

UK General Election 2010

2nd debate, April 22nd 2010

Semiocast analysis of comments and reactions on Twitter

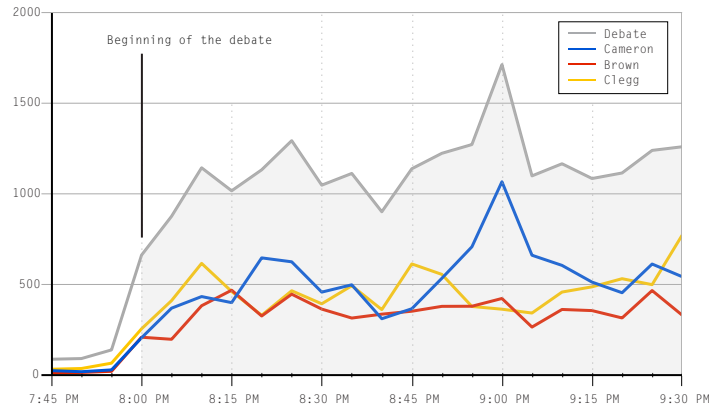
The timeline

• More than 1000 tweets per minute

People started to tweet about the debate a few minutes before the beginning of the debate. The average tweets rate was about 1000 tweets per minutes during the debate.

Nick Clegg was the most mentioned leader at the beginning. Then, just before 9:00PM, Twitter user Simon wrote *“David Cameron just told an 84 year old woman he was going to do something in 2016.”* This message was relayed more than 2000 times, and this explains the peak on the graph at 9:00PM. During the rest of the debate, the top position, in terms of volume, alternated between David Cameron and Nick Clegg. Gordon Brown was the least mentioned during the whole debate.

As many messages mention more than one candidate, cumulating the respective rates of the candidates can result in a value exceeding the rate of tweets of the debate. Conversely, 8% of messages about the debate did not mention any leaders.



The buzz

• Losing ground : David Cameron

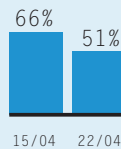
Although David Cameron remains the most mentioned leader on Twitter, his lead has considerably shrunk since the General Election first debate, last week. A fall by 15 points, mainly in favour of Nick Clegg who is now the second most mentioned leader.

As Twitter user Alex puts it: *“I wonder if Cameron’s feeling it start to slide from his grasp.”*

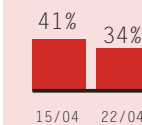
Percentages are on the basis of the total amount of messages mentioning leaders. As some messages mention more than one candidate, the scores of the three leaders add up to more than a hundred percent.



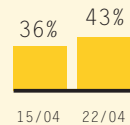
David Cameron
Conservatives



Gordon Brown
Labour



Nick Clegg
LibDem



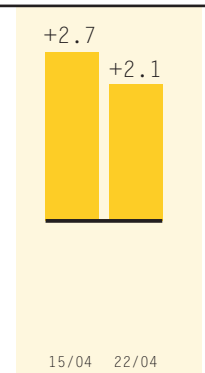
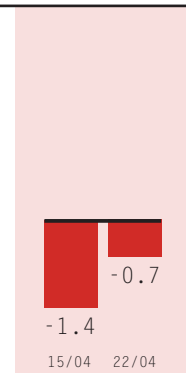
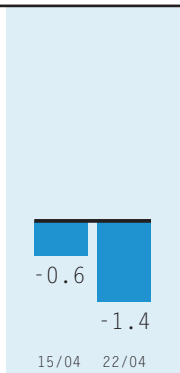
Share of tweets mentioning a leader or the party during the debates (14th and 22nd April).

The mood

• Best reception : Nick Clegg

Nick Clegg is confirming his lead in terms of the feelings expressed in tweets, but the gap with his competitors has shrunk by 0.6 point of Semiocast’s aggregated mood indicator. Gordon Brown is slowly recovering from the First Election Debate last week, improving his score by 0.7 point. David Cameron is losing grounds, with a 0.8 point drop, and his second position to Gordon Brown.

As experienced with previous political studies, tweets tend to be mostly negative during TV debates. Semiocast defined a “mood deviation” indicator, showing how a politician compares to the others. As shown above, Nick Clegg performed better on Twitter.



Mood deviation of each leader during the debates (14th and 22nd April).

About Semiocast

Semiocast is based in Paris and provides data intelligence and research on the real-time web. Semiocast developed proprietary technologies and tools that index real-time web messages and perform semantic analysis of interactions.

Semiocast helps companies measure and evaluate consumer reactions to a campaign or product launch, understand what consumers are saying about their products, services or brands, and engage in real-time conversations on Twitter and Facebook.