

Collecting Social Media for the 2015 NSW Election

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From pamphlets to tweets: Collecting New South Wales election material through the ages

702 ABC Sydney By [John Donegan](#)

Updated 12 Mar 2015, 1:19pm

Election campaigns and the way candidates communicate with voters have changed so much over the years that the State Library of New South Wales has asked for people to help identify important material it should keep for its collection.

The library is always on the look out for historic printed material and more recently turned its focus to digital election material.

Senior curator Louise Denoon said the collection went back to the 1840s, but one difficulty was understanding the meaning and importance of historic material as elections have changed so much over time.



PHOTO: A cartoon from a 1932 anti-Labor election pamphlet. (Supplied: SLNSW)

MAP: Sydney 2000



Introduction

- State Library of New South Wales – to collect, preserve and make accessible documentary record of life in New South Wales
- Historically included collecting newspapers, books, serials,
- Now includes social media
- Social media is documenting life
- Working with CSIRO since 2012 and their social media analytics tool, Vizie, to collect social media.
- The NSW Election



Presentation

- Related Work
- The Collection
- Vizie
- Lessons Learnt
- Conclusions

The Challenges of Collecting Social Media about Elections

General social media collection:

- Set up queries, collect data, check for non-relevant content, refine queries

Social media collection for Events:

- Additional task: evaluating the topical and geographical coverage of the collection

Possible reasons for refinements:

- Gap in collection framework, evolving use of hashtags



Related Work

Start with existing best practice to refine our data collection methods:

- Pandora project:
 - Provides organisation of data
 - Focuses on official and candidate-generated content
 - May not capture community-generated content on public forums
- Computation Social Science related work
 - Twitter studies of elections in the Netherlands, UK, Austria, Singapore
 - Predict outcomes, examine sentiment
 - Learn from different data collection mechanisms: variants of candidate and election names, accounts
 - Previous data sizes were “small”: approx. 7000-16,000 posts



The Election

- State Election held 28 March 2015
- Lower House/Legislative Assembly – 93 seats/electorates
- Upper House/Legislative Council – 42 seats (21 each election)
- 504 candidates nominated for 93 electorates
- 394 candidates nominated for 21 Upper House seats
- Four major parties – Liberal, Labor, National, and Greens
- Total number of voters – 5,044,562



Collection Framework

- Primary subjects based on NLA Pandora. Example: *Candidates, Parties, Interest Groups and Media*
- Secondary terms. Example: *Candidates – Australian Labor Party and Interest Group – Rural*
- #nswpol under *Topic-General*
- *Topic-Mining* included #CSG, #LiverpoolPlains, #nocsg
- #newapproach #noplanBaird #FoleyFail #RebuildNSW, #KeepNSWWorking.

Identifying Content

1. Identify candidates, parties and their digital sites – eg Website, Twitter, Facebook, YouTube, Google Plus
2. Enter classification terms into Vizie
3. Enter queries – keywords, account names, RSS feeds, subscriptions - and assign to classification

For example - @mikebaird assign to Candidates – Liberal Party.

Ongoing Collection

Ongoing monitoring of the election campaign and what was happening on social media.

#leadersdebate #March4 #SolidaritySelfie

Election Day - *“below the line”, “polling place”, “vote 1”, #electionday, #fourmoreyears, #newspoll, “NSW election day”, “vote nsw”, “vote today”, “voting nsw” and “voting today”.*



STATE LIBRARY®
NEW SOUTH WALES

World leading library:

Collect
Connect
Community

Total Collection

December 2014 to April 2015

520,000 posts collected

3,800 queries and subscriptions

28 classifications

13,000 unique users

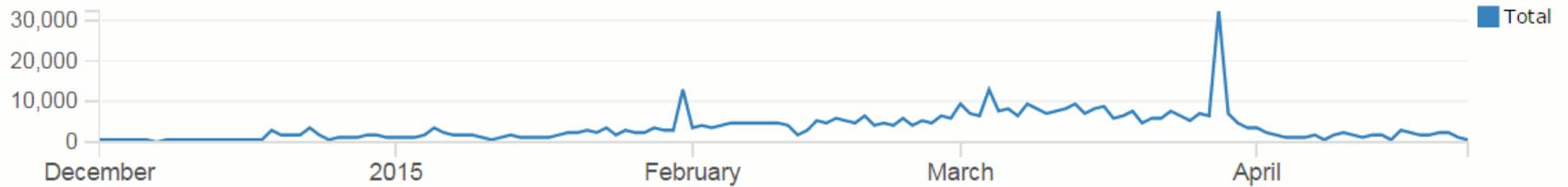
#nswpol (98,557 posts), *#nswvotes*

(65,913), *@mikebairdMP* (30,667), *#csg*

(20,248)

