SOCIAL MEDIA - MONITORING THEIR IMPACT ON CIVIL SOCIETY AUSTRIAN ELECTION 2019 CAMPAIGNING ON SOCIAL MEDIA

VIENNA, 21 OCTOBER 2019

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TRUST IN SOCIAL NETWORKS
(% of population 2018)

1-year evolution of the Net Trust Index (2017-2018)

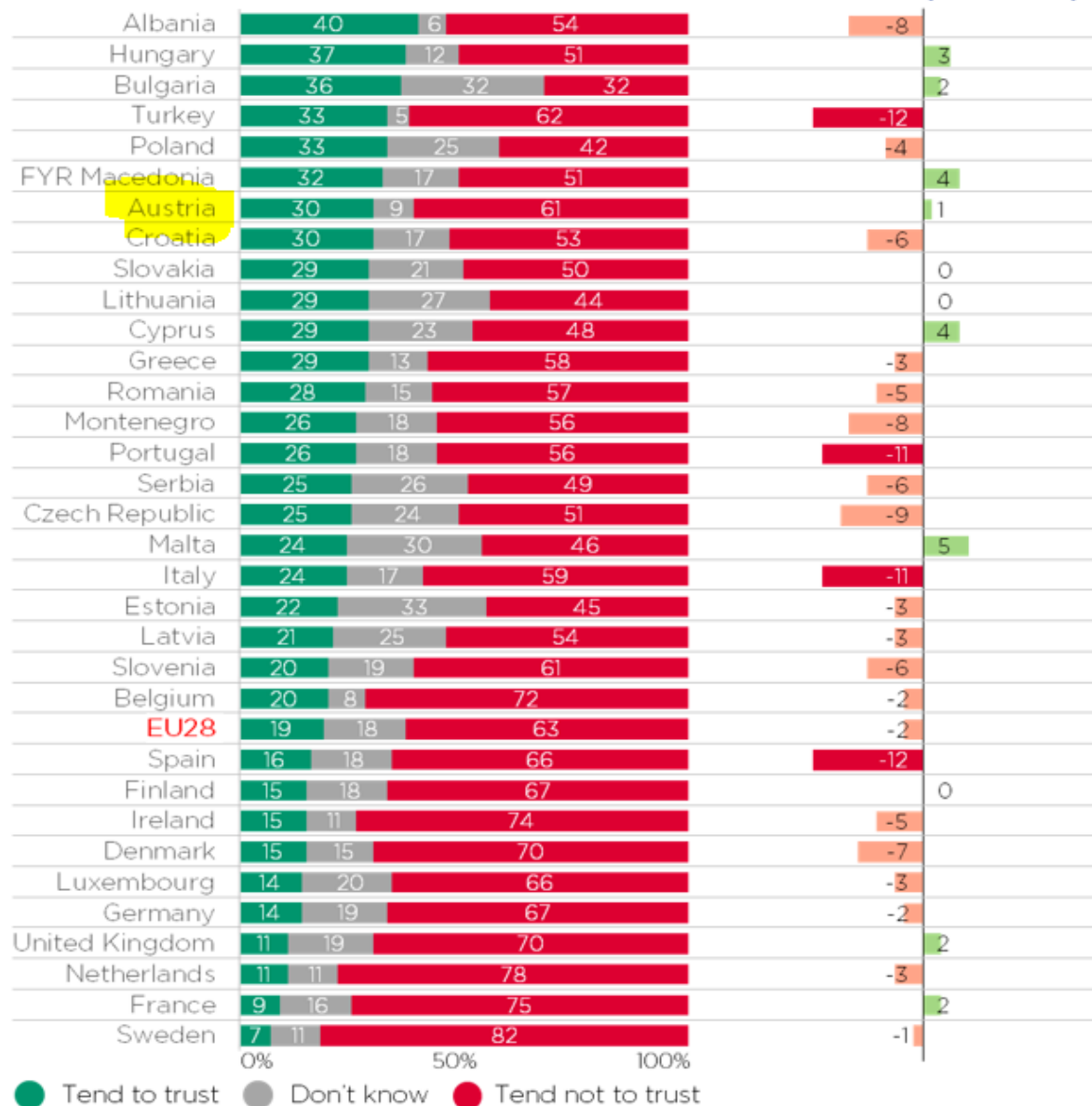| Country	Tend to trust	Don't know	Tend not to trust	Net Trust Index evolution
Albania	40	6	54	-8
Hungary	37	12	51	3
Bulgaria	36	32	32	2
Turkey	33	5	62	-12
Poland	33	25	42	-4
FYR Macedonia	32	17	51	4
Austria	30	9	61	1
Croatia	30	17	53	-6
Slovakia	29	21	50	0
Lithuania	29	27	44	0
Cyprus	29	23	48	4
Greece	29	13	58	-3
Romania	28	15	57	-5
Montenegro	26	18	56	-8
Portugal	26	18	56	-11
Serbia	25	26	49	-6
Czech Republic	25	24	51	-9
Malta	24	30	46	5
Italy	24	17	59	-11
Estonia	22	33	45	-3
Latvia	21	25	54	-3
Slovenia	20	19	61	-6
Belgium	20	8	72	-2
EU28	19	18	63	-2
Spain	16	18	66	-12
Finland	15	18	67	0
Ireland	15	11	74	-5
Denmark	15	15	70	-7
Luxembourg	14	20	66	-3
Germany	14	19	67	-2
United Kingdom	11	19	70	2
Netherlands	11	11	78	-3
France	9	16	75	2
Sweden	7	11	82	-1

● Tend to trust ● Don't know ● Tend not to trust

SOCIAL MEDIA MONITORING – FACEBOOK & TWITTER

- *Partnering with Vienna Data Science Group (VDSG) / Data4Good*

- *Twitter and FB authority to download data (official accounts)*

- *8 Sep – 30 Sep. (3 weeks)*

- *Question of traffic and campaign topics (key words) on party/politicians' accounts over time*

