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UNDERSTANDING HOW GROUPS AND PAGES DISCUSS KEY TOPICS DURING ELECTIONS

Possible for:



Facebook



Election Monitoring

Use this methodology if you are interested in understanding how Facebook pages and groups are discussing different key topics during an election. This approach is based off DRI's 2019 [report](#) on the Presidential Elections in Sri Lanka.

1. Sample selection

- a. Create a list of keywords or hashtags related to your election (#Election2020). Are there any important topics to include?
- b. Make sure your keywords are broad enough to capture posts on your topic but narrow enough that they don't pull in unrelated posts. This will require trial and error with the Twitter API prior to beginning your official monitoring.
- c. Not that perhaps you may need to add new topics as they arise during the election.

NATIONALISM AND NATIONAL SECURITY

Commander-in-Chief	කමාන්ඩර්, කපාල නායක
Army OR Tatmadaw	ඒමාට්, ටාට්මාදා
ICC	අයිසීසී
ICJ	අයිසීසී
Burma nationalist	බර්මා ජාතිවාදීන්
Kala	කලා
Insurgents	ආර්ථික විප්ලවකරුවන්, ආර්ථික විප්ලවකරුවන්
ARSA	ආර්.එස්.ආ.
AA	ආ.ආ.
Civic Nationalism	ජනතා ජාතිවාදය

SOCIAL HARMONY

Supremacy	ප්‍රධානත්වය
Brotherhood / Mixed Blood	ආරාධනා, මිශ්‍ර රුධිරය
Kalar	කලා
Chinese	චීන
Race / Ethnic Names	රාජ්‍ය / ජාතික නම්

2. Gather data

- a. Gather all posts mentioning these keywords
- b. If you need to limit the amount of data, you can look at the top accounts posting content within your sample.

3. Classify data

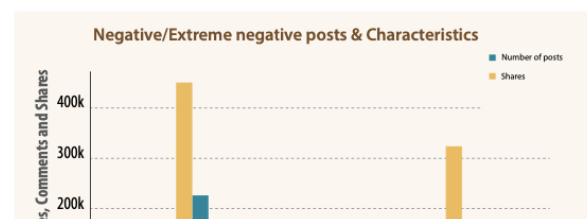
- a. Classify posts by narrative (which is different than topic). For example, if you are monitoring posts on the topic of a new immigration reform bill you may labels posts discussing the following narratives: (0) crimes by immigrants (1) immigrants are "stealing jobs" (2) immigrants improve social fabric of society (3) immigrants help economy (4) none.
- b. Classify posts by sentiment: (0) very negative (1) negative (2) neutral (3) positive (4) very positive

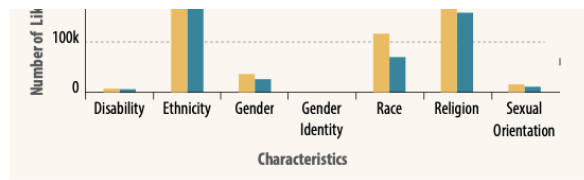
4. Analyze data

- a. Which topics were the most important? Which topics were associated with certain sentiments?

Social Media Monitoring Analysis of the Discourse on Facebook Before and After Sri Lanka's 2019 Presidential Election

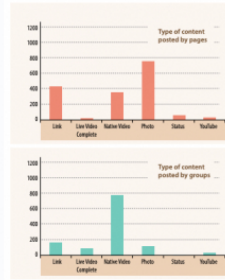
Figure 23: number of shares and likes of posts with negative/very negative sentiments targeting protected characteristics





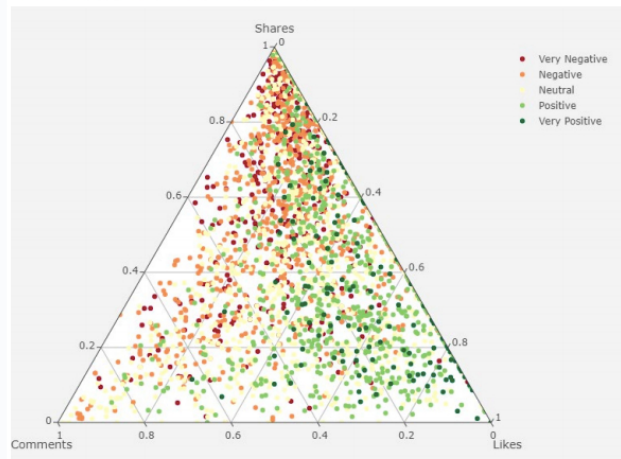
a. What type of content were pages and groups posting? Did these groups become more active over time?

Figure 2: type of content most posted by pages and groups



- a. Which narratives were the most important?
- b. Track topics and narratives over time. Did any specific events trigger an increase in discussion on a specific topic?
- c. How were posts of a certain sentiment shared?

Figure 16: sentiments of all posts on pages and groups



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