



Campaign Week 6: The End

Excitement, Elation, Emotion Online

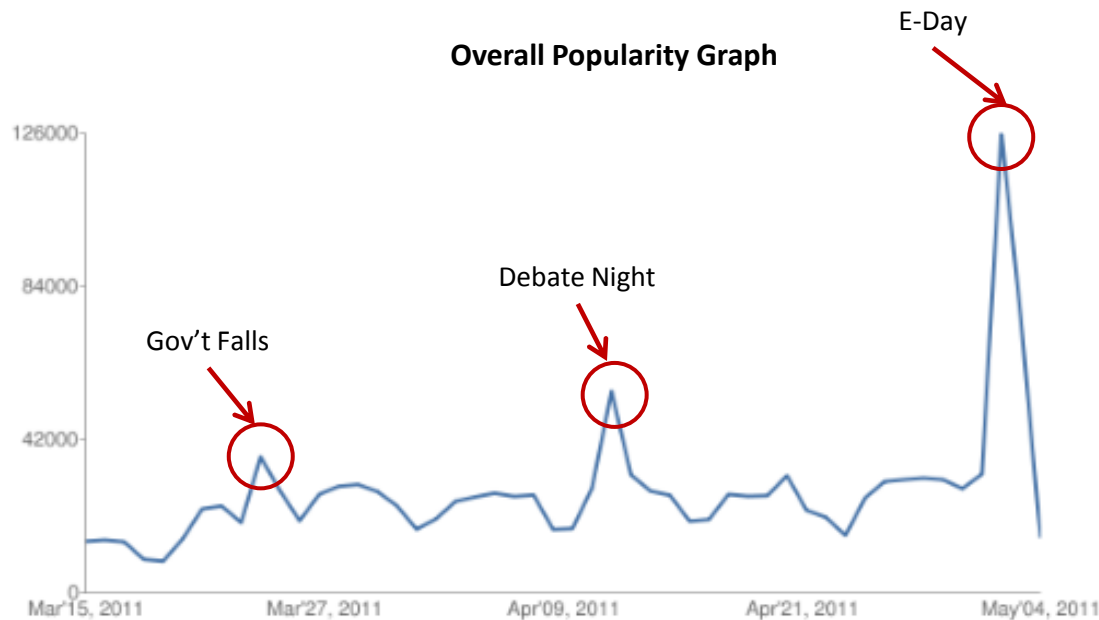
Election Days April 27 – May 2, 2011



Election Talk

Canadians Flock Online to Discuss Historic Election

Election conversation exploded in the home stretch of the campaign. Canadians could not wait to discuss the election results. Traffic soared to massive levels, well over twice the number of debate night.



Canadians logged on in unprecedented numbers to discuss this landmark election – baring their opinions for all to see (and record)

Will Canadians continue to keep tabs on the government now they've got their online political feet wet? Only time will tell, but it is unlikely discussion will sore to election night levels when it comes to the cut-and-thrust of daily activity in Ottawa. Future elections may not even see a spike of this proportion, as the results from last Monday were fueled by particularly interesting results, including a majority Conservative government, a Bloc blowout, an NDP surge, a Green seat pickup by party leader Elizabeth May and the Liberals' worst electoral outcome in confederation history.

Verbatims - Congrats & Farewells

[Brian Dorion](#): RT [@jenmariethomas](#): The fact that Bev Oda won her seat is a pretty clear indication that most Conservative voters were dead people. [#elx](#) ...

[Hasan Tahir](#): Feeling sad that Dona Cadman lost her seat in Surrey North :([#elxn41](#) [#CPC](#)

[atomicpoet](#): I'm glad Mark Strahl won his seat. His dad is a class act. [#elxn41](#)

[Jean-Marc Boivin](#): NDP Ruth Ellen Brosseau gagne. Elle ne parle pas français, est assistante gérante d'un pub et n'a pas visité son comté.

[Rodger the Alien](#): Aw the NDP have a 19 yr old MP and a 20 yr old who won their ridings! <3 good for them. I bet they are freaking out LOL

[FP](#): BWAHAHAHA the Bloc leader lost his riding. When you're going with old ideals like Quebec sepeation you're bound to lose.

[Ryan Hillier](#): G. Duceppe parlera-t-il de démission? Il a perdu son comté et seulement deux des candidats bloquistes sont en avance dans le leur [#Fed2011](#)

[Odette Rochefort](#): Je suis très déçue de constater qu'Ignatieff a perdu même son comté. Il ne méritait pas ça. Il a eu une très belle campagne, très...