- *Question of impact of campaign ads (FB ad library) on traffic*

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The Facebook Business Team

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SOCIAL MEDIA MONITORING – YOUTUBE

▪ *Partnering with Departament of Public Policy Analysis of the Getulio Vargas Foundation (FGV DAPP) Brasil*

▪ *From 1 Sept. screening of YouTube videos using key words as with FB/Twitter & names of selected parties/candidates*

▪ *Results in list of 30 most watched videos per week*

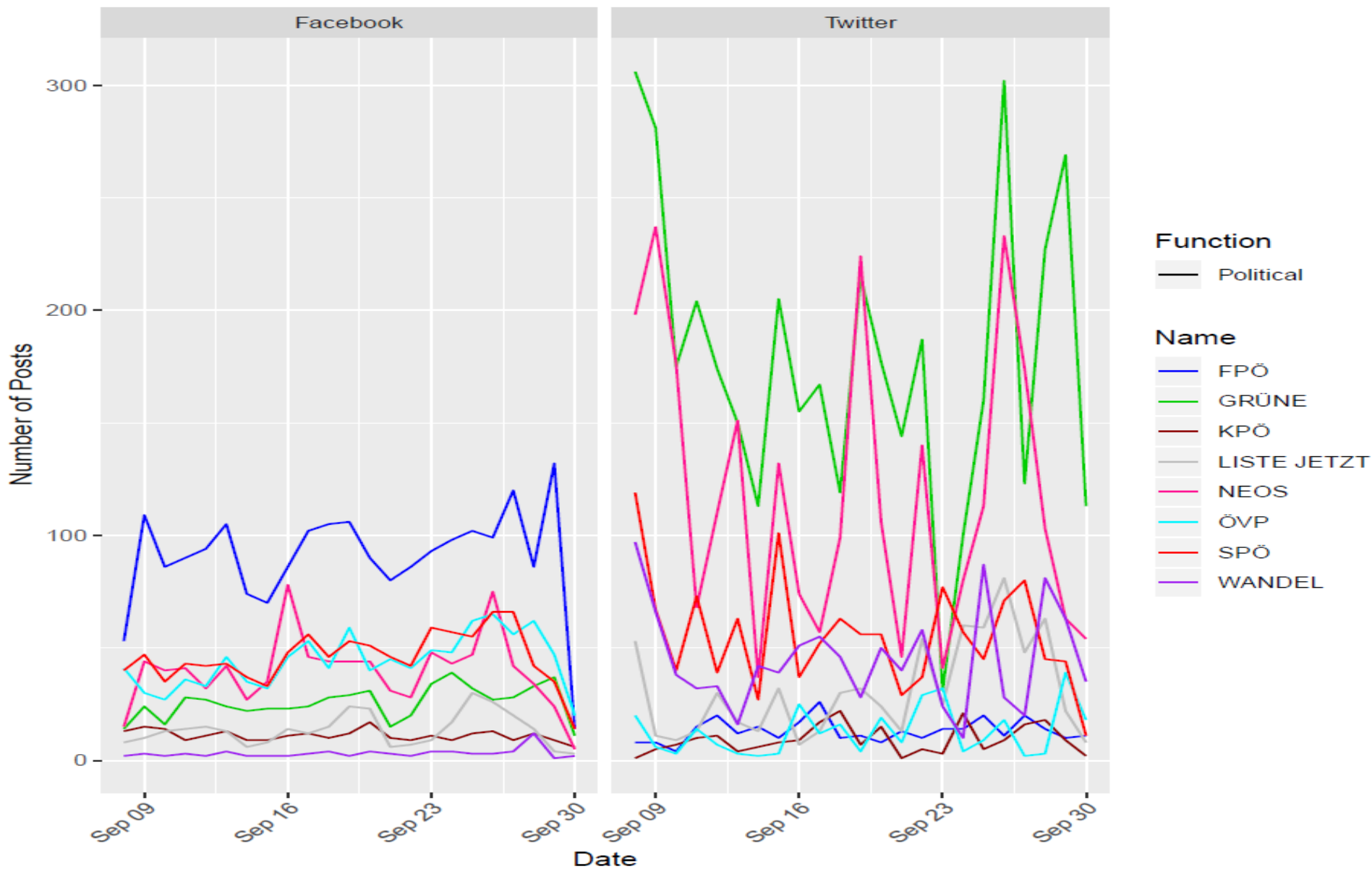WAHLBEOBACHTUNG.ORG

TOTAL NUMBER OF POSTS PER PARTY
FACEBOOK   TWITTER
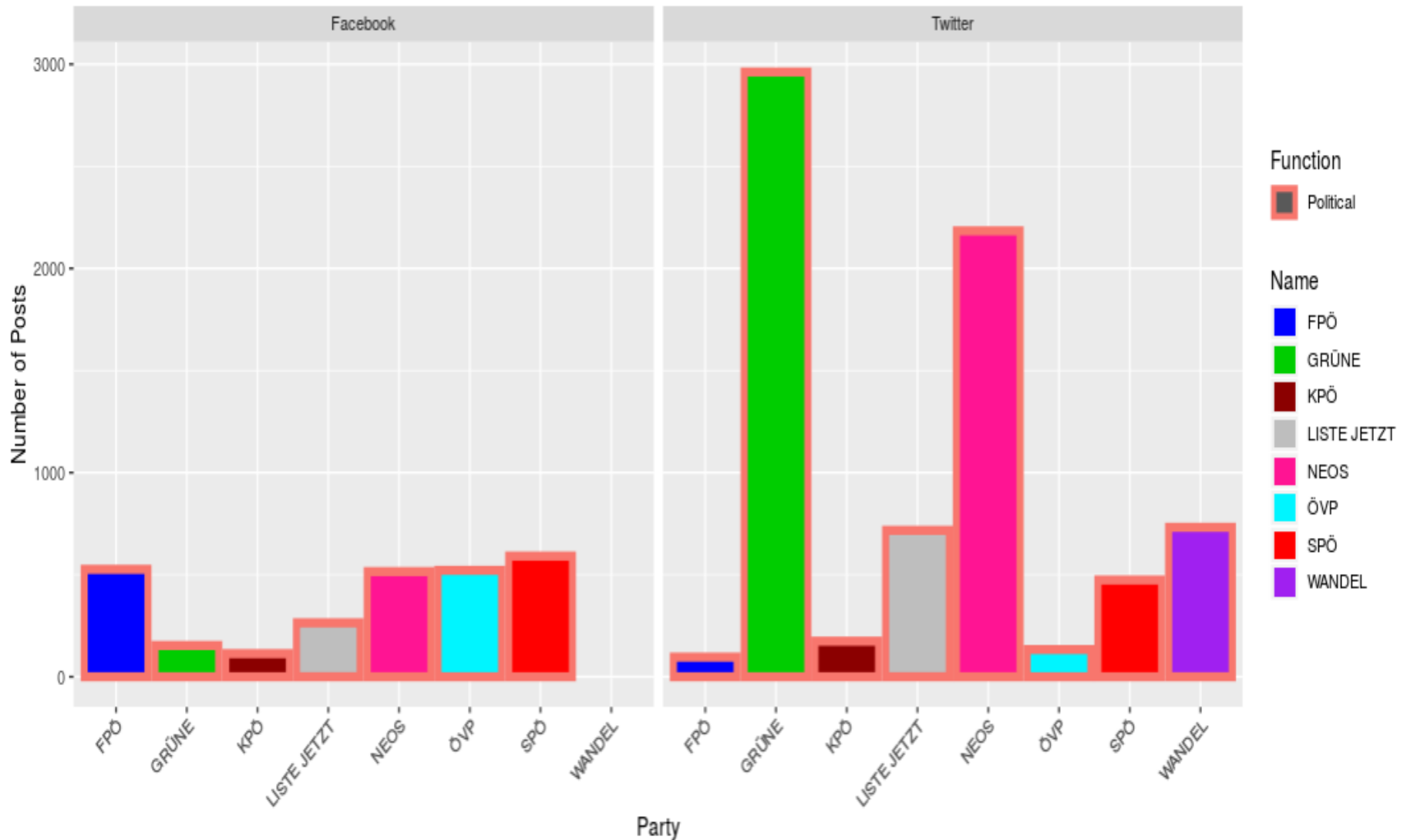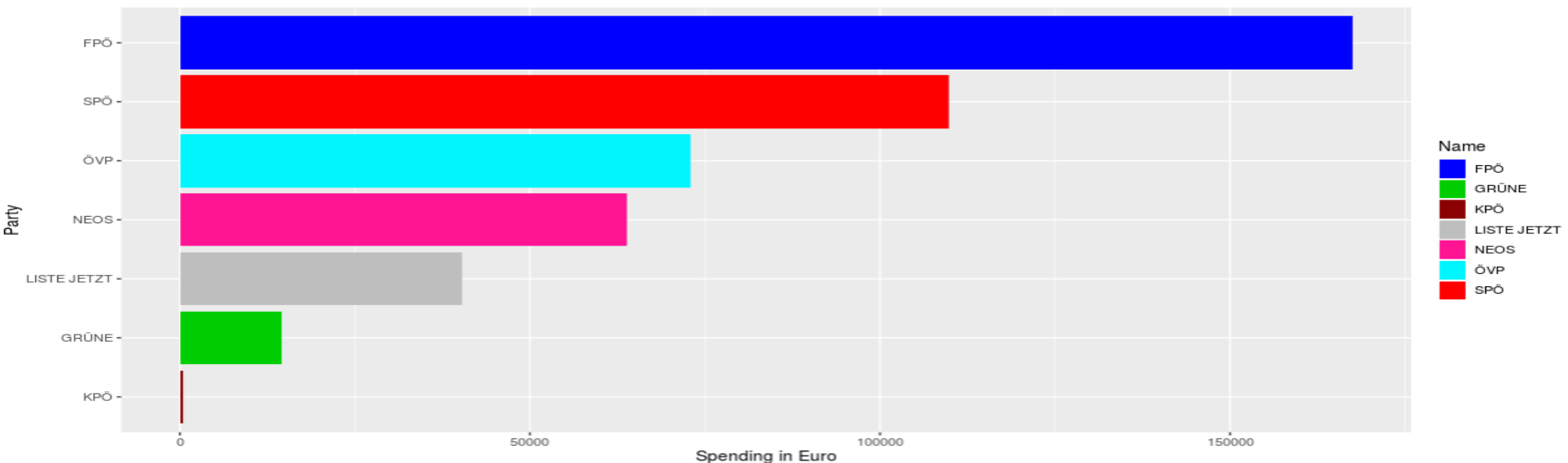