Total Collection

Retrieved **520,664** posts with monitoring activity [All], media type [All], timezone [All], period [01.12.2014~30.04.2015] and word filter[None] [Export posts](#)



The User Interface

The screenshot shows the Vizie user interface. At the top, there's a navigation bar with 'Vizie' logo and menu items: Dashboards, Overview, Data Insights, Engagements, Config, and Help. On the right, there are 'debug' and 'Logout' options. Below the navigation bar is a 'Data Source Health Indicator' section showing status for Facebook, Google, GooglePlus, Instagram, Twitter, and Youtube. A summary box indicates 'Retrieved 3800 queries and 38 monitoring activities in 38 top level groups. Found 14 queries matching: ELECTION DAY. Filter type: Navigate Search'. Action buttons for 'CSV Import', 'CSV Export', and 'Generate report' are present. The main content area is titled 'Activity Context' and 'ELECTION DAY', with options to 'Add Query' and 'Create/Refine'. A table lists activities with columns for 'Items to Report', 'Activity', 'Status', 'Data sources', 'Status', 'Date range', 'Annual', and 'Date Status'. The table contains 10 rows of data for various election-related queries.

Items to Report	Activity	Status	Data sources	Status	Date range	Annual	Date Status
Check All: <input type="checkbox"/>	ELECTION DAY TOPIC General	All	#fourmoreyears	All	Enter date ~ Enter date	<input type="checkbox"/>	In range
<input type="checkbox"/>	ELECTION DAY	<input type="checkbox"/>	morgan poll	<input checked="" type="checkbox"/>	~	<input type="checkbox"/>	In range
<input type="checkbox"/>	ELECTION DAY	<input type="checkbox"/>	#newspoll	<input checked="" type="checkbox"/>	~	<input type="checkbox"/>	In range
<input type="checkbox"/>	ELECTION DAY	<input type="checkbox"/>	"below the line"	<input checked="" type="checkbox"/>	~	<input type="checkbox"/>	In range
<input type="checkbox"/>	ELECTION DAY	<input type="checkbox"/>	"vote 1"	<input checked="" type="checkbox"/>	~	<input type="checkbox"/>	In range
<input type="checkbox"/>	ELECTION DAY	<input type="checkbox"/>	#electionday	<input checked="" type="checkbox"/>	~	<input type="checkbox"/>	In range
<input type="checkbox"/>	ELECTION DAY	<input type="checkbox"/>	"polling place"	<input checked="" type="checkbox"/>	~	<input type="checkbox"/>	In range
<input type="checkbox"/>	ELECTION DAY	<input type="checkbox"/>	election day	<input checked="" type="checkbox"/>	~	<input type="checkbox"/>	In range
<input type="checkbox"/>	ELECTION DAY	<input type="checkbox"/>	polling booth Query: "polling booth"	<input checked="" type="checkbox"/>	~	<input type="checkbox"/>	In range

The User Interface

Retrieved 468,598 posts with category rule ["All"], monitoring activity ["All"], source ["All"], media type ["All"] and key word ["All"] and period [15/01/2015 ~ 30/04/2015] search

