIT IN TWITTER

ALTHOUGH A BIT MORE LEFT-ORIENTED, 40% OF TWITTER USERS IN ANDALUCIA WERE CENTRALLY POSITIONED

## ANDALUCÍA



Declared political ideology (CIS\*)



Following on Twitter



4

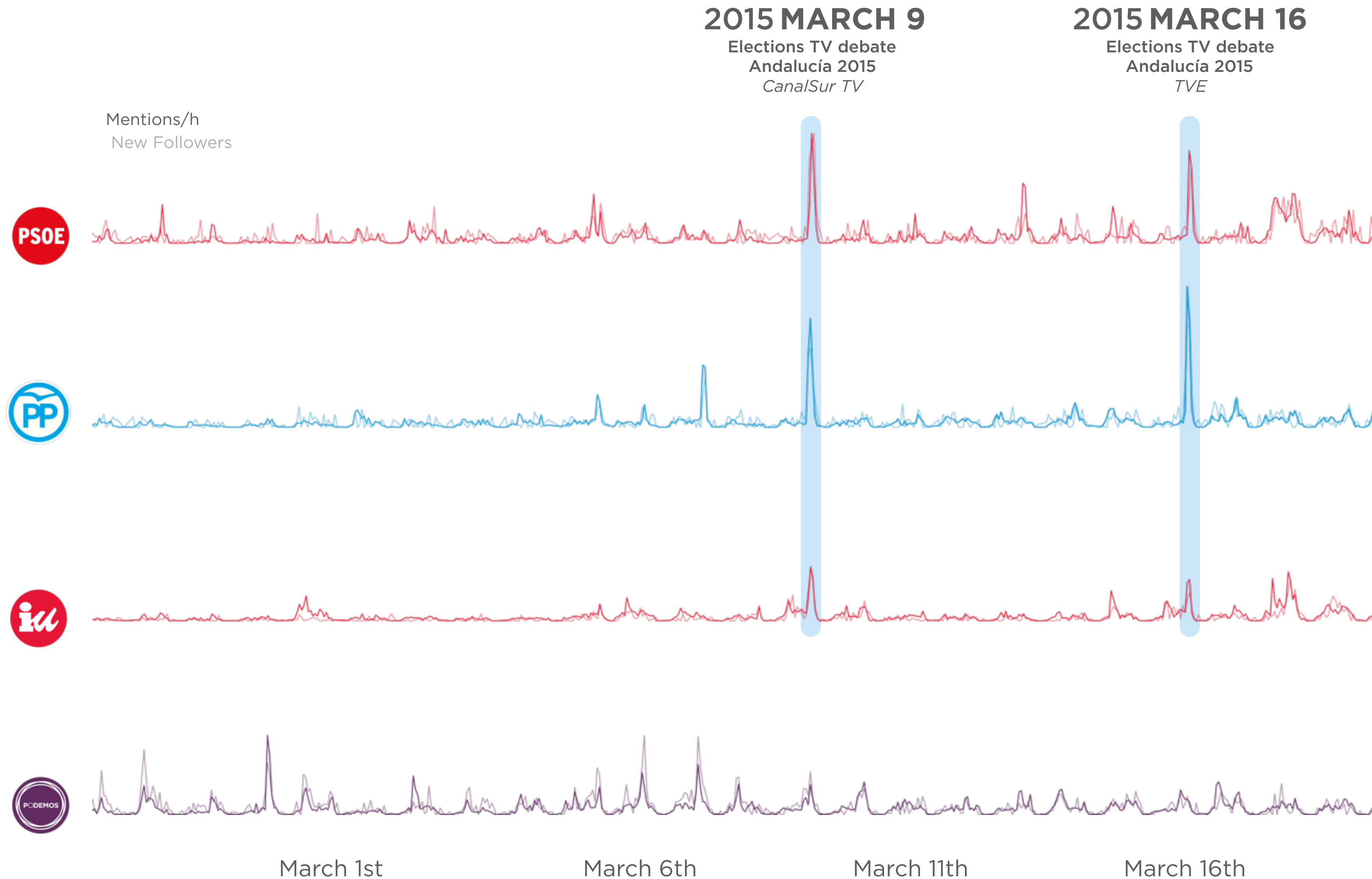


**WHAT HAPPENS ON TV IS  
REFLECTED ON TWITTER**



# WHAT HAPPENED ON TV IS REFLECTED IN TWITTER

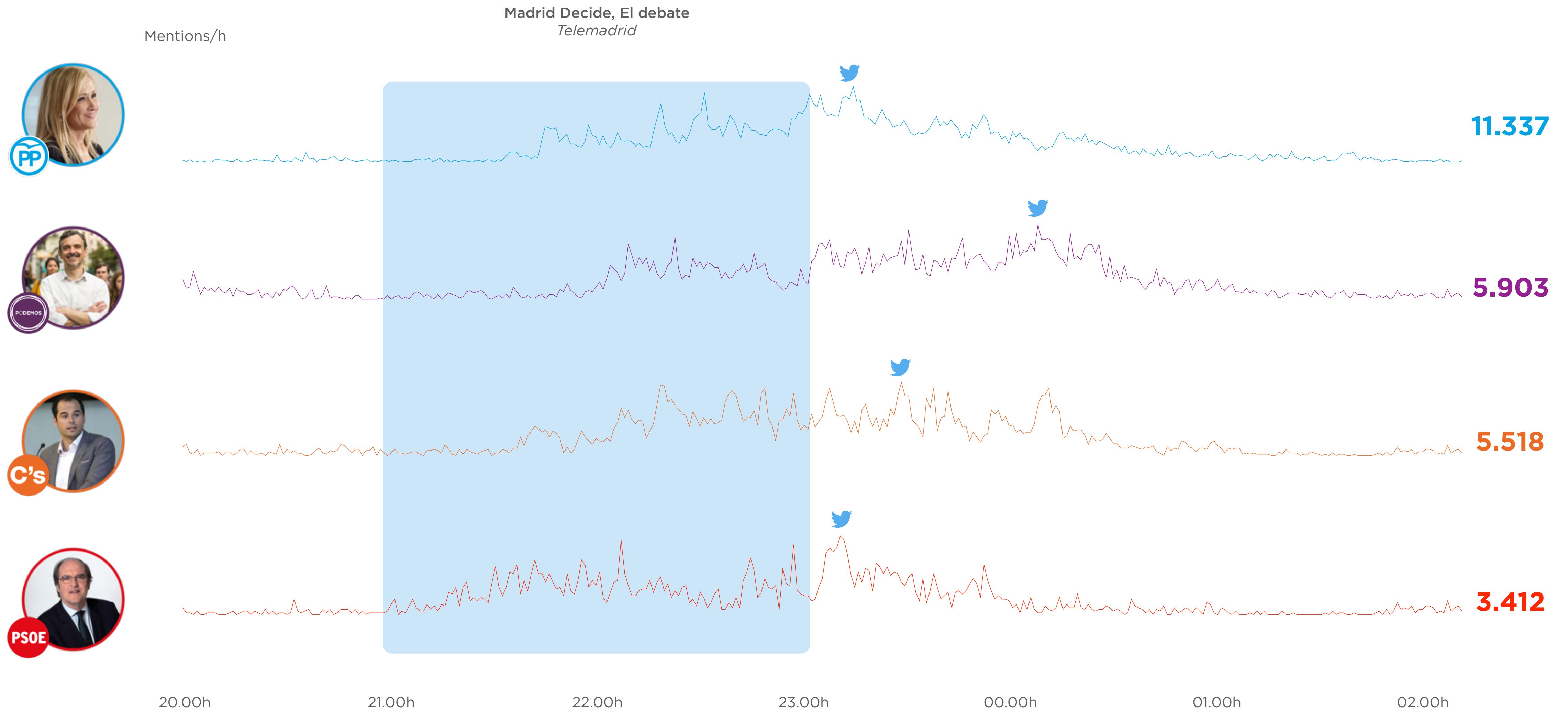
## PARTICIPATION IN TV DEBATES DRIVES SIGNIFICANT INCREMENT IN TWITTER FOLLOWERS





# WHAT HAPPENED ON TV IS REFLECTED IN TWITTER

THERE WERE OBSERVED AN STRONG INCREASE IN CONVERSATION VOLUME AROUND CANDIDATES JUST AFTER THEIR PARTICIPATION IN TV DEBATES





# WHAT HAPPENED ON TV IS REFLECTED IN TWITTER

## THE COMBINATION OF TV AND TWITTER BRINGS NEW PARTICIPANTS TO THE POLITICS CONVERSATION



**55%**

Users participating in social conversation during the debate hadn't tweeted mentioning Carmena previously