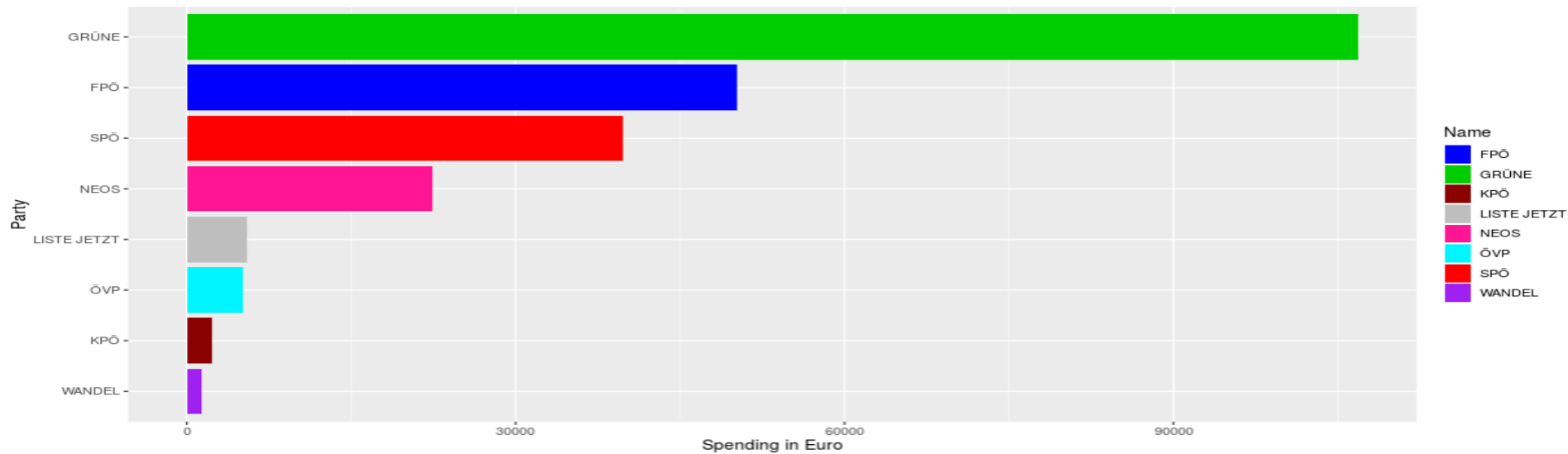
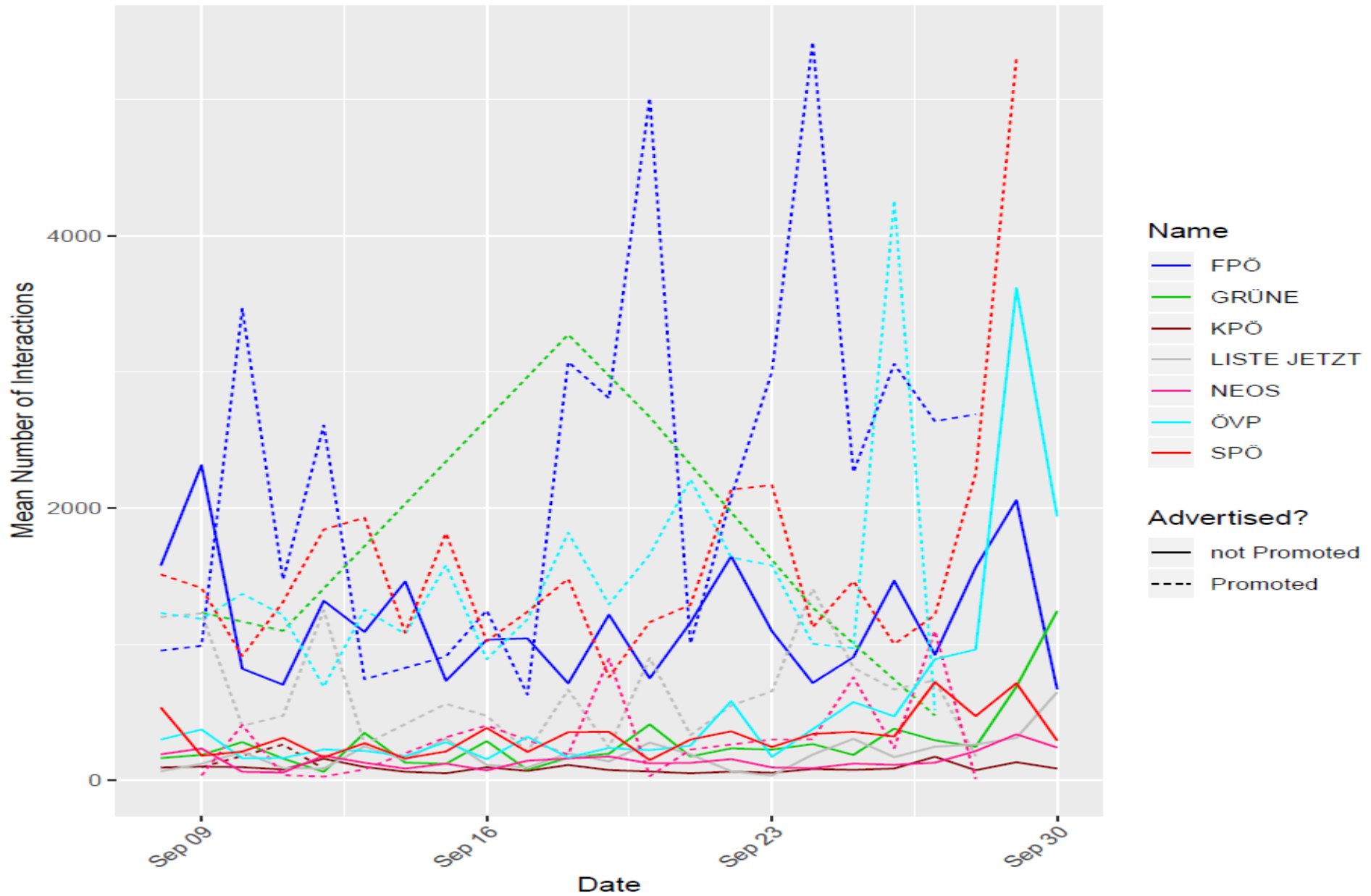# TOTAL NUMBER OF POSTS PER DAY PER PARTY
FACEBOOK   TWITTER
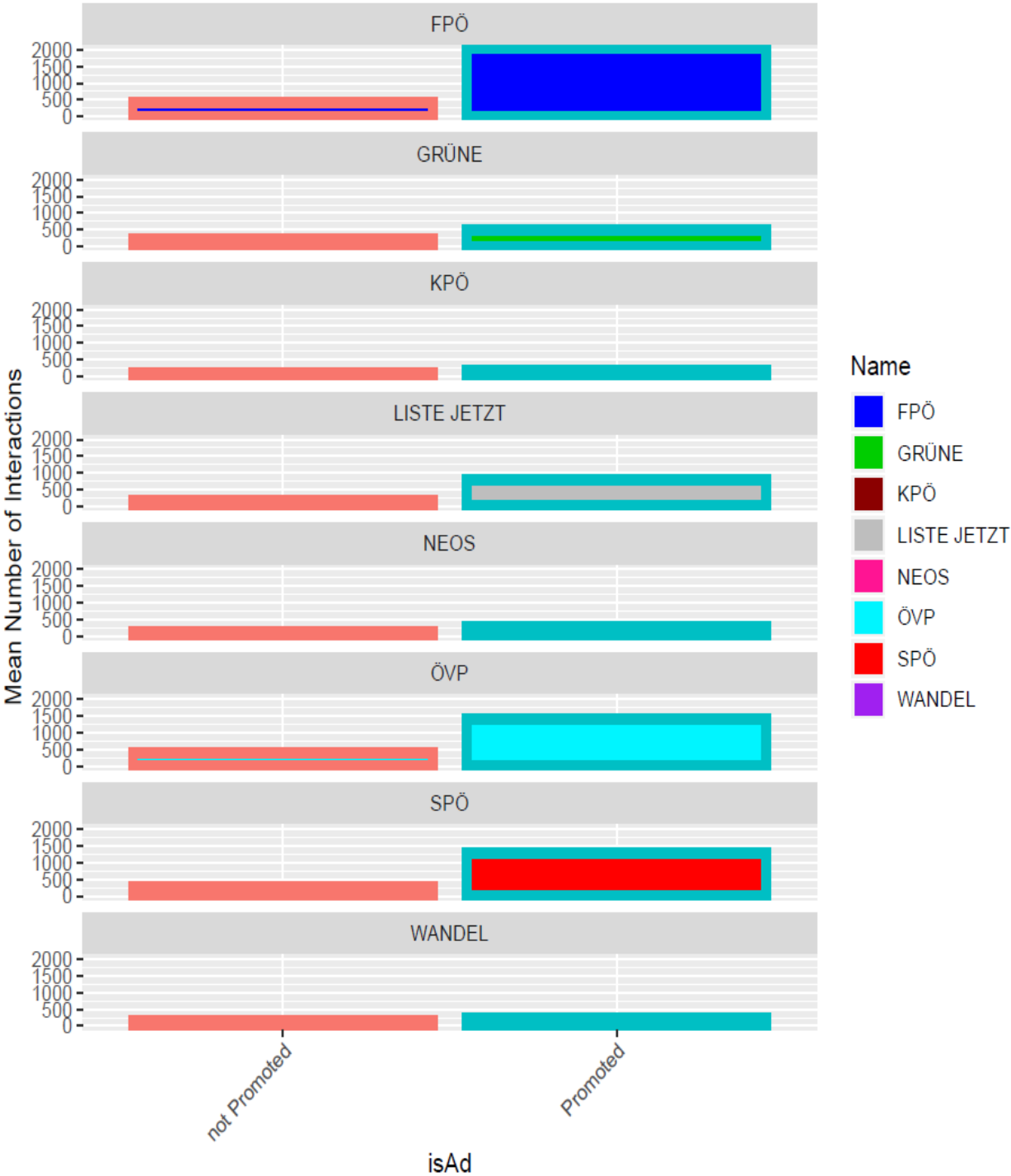
FACEBOOK ADVERTISING BUDGETS
PARTY VERSUS CANDIDATES

