

US Election 2008 Web Monitor

Analyzing Trends in the Political Coverage of Online Media

www.ecoresearch.net/election2008

The US Election 2008 Web Monitor tracks the candidates' performance on the campaign trail. Weekly snapshots of Web coverage reveal regional differences and contrast the perceptions of news media, companies, bloggers and environmental organizations. Besides tracking recent developments, users can also cast their votes for their preferred candidates.

There have been many attempts at monitoring the campaign performance of presidential candidates, but most of them focus on public opinion rather than on online media coverage. The US Election 2008 Web Monitor provides this information at the touch of a button. Advanced interactive visualizations allow a closer examination of the gathered data: Information landscapes, geographic maps, ontology graphs and tag clouds reveal complex semantic relations contained in the data.

The project analyzes the Web sites of the Fortune 1000 (the largest US corporations ranked by revenue), 50 environmental organizations, Technorati's 1000 most authoritative blogs on political issues, and international media from the US, Canada, United

Kingdom, Australia and New Zealand. Processing these sites yields more than 800,000 documents each week. An automated process identifies attention by counting references to a candidate. It measures sentiment towards the candidate by looking for positive and negative expressions that co-occur with these references. Keywords reflect the most important topics associated with each candidate.

Users can investigate the analyzed documents in detail, and explore how the perceptions and interpretations of candidate performance differ by media type. In contrast to regular news media articles, for example, political blogs tend to comment more spontaneously. Sometimes it also proves interesting to follow developments off the beaten track – for example, observing how online media rapidly lose interest in candidates who have dropped out of the race.

The US Election 2008 Web Monitor is part of IDIOM (Information Diffusion across Interactive Online Media; www.idiom.at), a two-year research project funded by the FIT-IT Semantic Systems Program (www.fit-it.at) of the Austrian Federal Ministry of Transport, Innovation and Technology in cooperation with the Austrian Research Promotion Agency. The project is jointly pursued by MODUL University Vienna, Vienna University of Economics and Business Administration, Graz University of Technology and three industry partners (Genetics, Austria.info and Prisma Solutions).

Obama, Barack
 De: 1961 (Born: August 4, 1961)

Navigation
 Home | Democrats | Search

User Poll
 -- candidate --
 user profile
 Cast your vote

Top 3 Attention
 (20 Jan 2008)

Barack Obama
 Hillary Clinton
 John McCain

Attention Chart: References to one candidate relative to all references. Y-axis: Absolute number of references.

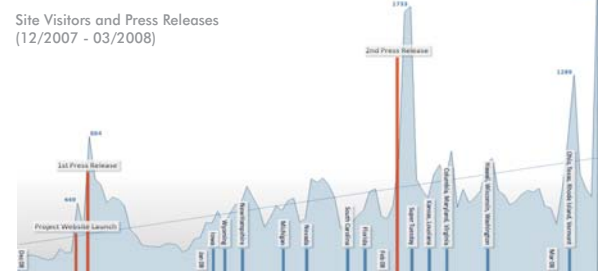
DATE	Media	NGOs	Fortune	Blogs
02 Dec	3246 (+322)	38 (-47)	38 (+31)	3285 (-494)
07 Jan	7215 (+304)	61 (-23)	47 (+17)	4825 (-1041)
14 Jan	7366 (+91)	92 (-31)	47 (0)	4325 (-2727)
21 Jan	6981 (-325)	87 (-5)	55 (+8)	3853 (-606)
28 Jan	7716 (+735)	98 (-11)	79 (+24)	4435 (-4342)

Sentimental: % of documents with positive/negative terms. The values in brackets indicate weekly changes.

DATE	US	UC	CA	AU/NZ
02 Dec	3356 (+336)	282 (-43)	43 (+15)	230 (+113)
07 Jan	5136 (+187)	878 (-519)	217 (+174)	678 (+435)
14 Jan	5792 (+367)	853 (-45)	244 (+27)	530 (-299)
21 Jan	5247 (-450)	785 (-80)	233 (-29)	631 (+313)
28 Jan	5512 (+265)	850 (+65)	205 (-9)	975 (+325)

© Ecoresearch.net US Election 2008 Web Monitor
 This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 License.

Candidate Profile (Barack Obama, 20 January 2008)



Web Monitor

Survey Shows Large Majority of Iowa Democratic Caucus-Voters and County Chairs Take Global Warming Very Seriously - Environmental Defense

Survey Shows Large Majority of Iowa Democratic Caucus-Voters and County Chairs Take Global Warming Very Seriously. Poll Also Finds John Edwards Leads the Democratic Field in a Fluid Race. Posted: 14 Dec 2007. Updated: 20 Feb 2007. Contact: Steve Cochran, Environmental Defense 202-387-9200. South City, Environmental Defense 202-387-9200 WASHINGTON, D.C. - A telephone survey commissioned by Environmental Defense among 802 likely Iowa Democratic caucus-goers reveals that over 2/3 of caucus-goers and more than 3/4 of Democratic county chairs consider global warming to be extremely or very serious. "A 72% of majority of Democratic caucus-goers say they consider global warming to be extremely, 27% of Democratic county chairs another 55% say it is fairly serious. Only 11%...

Media Watch Application

Media Watch Application