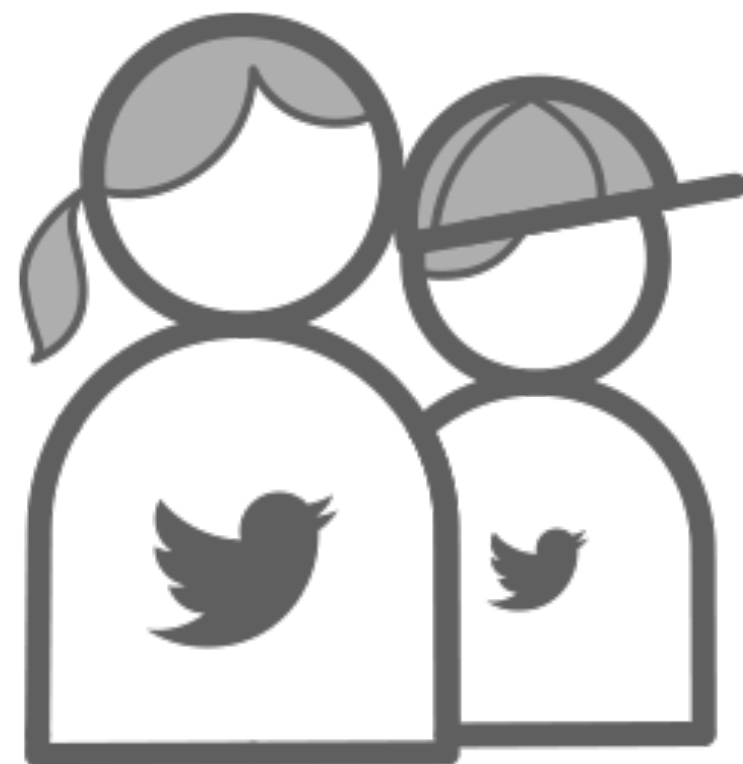


**40%**

These users mentioned again Carmena just the day before the elections



5