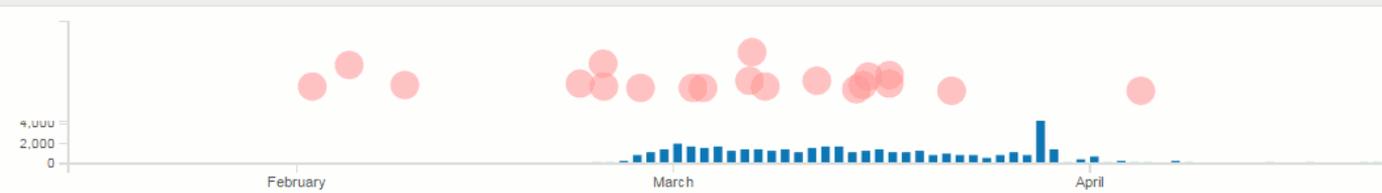
Rule-based categories

Reset conditions

- 3756 : CATEGORY_ELECTORATE_MANLY
- 3078 : CATEGORY_ELECTORATE_SYDNEY
- 3062 : CATEGORY_ELECTORATE_NEWTOWN
- 2628 : CATEGORY_ELECTORATE_LISMORE
- 2395 : CATEGORY_ELECTORATE_NEWCASTLE
- 1940 : CATEGORY_ELECTORATE_BALMAIN
- 1458 : CATEGORY_ELECTORATE_LIVERPOOL
- 1402 : CATEGORY_ELECTORATE_BALLINA
- 1378 : CATEGORY_ELECTORATE_DUBBO
- 1169 : CATEGORY_ELECTORATE_TAMMORTH
- 903 : CATEGORY_ELECTORATE_PENRITH
- 893 : CATEGORY_ELECTORATE_MAITLAND
- 885 : CATEGORY_ELECTORATE_GOULBURN
- 861 : CATEGORY_ELECTORATE_CAMPBELLTOWN
- 807 : CATEGORY_ELECTORATE_SUMMER HILL
- 754 : CATEGORY_ELECTORATE_OATLEY
- 705 : CATEGORY_ELECTORATE_ORANGE
- 686 : CATEGORY_ELECTORATE_NORTHERN TABLELAND
- 593 : CATEGORY_ELECTORATE_CANTERBURY
- 577 : CATEGORY_ELECTORATE_BATHURST
- 572 : CATEGORY_ELECTORATE_MONARO
- 562 : CATEGORY_ELECTORATE_KIAMA
- 558 : CATEGORY_ELECTORATE_PARRAMATTA
- 540 : CATEGORY_ELECTORATE_GOSFORD
- 528 : CATEGORY_ELECTORATE_STRATHFIELD
- 523 : CATEGORY_ELECTORATE_COOGEE
- 513 : CATEGORY_ELECTORATE_VAUCLOSE
- 513 : CATEGORY_ELECTORATE_PROSPECT
- 465 : CATEGORY_ELECTORATE_COOTAMUNDRA
- 464 : CATEGORY_ELECTORATE_BEGA
- 463 : CATEGORY_ELECTORATE_MIRANDA
- 442 : CATEGORY_ELECTORATE_RYDE
- 440 : CATEGORY_ELECTORATE_THE ENTRANCE
- 418 : CATEGORY_ELECTORATE_MURRAY
- 414 : CATEGORY_ELECTORATE_SHELLHARBOUR
- 397 : CATEGORY_ELECTORATE_UPPER HUNTER
- 394 : CATEGORY_ELECTORATE_TWEEED
- 374 : CATEGORY_ELECTORATE_BLACKTOWN

Trends [Circles are shared websites and blue bars represent the volume of collected posts]. Fetch top 20 news.

Show or hide news in table



Sources

- 82898 : SRC_TWITTER_STREAM_TERM_#NSWPOL
- 64499 : SRC_TWITTER_STREAM_TERM_#NSWVOTES
- 30670 : SRC_TWITTER_STREAM_TERM_@MIKEBAIRDMP
- 20249 : SRC_TWITTER_STREAM_TERM_#CSG
- 12510 : SRC_TWITTER_CONVERSATION
- 11974 : SRC_TWITTER_STREAM_TERM_NSWLABOR
- 8834 : SRC_TWITTER_STREAM_TERM_@LUKE_FOLEYNS
- 7173 : SRC_TWITTER_STREAM_TERM_GREENSNSW
- 6818 : SRC_TWITTER_STREAM_TERM_#LIVERPOOLPLAIN
- 6177 : SRC_TWITTER_STREAM_TERM_#ICAC
- 5662 : SRC_TWITTER_STREAM_TERM_#WESTCONNEX
- 5296 : SRC_SOCIALMENTION_#NSWPOL

Media types

- 380328 : microblog
- 44137 : facebook
- 22442 : misc
- 10596 : news
- 4268 : picture
- 2520 : video
- 2336 : blog
- 814 : gov
- 783 : comment
- 192 : forum
- 153 : question
- 13 : profile

Key words

- 2993 : abott
- 2820 : privatisation
- 1920 : electricity
- 1789 : government
- 1602 : good
- 1483 : state
- 1301 : great
- 1254 : vote
- 1247 : campaign
- 1246 : community
- 1233 : public
- 1211 : premier

Posts

Analyse topics See more

[Apr 23 11:20] :
No description is available.
<http://www.jobs-central.info/mobile/jobs.php?q=general-labor&l=Auburn%20IN&mi=&pn=1>

[Apr 23 11:19] :
With Ernie Barfield at Bupa Berry's pre-ANZAC day service - a 103 year old veteran who saw action on the western front. A hero of our time - Lest we forget!
<https://www.facebook.com/photo.php?fbid=10153259068045680>

[Apr 23 11:19] :

Key Issues

NEWS LOCATION: Canberra, ACT Change

Just In Australia World Business Sport Analysis & Opinion Fact Check Programs

Print Email Facebook Twitter More

NSW election 2015: Seven key issues to watch during the campaign

By state political reporter Sarah Gerathy
Updated 18 Mar 2015, 3:21pm

New South Wales politics has been anything but boring in recent times, and there are some unusual and complicated factors at play in the 2015 election campaign, too.

