Background to the ‘Media in Context and The 2015 General Election’ project

January 15, 2016

Susan Banducci, Iulia Cioroianu, Travis Coan, Gabriel Katz, Ekaterina Kolpinskaya, Daniel Stevens (University of Exeter)
Agenda

1. Traditional media as data in the 2015 general election
2. Candidate use of Twitter in the campaign
3. Media effects on voters and their implications
4. Wrap up: How can we make these tools useful for media analysts, political parties and social research agencies?
Background to the ‘Media in Context’ project

Questions
1. How do traditional and social media cover contemporary campaigns in Britain?
Background to the ‘Media in Context’ project

Questions

1. How do traditional and social media cover contemporary campaigns in Britain?
2. What are the effects of this coverage?
Questions

1. How do traditional and social media cover contemporary campaigns in Britain?
2. What are the effects of this coverage?
3. What is the role of the media in conferring legitimacy on the outcome and in interpreting the government’s mandate during the post-election period?
Background to the ‘Media in Context’ project

Research Design

• Look at traditional *and* social media over a period longer than the ‘hot campaign’
• Analyse election and non-election coverage (in traditional media)
• Use automated text analysis where possible
• Make the data publicly available
• Go beyond survey data: experiment
Background to the ‘Media in Context’ project

What to code

• Coverage from February 1\textsuperscript{st} to May 28\textsuperscript{th}
• Human and computer-assisted coding
Background to the ‘Media in Context’ project

Traditional media

National


*Television (6)*: BBC News at 10pm, ITV News 10pm, Channel 4 7pm, Channel 5 7pm, Sky 9pm, BBC2 Newsnight

*Radio (1)*: Radio 4 Today

Scottish/Welsh/regional

*Newspapers (6)*: Daily Record, Scotsman, Western Mail, Evening Standard, Birmingham Evening Mail, Yorkshire Post

*Television (6)*: BBC Wales Today, BBC Reporting Scotland, BBC London News, BBC Midlands Today, BBC Spotlight, BBC Look North (Yorkshire)
Background to the ‘Media in Context’ project

Social media:

Blogs/Internet (6):
Conservative Home; Guido Fawkes Blog; Left Foot Forward; Labour List; Liberal Democrat Voice; bbc.co.uk/news

Twitter
Candidates; Opinion leaders