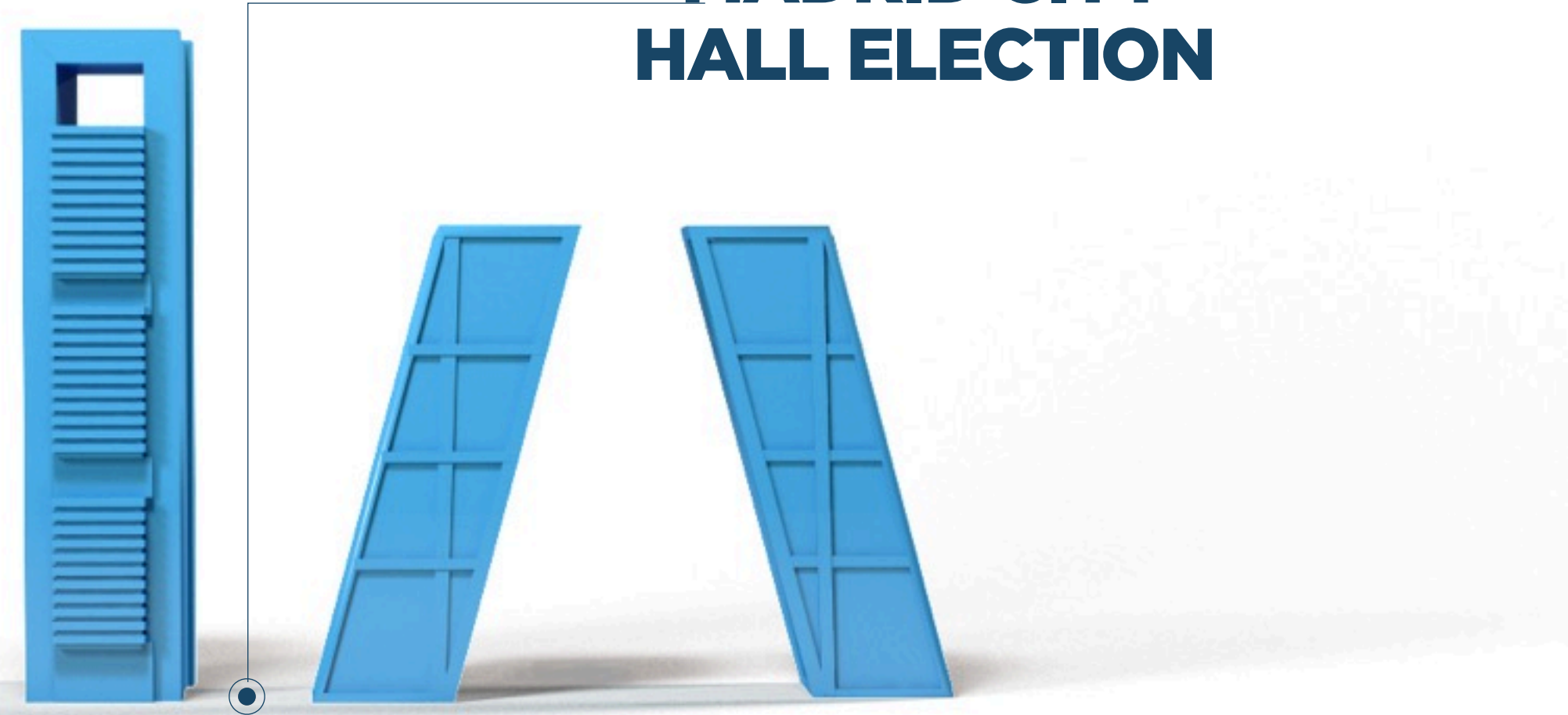
## CONSTRUCTIVE INVOLVEMENT IN THE POLITICAL CONVERSATION



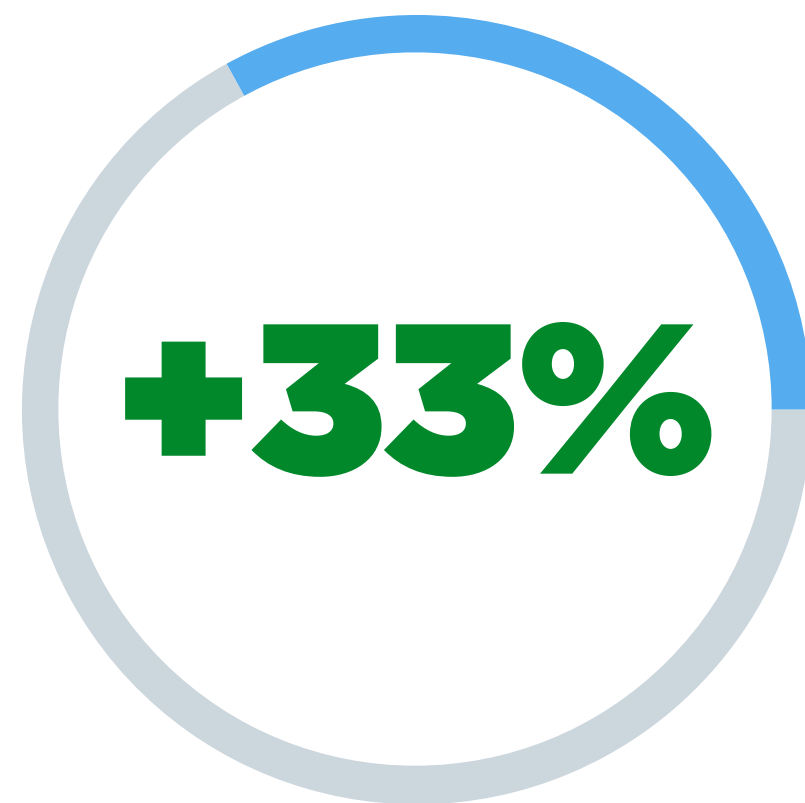