AVERAGE INTERACTIONS/POST - IMPACT

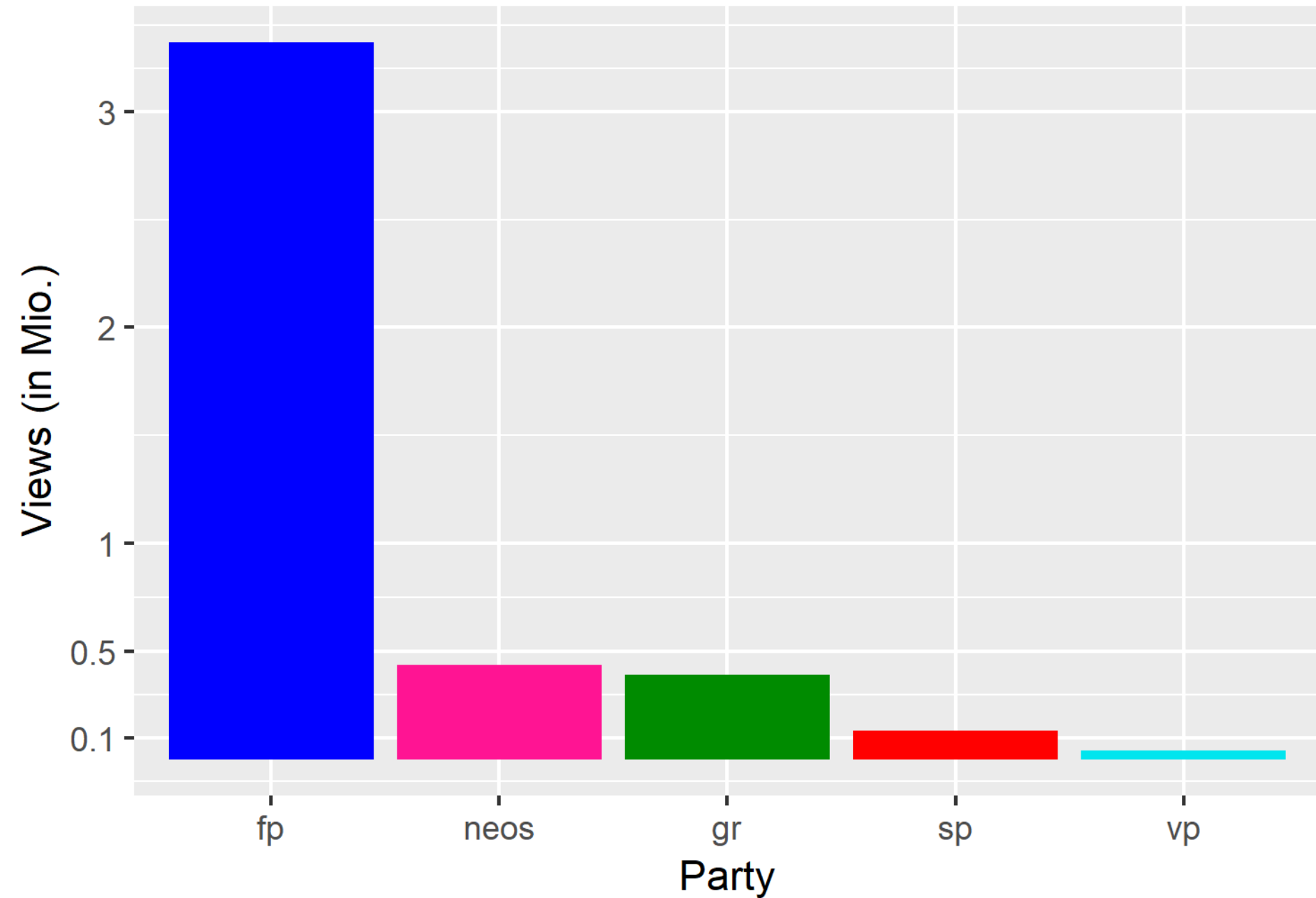OVERALL AVERAGE NUMBER OF INTERACTIONS PER POST