[lawyergirl77](#): [#elxn41](#) nutshell RT [@ArponBasu](#): Can't believe unilingual anglo who partied in Vegas in middle of campaign still won her Quebec seat for NDP"

[David Handelman](#): I am happy that Elizabeth May won her seat for the Green Party in Canada, a small silver lining in an election that ushers in a scary govt

[Spaikin](#): "Most astonishing elxn in my lifetime. Period. Have 2 ldrs ever lost their own seats in 1 night? Simply unbelievable." [#elxn41](#)

[LesleyWilliams](#): "[@cmaconthehill](#): [#LPC](#) incumbent Borys Wrzesnewskij lost his seat to [#CPC](#) Ted Opitz by 25 votes. [#cdnpoli](#)" [@vanjaTO](#)

[Joseph Uranowski](#): RT [@nealjennings](#): if we had preferencing / IRV in Canada... Iggy would've won his riding. Perhaps something the [#LPC](#) can run with? [#elxn41](#)

[Dr Bob](#): Longtime Liberal Neville loses seat: Liberal Party heavyweight Anita Neville has lost her seat in Winnipeg... <http://goo.gl/fb/OCTZU> [#manitoba](#)

Michael Ignatieff and Gilles Duceppe's losses, and Elizabeth May's victory, were by far the most tweeted seat changes. The sample here is not meant to be representative. The young NDP MPs & Vegas NDP MP were also a popular topic.

[Greg Heller](#): [@lukechef](#) Two come to mind. Gerard Kennedy was a strong front runner, but lost his seat. Bob Rae has NDP roots.

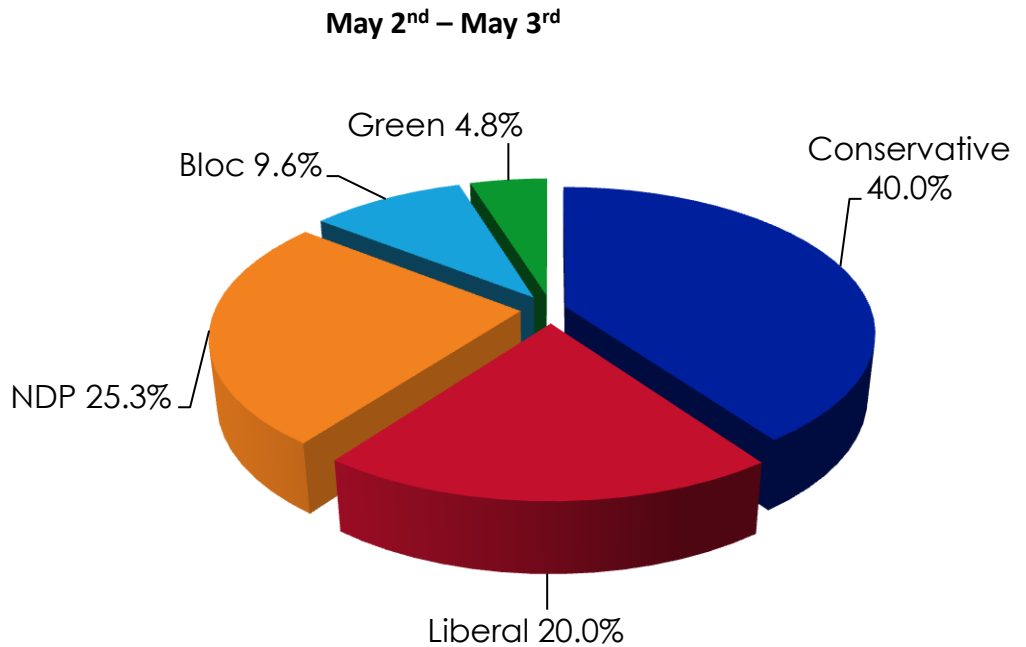
[Alex Guibord](#): "Stephane Dion won his seat, Ignatieff did not. What does that SAY?" [#elxn41](#) [#cdnpoli](#) [#lpc](#) via [@jaclynbarker](#) Libs need to discuss...

[Liz Kelly](#): RT [@CKNW](#): Green Party Leader [@ElizabethMay](#) won her seat in Saanich-Gulf Riding! First time a Green party member has WON a Federal Seat # ...

Post Election Discussion – Party & Leader

Despite NDP Surprise, Conservatives Dominate

Despite the fact that the NDP won Official Opposition status to an historic degree, Jack Layton could not steal Stephen Harper's thunder. The Conservatives and their leader, Stephen Harper, were the top discussion topic by a wide margin.



This share of voice is an aggregate of online news, blogs, Twitter and forum mentions in Canada during the last seven days.