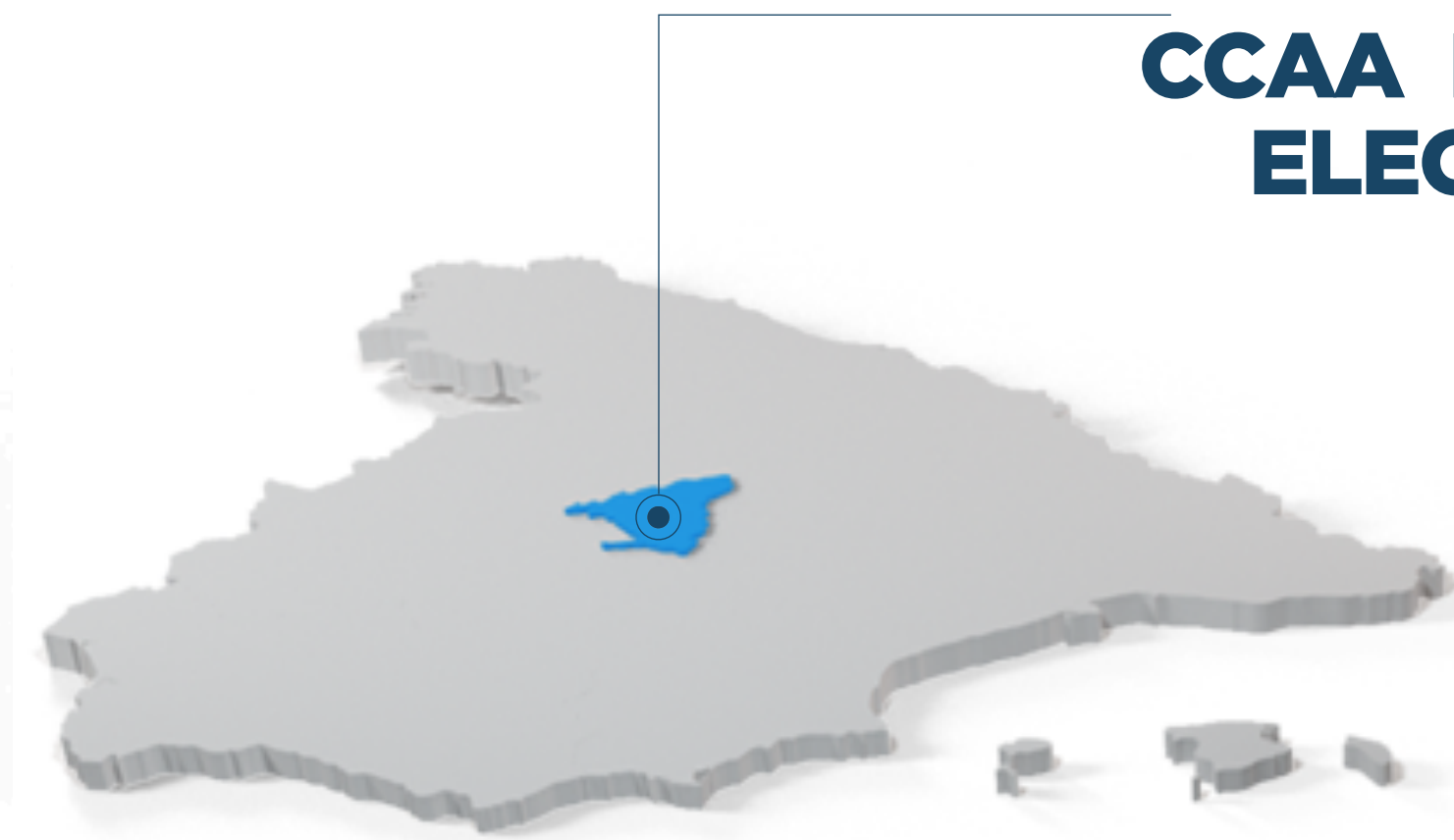
# TWITTER USERS INVOLVE CONSTRUCTIVELY IN THE POLITICAL CONVERSATION