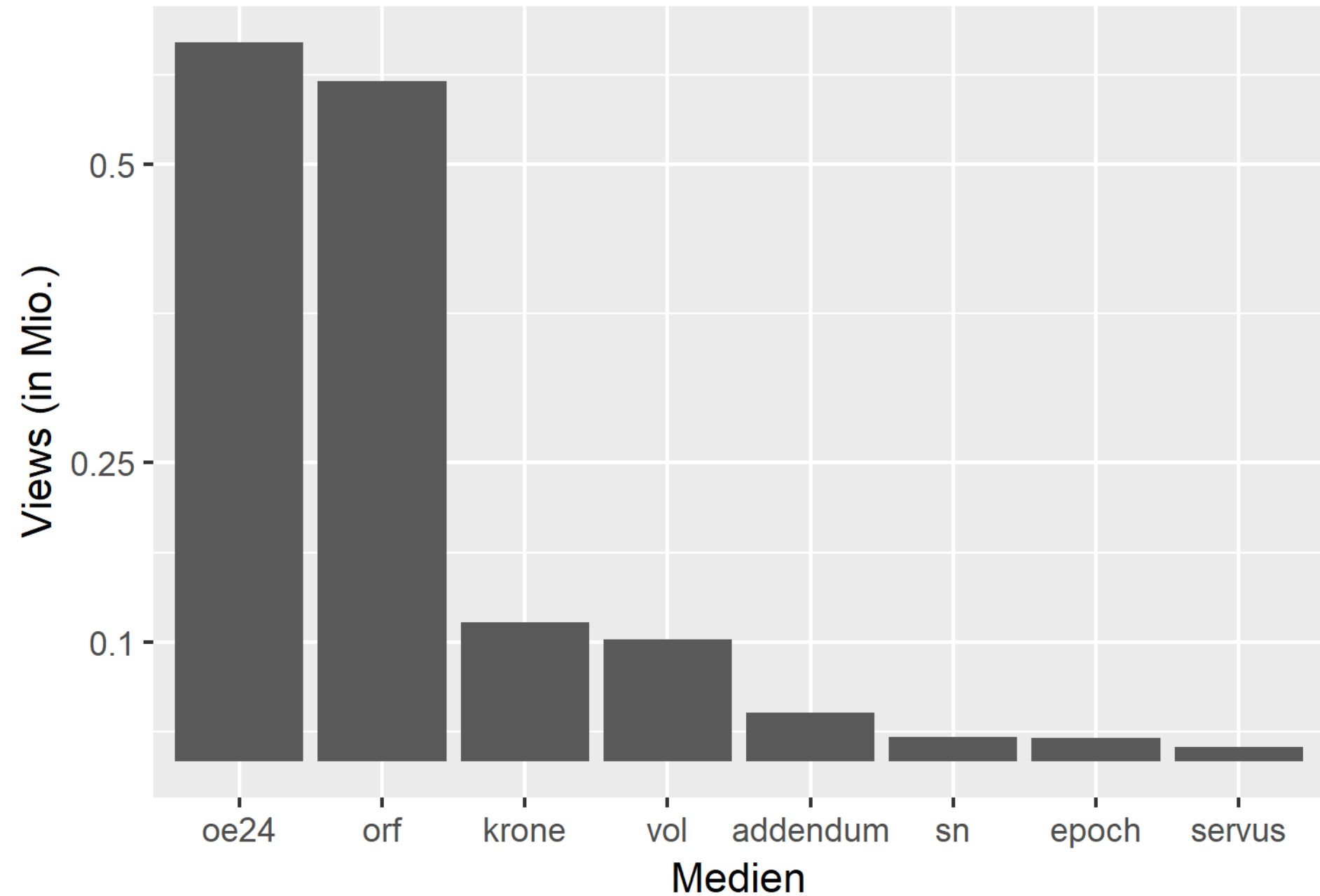NOT PROMOTED & PROMOTED

WAHLBEOBACHTUNG.ORG
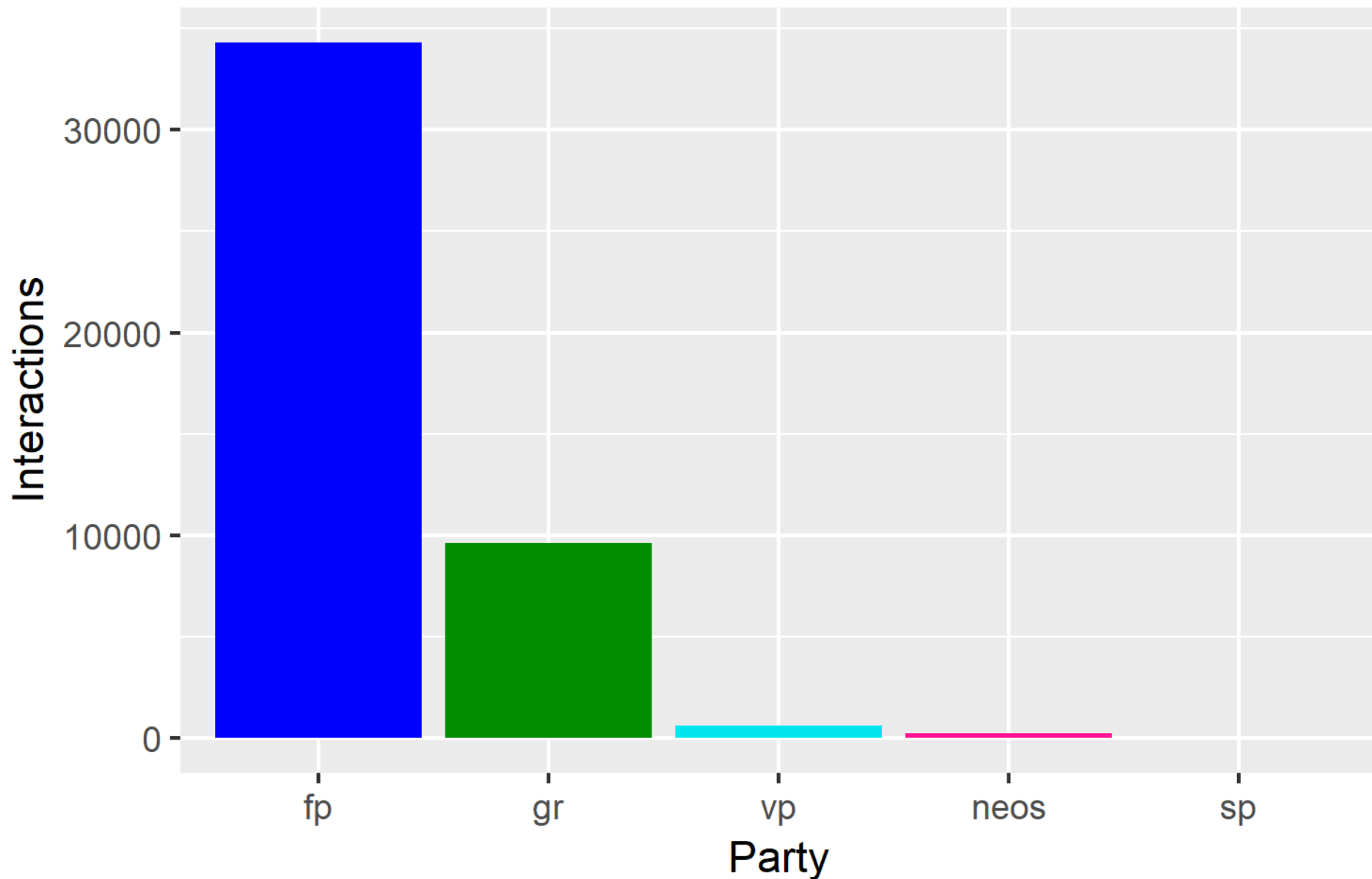
Number of YouTube-Video Views