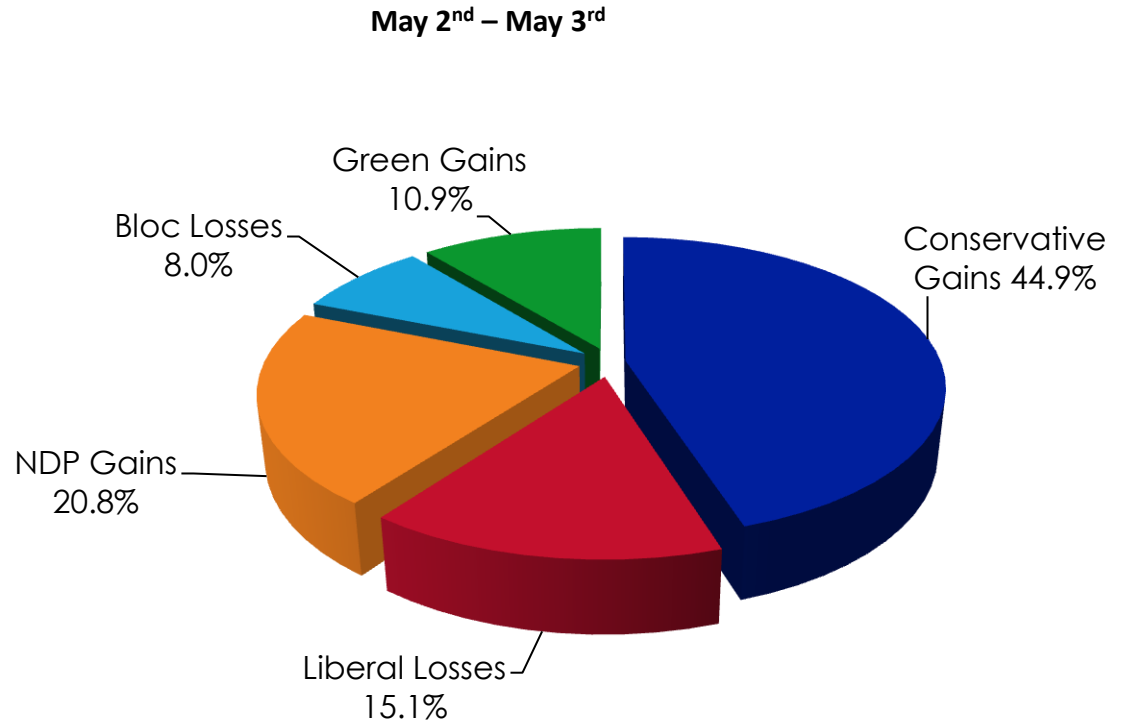
Post Election Discussion – Gains and Losses

Love for Elizabeth May

An interesting question that we wanted to explore was – what interests people most on election night, the stories of victory or the tales of losses? Put another way, do people revel in the good news stories or the bad?

When the discussion is narrowed specifically to measure the rate of commentary about the largest gains versus losses, the Greens make a big jump. Their pick-up in Saanich-Gulf Islands was well received by almost everyone.

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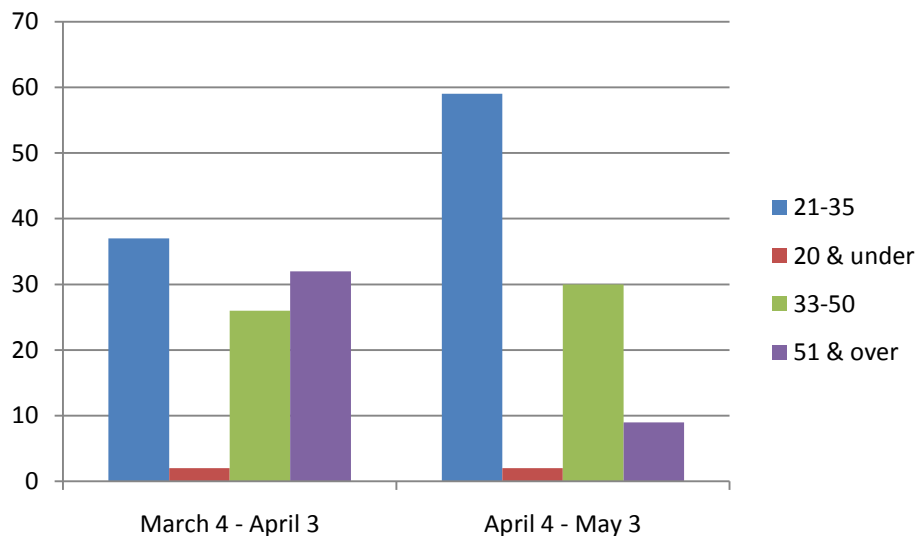
Tuning In – Demographic Shifts

