Media in Context Social Media Codebook

February 17, 2017

1 Data and methods

1.1 Data collection

The source-by-day dataset contains 75 variables and 850 observations, corresponding to the follosing sources:

- Public tweets that included the hashtag #GE2015 - based on an initial set of 2,593,177 tweets.

- Tweets of party accounts (Conservatives, Labour, Lib Dems, SNP, UKIP, Plaid Cymru, Greens) - based on an initial set of 19,828 tweets.

- Facebook posts of official party accounts (Conservatives, Labour, LibDems, SNP, UKIP, Plaid Cymru, Greens) - based on an initial set of 2,033 Facebook posts.

- Tweets of party candidates (Conservatives, Labour, Lib Dems, SNP, UKIP, Plaid Cymru, Greens) - based on an initial set of 559,517. See variable 4 `outlet_id` for the list of sources.

The analysed period is between 30 March 2015 and 7 May 2015.

Party and candidate tweets were collected using the Twitter API. Facebook posts were collected using the Facebook API. Public tweets were purchased from GNIP.

1.2 Methods

The main topics were computed using a list of keywords informed by the topic extracted in MiC Traditional Media Data:

Label	Keys
Debates	debat
Economy	economi econom 'econom growth' market business compan bank industr invest financ debt deficit osborn
Education	school educ fee student univers tuition pupil teacher
Employment	Job employ unemploy wage pay
EU	eu referend euro brexit european europ
Housing	hous home properti rent build tenant landlord tenant
Immigration	Immigr migrat migrant
NHS	nh health servic care hospit patient gp doctor nurs cancer treatment
Polls	poll

Mentions of leaders and parties were measured using the party and leader names as keywords.

The tone, positive and negative emotions variables were measured using the psychological dictionaries developed by Pannebaker et al.(2015) and included in the Linguistic Inquiry and Word Count (LIWC2015) software.

2 Variable description

2.0.1 Metadata

1. day
   Day, integer 01-31.
2. month
   Month, integer 02-05.
3. date
   Date Stata format.
4. outlet_id
   MiC outlet id:

   - 73 #GE2015 tweets
   - 77 Conservative candidate tweets
   - 78 Labour candidate tweets
   - 79 LibDem candidate tweets
   - 80 SNP candidate tweets
   - 81 PC candidate tweets
   - 82 UKIP candidate tweets
   - 83 Green Candidate tweets
   - 84 Conservative party tweets
   - 85 Labour party tweets
   - 86 LibDem party tweets
   - 87 UKIP party tweets
   - 88 SNP party tweets
   - 89 PC party tweets
   - 90 Green party tweets
   - 91 Conservative party facebook
   - 92 Labour party facebook
   - 93 LibDem party facebook
   - 94 SNP party facebook
   - 95 PC party facebook
   - 96 UKIP party facebook
   - 97 Green party facebook

5. outlet_name
   Outlet name.
6. media_type
   Type of media.
7. unit_of_analysis
   Unit of analysis.

2.0.2 Topics

8. topic_economy
   Average Economy topic proportion per day.
9. topic_debates
   Average Debates topic proportion per day.
10. topic_employment
    Average Employment topic proportion per day.
11. topic_nhs Average
    NHS topic proportion per day.
12. topic_polls Average
    Polls topic proportion per day.
13. topic_schools
    Average Schools topic proportion per day.
14. topic_immigration
    Average Immigration topic proportion per day.
15. topic_eu
    Average EU topic proportion per day.
16. topic_housing
    Average Housing topic proportion per day.

2.0.3 Party and leader mentions

17. con_mention
    Proportion of tweets mentioning Conservatives.
18. lab_mention
    Proportion of tweets mentioning Labour.
19. ld_mention
    Proportion of tweets mentioning Lib Dems.
20. snp_mention
    Proportion of tweets mentioning SNP.
21. pc_mention
    Proportion of tweets mentioning Plaid Cymru.
22. ukip_mention
    Proportion of tweets mentioning UKIP.
23. green_mention
    Proportion of tweets mentioning Greens.
24. cameron
    Proportion of tweets mentioning Cameron.
25. miliband
    Proportion of tweets mentioning Miliband.
26. clegg
    Proportion of tweets mentioning Clegg.
27. sturgeon
    Proportion of tweets mentioning Sturgeon.
28. wood
    Proportion of tweets mentioning Wood.
29. farage

Proportion of tweets mentioning Farage.