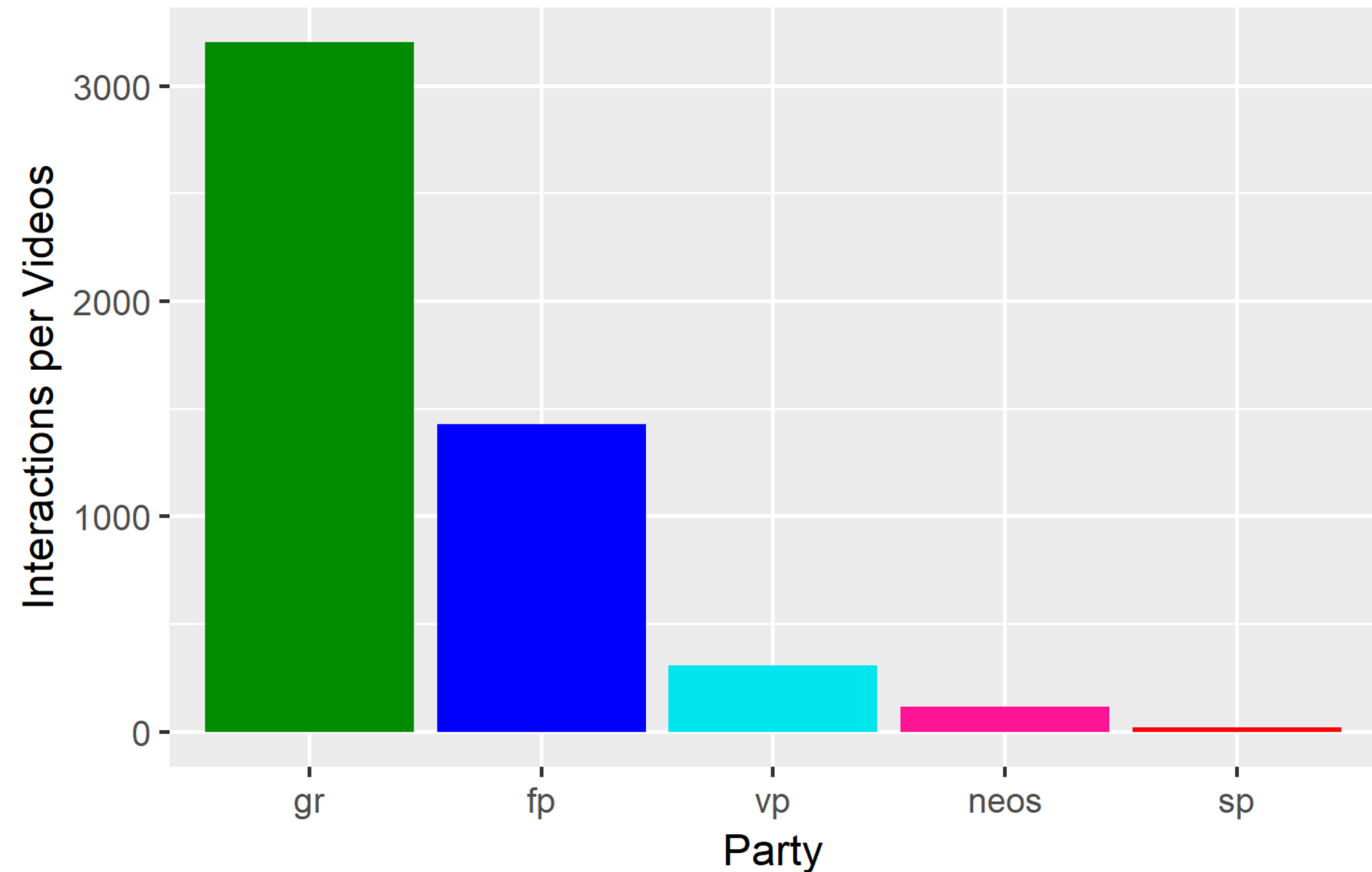# Number of YouTube-Video Views

Number of YouTube-Interactions
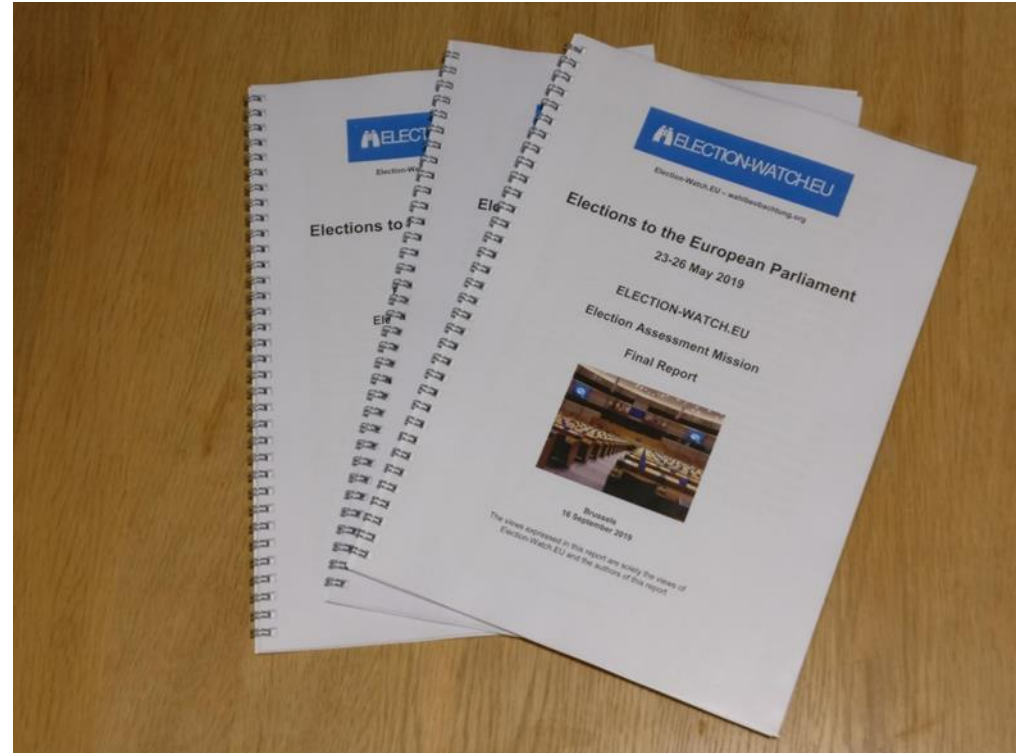## Interactions = sum of likes, dislikes and comments

Number of YouTube-Interactions per Video
Interactions = sum fp of likes, dislikes and comments

ELECTION-WATCH.EU EAM EP 2019 ELECTIONS

- *28 EU MS*
- *65 experts/observers*
- *16 recommendations*
- *With one focus on social media regulations*
- *Published on 16 Sept. 2019*
- *Basis for electoral reform advocacy*

ELECTION-WATCH.EU EAM EP 2019 ELECTIONS FINDINGS

▪ *In the European elections, it appears that in particular right wing populist movements and parties have been successful in mastering and using social media campaigns for their own advantage, and entered government (AT, EE, IT) or gained substantial popular support (BE, CZ, ES, FI, FR, NL), often with questionable methods.*

▪ *At the national level, a few Member States introduced specific legislation (DE, FR, IT, ES) and special oversight mechanisms (DK, EE, LV, LU, SK) for social media.*

ELECTION-WATCH.EU EAM EP 2019 ELECTIONS SOCIAL MEDIA RECOMMENDATIONS

- *To effectively promote a level playing field and transparency in campaigns, to protect the privacy of European citizens and to safeguard electoral processes against manipulation and disinformation, the EU and its Member States should provide clear regulations, coherent implementation and independent oversight of political campaigns in social media and online platforms.*

- *To enhance effective electoral campaign oversight and better detection and analysis of disinformation campaigns, social media platforms should give meaningful access to data to election observers and researchers in line with personal data protection rules.*

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Q & A

THANK YOU

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