Young People, Women Tune In Over Time

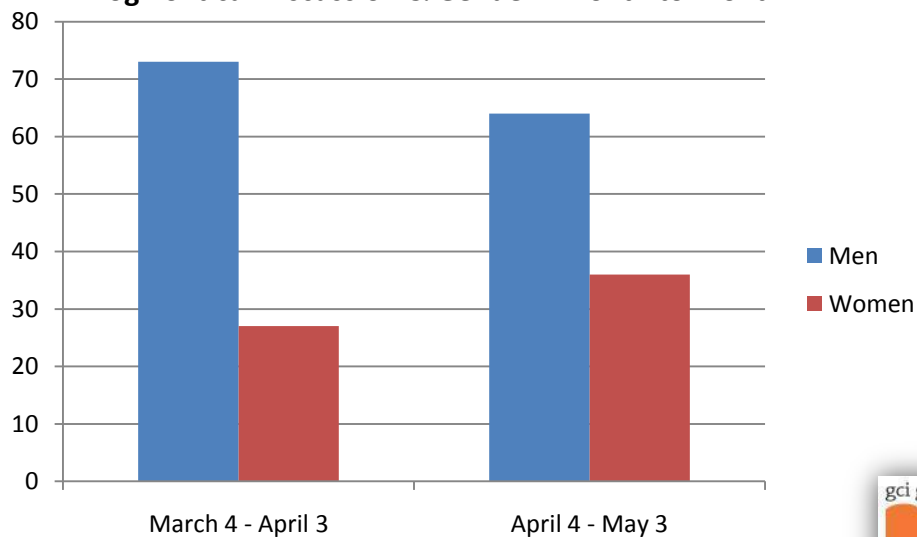
This demographic data is not statistically significant, only directional.

Young people tuned in to politics during the course of election month. Women increasingly tuned in as well, although the political blogosphere remains dominated by men.

Blog Political Discussion & Age - Month to Month



Blog Political Discussion & Gender - Month to Month



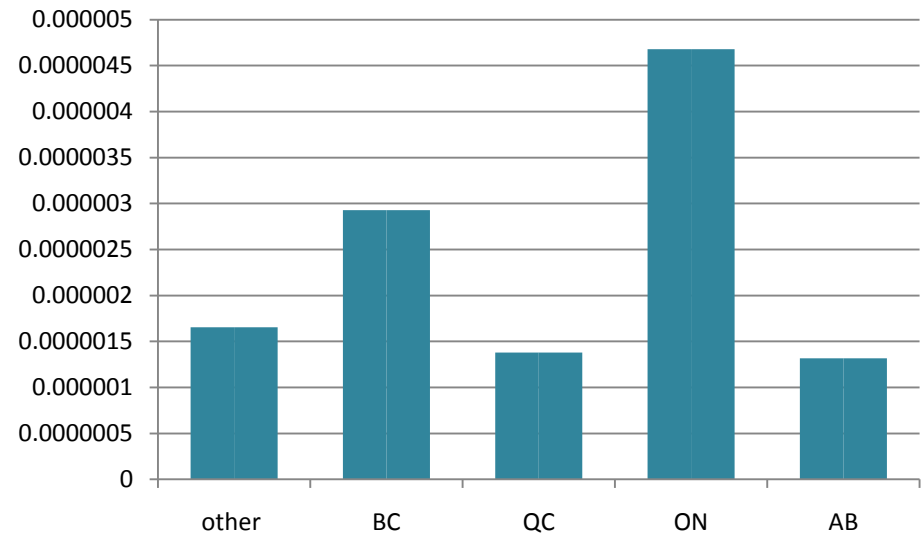
Regional Social Media Usage – A Ratio

Ontarians Most Tuned In

Ontarians are the most avid social media users, even in proportion to their large population. British Columbia is not too far behind, and is notably ahead of the rest of the country.

Alberta, Quebec, and the rest of the country score much lower.

Overall Percentage of Conversation to Provincial Population Ratio



Conclusions

Social media and politics: a complicated cocktail

The data is clear: Canadians have a strong thirst for domestic current events . The phenomenal rate of election mentions in social media on election night proves that we are a nation excited by politics.

Though this document is the last in a series of weekly research reports into the relationship between Canadian online conversation and the federal election, it evokes more questions and answers. For example, does social media facilitate more traditional means of political participation, like volunteering for a candidate? Does social media inform or change opinions, or is it just an echo chamber? Does Elections Canada have a plan to minimize the number of people who breached the blackout period for results on social media?

These reports are just the tip of the analytics iceberg. We at GCI believe that thorough, in-depth social media monitoring and analysis is a key part of any informed public affairs, consumer or corporate communications initiative. It's an ever-changing digital social landscape out there – and true understanding requires smart thinking.

We thank you for taking the time to follow these with us.

Questions? Please contact:

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