State political reporter Sarah Gerathy takes a look at some of the key things to watch ahead of the March 28 vote.

1. The first test for new leaders

Freshly anointed Opposition Leader Luke Foley has just two months under his belt in the top job.

After replacing John Robertson as the state Labor Party leader early in the new year, Mr Foley will have to work hard to ensure voters know who he is and what he stands for.

He also faces the additional challenge of having to secure a spot in the Lower House after sitting in the Upper House since 2010.

He is running for the relatively safe Labor electorate of Auburn, after incumbent MP Barbara Perry agreed not to recontest the seat, but is yet to prove himself on the hustings.

Mr Foley is also facing off against a Premier who is a seasoned campaigner and riding high in the opinion polls.

Mike Baird's personal approving ratings have been consistently impressive since he became Premier in April last year.

Profile: Luke Foley

A NEW APPROACH FOR NSW

The NSW Opposition Leader discusses faith, family and relishing the 'battle of ideas'.

Key Issues

EDUCATION

Clock ticks on Andrew's choice of trade



ALEXANDRA SMITH | Cuts to TAFE are shaping as a major election issue, as students face higher fees for many courses, teaching staff is reduced and the roll-out of a new computer system causes major headaches.

TRANSPORT

Liberals' tunnel vision



JACOB SAULWICK | It's the major issue at the March 28 election but both the Liberals' and Labor's transport policies have experts warning that getting around Sydney is unlikely to get any easier any time soon.

HEALTH

Beyond waiting lists and emergency rooms



AMY CORDEROY AND HARRIET ALEXANDER | Our health system is the envy of the world. We have some of the best outcomes and lowest costs in everything from cancer to hospital errors.

SOCIAL SERVICES

Lewis's early intervention paves way to uni



RACHEL BROWNE | Welfare groups are lobbying the state government for better disability support and more assistance with the cost of living for struggling families.

TRUST

Finding trust in the wake of ICAC



MICHAELA WHITBOURN | The ICAC inquiries have eroded trust in major political parties. It could deliver an electoral windfall to wildcard candidates.

Domestic violence shattering lives



RACHEL OLDING | After working with the police and with battered women for two decades, Nardia Green thought she'd be the last person to let domestic violence creep into her own life.

Take the policy challenge



Choose which policy you like best and our ready reckoner will show which party you most align with.

Key Issues

NEWS  LOCATION:  Canberra, ACT [Change](#)

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NSW election 2015: Economy and asset sales top voters' list of concerns, Vote Compass finds

By Claire Aird
Updated 5 Mar 2015, 8:13am

The privatisation of state-owned assets is more important to New South Wales voters than it was to Queenslanders before that state's recent election, according to the ABC's Vote Compass survey.

Of 9,382 respondents to the online questionnaire, 14 per cent ranked asset sales as the most important of 23 issues, second only to the economy (18 per cent).

The next highest-ranked issues were cost of living (10 per cent), education (9 per cent) and environment (9 per cent).

RELATED STORY: [NSW Treasurer criticises Opposition's public transport plan in TV debate](#)

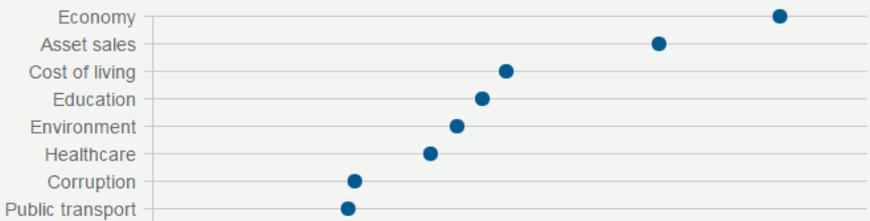
RELATED STORY: [NSW Labor unveils 'modest' \\$10 billion infrastructure plan ahead of election](#)

RELATED STORY: [Baird unveils plans for new Sydney Harbour rail crossing, tunnel](#)

MAP: [NSW](#)

“ Which issue is the most important to you personally in this election campaign? ”

SELECT DEMOGRAPHICS: [Average](#)



