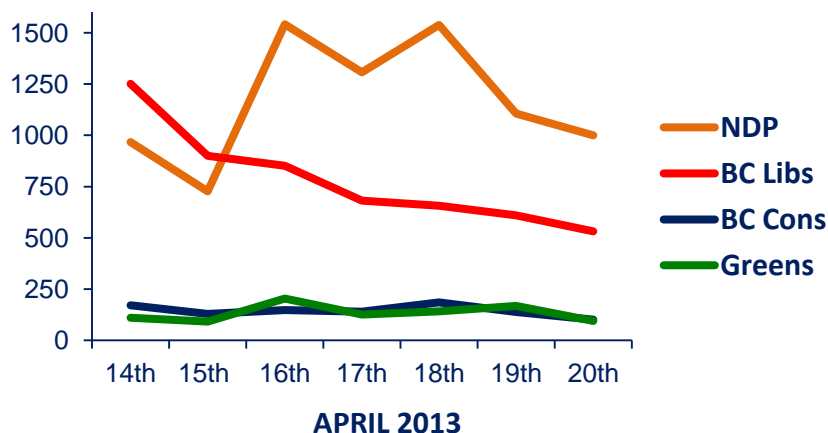


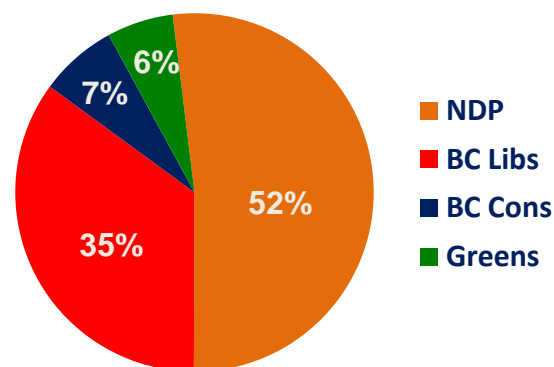
BC Election on Twitter

The Week That Was (April 14-20)

Daily Tweet Mentions by Party

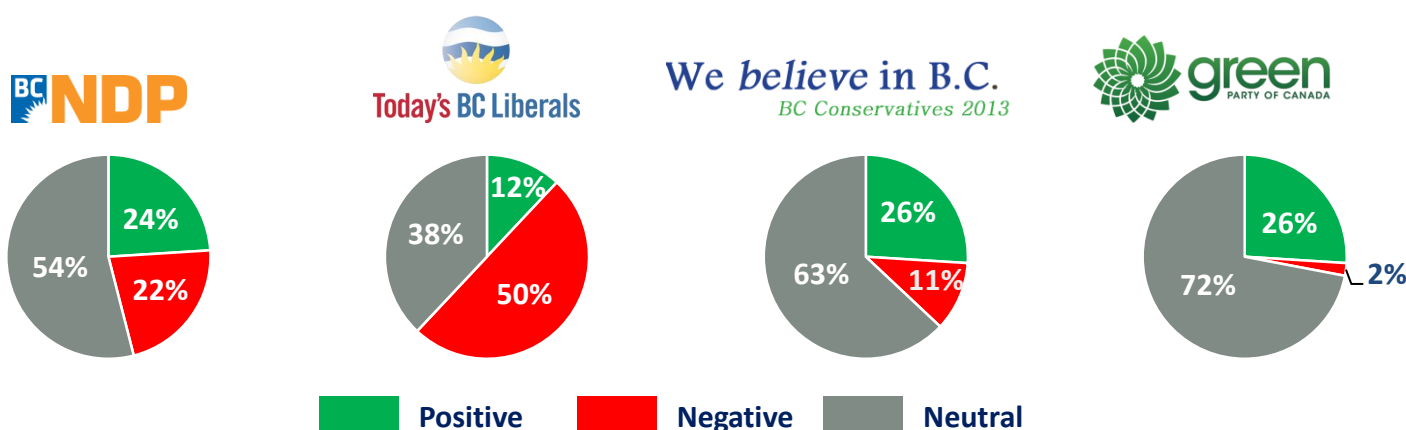


Share of Weekly Buzz

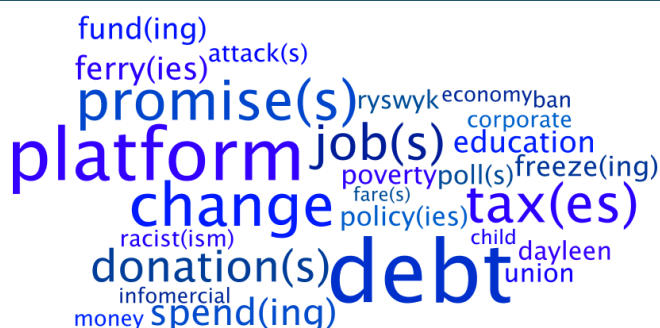


Previous Week: NDP 53%, Lib 32%, Con 8%, Grn 7%

Sentiment of Buzz by Party



Top Issues



Buzz Facts

Tweet volume up 45% this week.

NDP Buzz: Led everyday once writ dropped.

BC Lib Buzz: Peaked with infomercial. Most negative of any party.

BC Con & Green Buzz: More positives than negatives, but both parties largely ignored.

Methodology: A Boolean search query was manually created to identify all English language Twitter discussions from people in B.C. that contained mentions of the BC NDP, Liberals, Conservatives, and Green Party and all mentions of the party leaders. Each party and leader were put in a separate search query so they could be compared. Official party Twitter accounts and some terms often associated with the federal parties were excluded. All Tweets were pulled from Sysomos between April 14-20. The scan pulled in 14,124 (9,731 last week) Tweets between those dates. Of those, we pulled a random sample of 300 Tweets per party and coded them for sentiment (positive, negative or neutral). We also coded for topic trends to see what issues were on top.

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