TOTAL POSITIVE MENTIONS TOWARDS CANDIDATES/PARTIES WERE SIGNIFICANTLY HIGHER IN MADRID CITY HALL ELECTION (+33%) AND CCAA ELECTION (+56%)

## MADRID CITY HALL ELECTION



## CCAA MADRID ELECTION



**POSITIVE SENTIMENT**  
(weight of positive mentions vs negative mentions on total conversation)



**POSITIVE SENTIMENT**  
(weight of positive mentions vs negative mentions on total conversation)



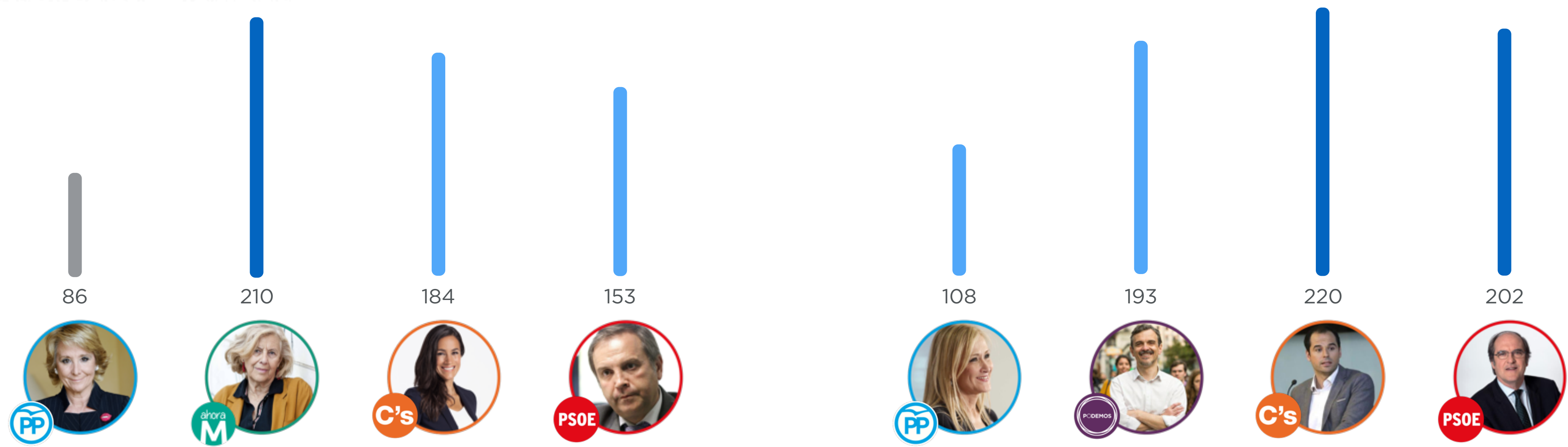


# TWITTER USERS INVOLVE CONSTRUCTIVELY IN THE POLITICAL CONVERSATION

ALL CCAA MADRID ELECTION CANDIDATES RECEIVED MORE POSITIVE THAN NEGATIVE MENTIONS ON TWITTER

## MADRID CITY HALL ELECTION

## CCAA MADRID ELECTION



-100 means negative 100 neutral 100+ positive



# TWITTER USERS INVOLVE CONSTRUCTIVELY IN THE POLITICAL CONVERSATION



**PSOE** PSOE @PSOE · 8 nov.  
Una reforma constitucional para ampliar y garantizar derechos. Nuestras propuestas: [www2.psoe.es/propuestas/ref...](http://www2.psoe.es/propuestas/ref...)

2 Reconocer como derechos fundamentales los derechos a la protección de la salud y a la protección por la Seguridad Social.

UNA SOCIEDAD Y UN ESTADO CON MÁS JUSTICIA SOCIAL

PSOE

CLICK PARA +

#ReformaConstitución

3 Incluir en la Constitución el reconocimiento del derecho a una renta o ingreso mínimo vital.

69 27

**Przemek Hankus** @mr\_hanki

@PSOE podeis explicar la diferencia entre justicia y justicia social?

**Del Coto** @LopezdelCoto

Yo apuesto por este cambio. 20D empieza la cuenta atrás #AlbertPresidente @Cs\_Asturias @CiudadanosCs @Albert\_Rivera

#AlbertPresidente

"El cambio que llega viene para quedarse".  
—Albert Rivera

C's Ciudadanos

FALTAN 31 DÍAS PARA CAMBIAR ESPAÑA

**Inés Velo** @InesVelo

Los autónomos tienen bajada de IRPF, plan de pagos y ley de apoyo a emprendedores. @PPopular #LaHoraAzulIPP526



#LaEspañaQueQueremos

**Javier López** @javierzedon

Conoce #ElCambioEconómico que te propone @ahorapodemos. Es posible y es de justicia.

SOLUCIONES ECONÓMICAS PARA EL CAMBIO

Acabar con la austeridad fiscal y salarial • Derecho a un empleo digno • Nuevo modelo productivo sostenible • Autónomo de responsabilidad limitada

Banca pública y regulación financiera • Sistema de pensiones de calidad • Reestructuración de la deuda • Reforma fiscal para la suficiencia • Políticas sociales...

José Manuel López, Fernando Luengo, Nuria Alonso, Juan Laborda, Rommy Arce

SALA GALILEO GALILEI 21 N 12 HORAS

C/ GALILEO, 100 METRO ISLAS FILIPINAS

## PROGRAMA ECONÓMICO DE PODEMOS

### Soluciones para el cambio

- No es sólo crear riqueza, como dicen otros partidos, sino hacer una justa distribución de la misma y de las cargas fiscales para el sostenimiento de los servicios públicos; sanidad, educación, pensiones, dependencia...
- Crear empleo en condiciones de salarios dignos e iguales para mujeres y hombres. Nadie sin vivienda y sin suministros básicos.
- Facilitar la actividad a autónomos y empresas pequeñas aliviando sus cargas. Banca pública a partir de la Bankia rescatada.
- Autoconsumo energético: modelo productivo sostenible que respete el medioambiente y la Naturaleza. Reestructurar deuda pública, e hipotecaria de las familias (a cargo de los bancos)