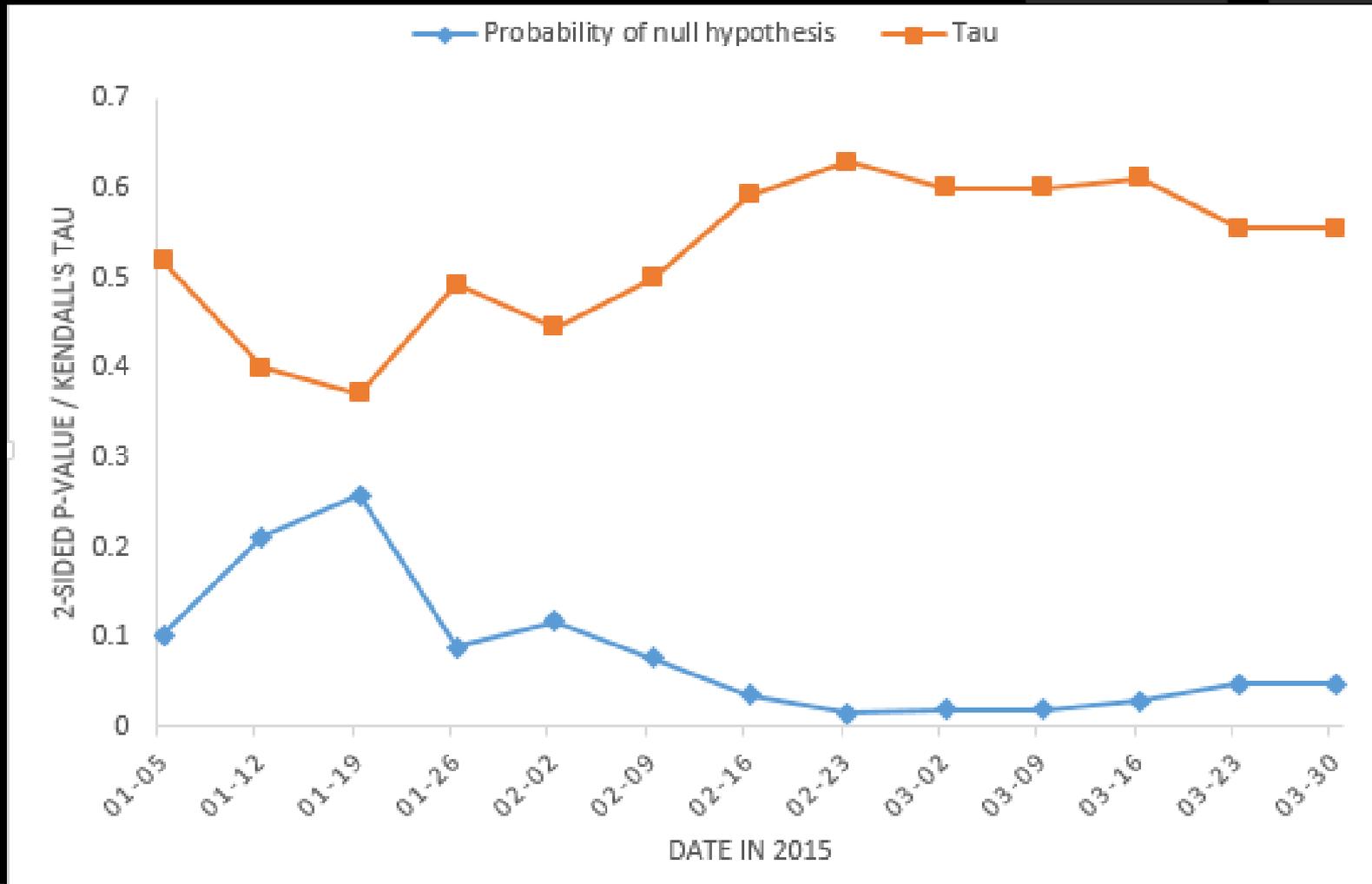
Issue	Percentage of voters
Economy	18%
Asset sales	14%
Cost of living	10%
Education	9%
Environment	9%
Healthcare	8%
Corruption	5%
Public transport	4%

ABC Vote Compass issues

#	Issue	#	Issue
1	Economy	13	Poverty
2	Asset sales	14	Housing
3	Cost of living	15	Taxation
4	Education	16	Defence
5	Environment	17	Population
6	Healthcare	18	Racism
7	Corruption	19	Petrol prices
8	Public transport	20	Drug abuse
9	Unemployment	21	Indigenous issues
10	Roads	22	Personal debt
11	Immigration	23	Drought relief
12	Crime		

Table 1: Ranked issues from Vote Compass.

Lessons Learnt



Conclusion

1. Social Media can be collected and queries curated
2. Quality Assurance – eg electorate coverage
3. Large scale collecting
4. Identifying candidates and their digital sites is resource intensive

Last Word

Collected in real time

Made available in real time

Assist in understanding elections and life in
New South Wales