30. bennett
Proportion of tweets mentioning Bennett.

2.0.4 Party and leader sentiment

31. tone_overall
Average overall tone, measured using LIWC2015.

32. posemo_overall
Average positive emotion, measured using LIWC2015.

33. negemo_overall
Average negative emotion, measured using LIWC2015.

34. con_tone
Average tone (LIWC2015) in conservative tweets.

35. con_posemo
Average positive emotion (LIWC2015) in conservative tweets.

36. con_negemo
Average negative emotion (LIWC2015) in conservative tweets.

37. lab_tone
Average tone (LIWC2015) in tweets.

38. lab_posemo
Average positive emotion (LIWC2015) in tweets.

39. lab_negemo
Average negative emotion (LIWC2015) in tweets.

40. libdem_tone
Average tone (LIWC2015) in Lib Dem tweets.

41. libdem_posemo
Average positive emotion (LIWC2015) in Lib Dem tweets.

42. libdem_negemo
Average negative emotion (LIWC2015) in Lib Dem tweets.

43. snp_tone
Average tone (LIWC2015) in SNP tweets.

44. snp_posemo
Average positive emotion (LIWC2015) in SNP tweets.

45. snp_negemo
Average negative emotion (LIWC2015) in SNP tweets.

46. pc_tone
Average tone (LIWC2015) in Plaid Cymru tweets.

47. pc_posemo
   Average positive emotion (LIWC2015) in Plaid Cymru tweets.

48. pc_negemo
   Average negative emotion (LIWC2015) in Plaid Cymru tweets.

49. ukip_tone
   Average tone (LIWC2015) in UKIP tweets.

50. ukip_posemo
   Average positive emotion (LIWC2015) in UKIP tweets.

51. ukip_negemo
   Average negative emotion (LIWC2015) in UKIP tweets.

52. green_tone
   Average tone (LIWC2015) in Green tweets.

53. green_posemo
   Average positive emotion (LIWC2015) in Green tweets.

54. green_negemo
   Average negative emotion (LIWC2015) in Green tweets.

55. cameron_tone
   Average tone (LIWC2015) in Cameron tweets.

56. cameron_posemo
   Average positive emotion (LIWC2015) in Cameron tweets.

57. cameron_negemo
   Average negative emotion (LIWC2015) in Cameron tweets.

58. miliband_tone
   Average tone (LIWC2015) in Miliband tweets.

59. miliband_posemo
   Average positive emotion (LIWC2015) in Miliband tweets.

60. miliband_negemo
   Average negative emotion (LIWC2015) in Miliband tweets.

61. clegg_tone
   Average tone (LIWC2015) in Clegg tweets.

62. clegg_posemo
   Average positive emotion (LIWC2015) in Clegg tweets.

63. clegg_negemo
   Average negative emotion (LIWC2015) in Clegg tweets.

64. sturgeon_tone
   Average tone (LIWC2015) in Sturgeon tweets.

65. sturgeon_posemo
   Average positive emotion (LIWC2015) in Sturgeon tweets.

66. sturgeon_negemo
   Average negative emotion (LIWC2015) in Sturgeon tweets.

67. wood_tone
   Average tone (LIWC2015) in Wood tweets.

68. wood_posemo
   Average positive emotion (LIWC2015) in Wood tweets.

69. wood_negemo
   Average negative emotion (LIWC2015) in Wood tweets.

70. farage_tone
   Average tone (LIWC2015) in Farage tweets.

71. farage_posemo
   Average positive emotion (LIWC2015) in Farage tweets.

72. farage_negemo
   Average negative emotion (LIWC2015) in Farage tweets.

73. bennett_tone
   Average tone (LIWC2015) in Bennett tweets.

74. bennett_posemo
   Average positive emotion (LIWC2015) in Bennett tweets.

75. bennett_negemo
   Average negative emotion (LIWC2015) in Bennett tweets.