

UK General Election 2010

3rd debate, April 29th 2010

Semiocast analysis of comments and reactions on Twitter

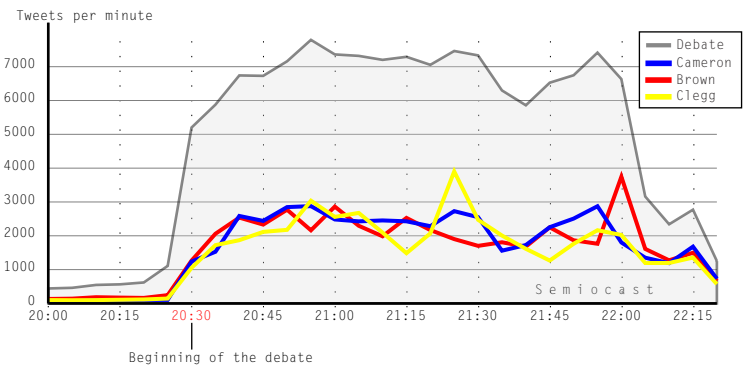
The timeline

• Third debate: the last but not the least

People started to tweet about the debate a few minutes before the beginning. The average tweets rate was much higher than during the previous debates with an average of more than 5000 tweets per minutes.

Gordon Brown and David Cameron were the most mentioned leaders at the start, losing ground to Nick Clegg after half an hour. Around 9:25PM, people on Twitter reacted to Nick Clegg's intervention during the immigration question, and to what some called his "Get Real" moment. Just after the debate, people massively commented on Gordon Brown's "negative closing speech".

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.



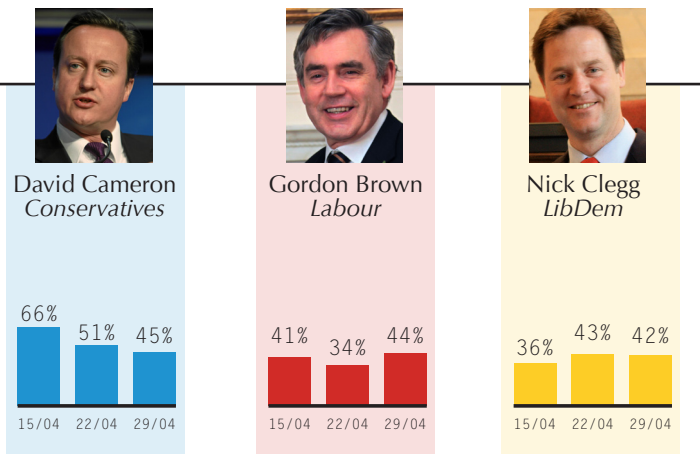
The buzz

• No clear front-runner tonight

Contrary to the previous debates, no leader stood out in terms of number of mentions in tweets.

Just before the debate, Gordon Brown was the most mentioned; this can be mostly attributed to tweets related to the "bigotgate affair". As with two previous debates, David Cameron triggered most reactions on Twitter with 45% of tweets. Gordon Brown being the second with 44%, and Nick Clegg the last with 42%. The spread between the leaders has narrowed to a mere few points.

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.



Share of tweets mentioning a leader or the party during the debates (14th, 22nd and 29th April).

The mood

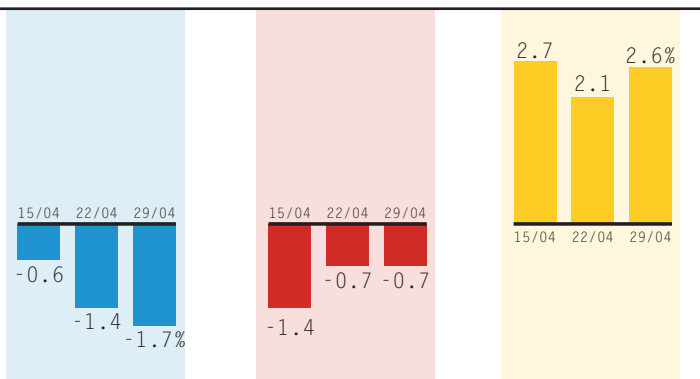
• David Cameron on the fall

The trend over the 3 debates is that David Cameron's popularity is on the fall.

Nick Clegg was received more favourably with +2.6 points, using Semiocast's aggregated mood indicator. On the same scale, Gordon Brown scored -0.7, same as last week, and David Cameron -1.7 points, dropping from -1.4 point.

Mr. Brown's popularity has hardly been affected by the bigotgate affair, which represented 4% of messages mentioning him.

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.



Mood deviation of each leader during the debates (14th, 22nd and 29th 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.