

Digital Monitoring of societal Discussions in online Social Networks

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Initial Position: Citizens Opinions

Discussing societal issues like *nuclear power*

“Nuclear power phase-out now”



“Nuclear power is low-priced”



“Nuclear power as bridging technology”



facebook

twitter

You Tube

Millions of *USERS*
Discussions

Dialogues Groups

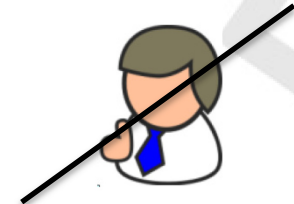
Comments

PRO / CON

Topics Suggestions

Emotions *Fear* Worries

Hottest group on topic



Approach: Toolbox

Discussing societal issues like *nuclear power*

“Nuclear power phase-out now”



“Nuclear power is low-priced”



“Nuclear power as bridging technology”



facebook

twitter

You Tube



WeGov:

- Where eGovernment meets the eSociety
- Funded with support from the European Commission (01/2010 – 06/2012)
- SEVENTH FRAMEWORK PROGRAMME THEME ICT 2009.7.3 ICT for Governance and Policy Modelling
- Consortium

UNIVERSITY OF
Southampton

Gov2U

gesis
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WeST
People and Knowledge Networks

KMi

GFI

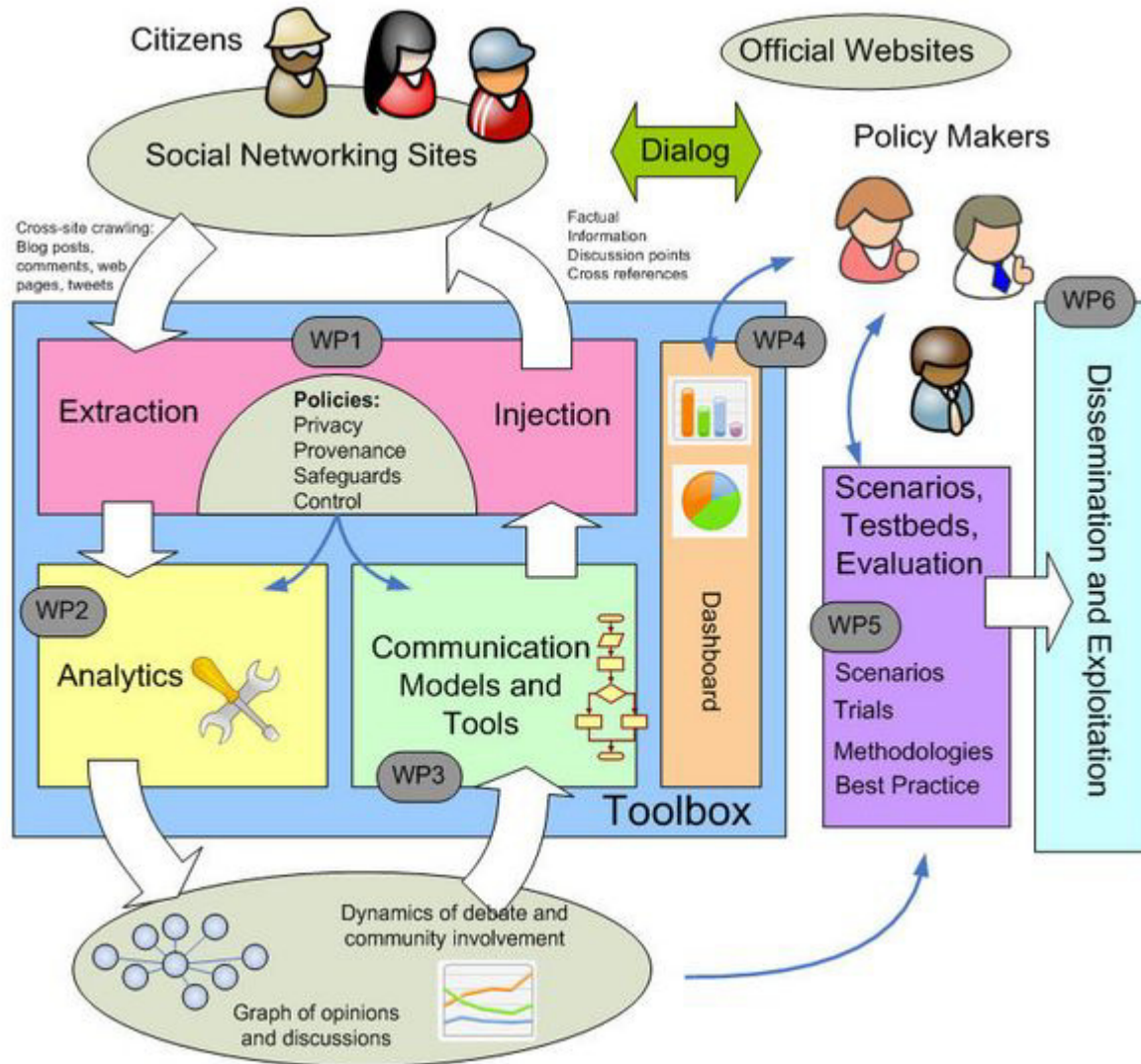
HANSARD
SOCIETY

Overall Goal

“Improve the two-way dialogue between citizens and politics throughout the internet”

“Instead of developing a new eParticipation platform, WeGov is build-up on the capability of Social Networking Sites”

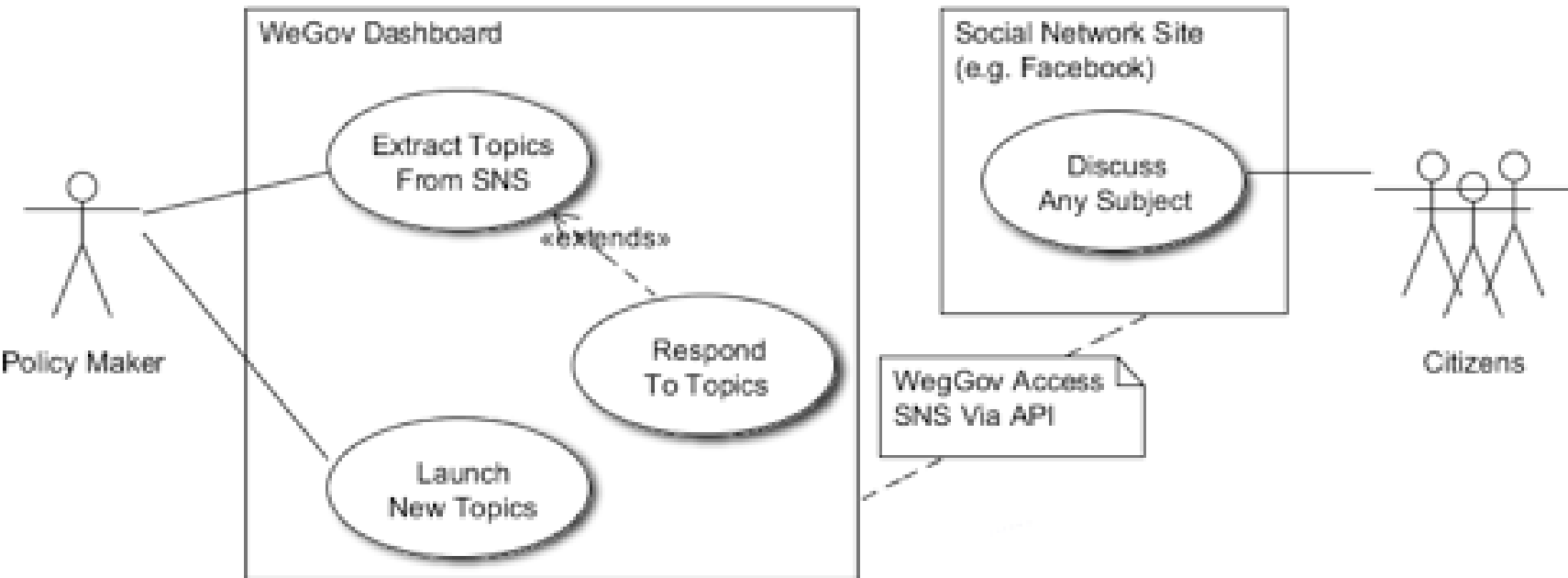
Graphical Outline



Status-quo

- Use cases [Joshi *et al.* 2010]
 - **Basic functionality** [Wandhoefer *et al.* 2011]
- Ethical and legal analysis [Joshi *et al.* 2010]
 - Project / policy makers border line (ongoing)
 - Data property / provenance (ongoing)
- Proof of concept prototype [Claes *et al.* 2010]
 - Inject on a Facebook group
 - Rough topic opinion / behavior analysis (Twitter)
- Demonstrate prototype to policy makers (ongoing)

Basic Functionality: UML Diagram



Two-way dialogue: Use Cases

**Nuclear power
Phase-out**
Low-priced
bridging technology

**Phase-out with
higher energy
prices?**

facebook

twitter

You Tube™



Monitoring



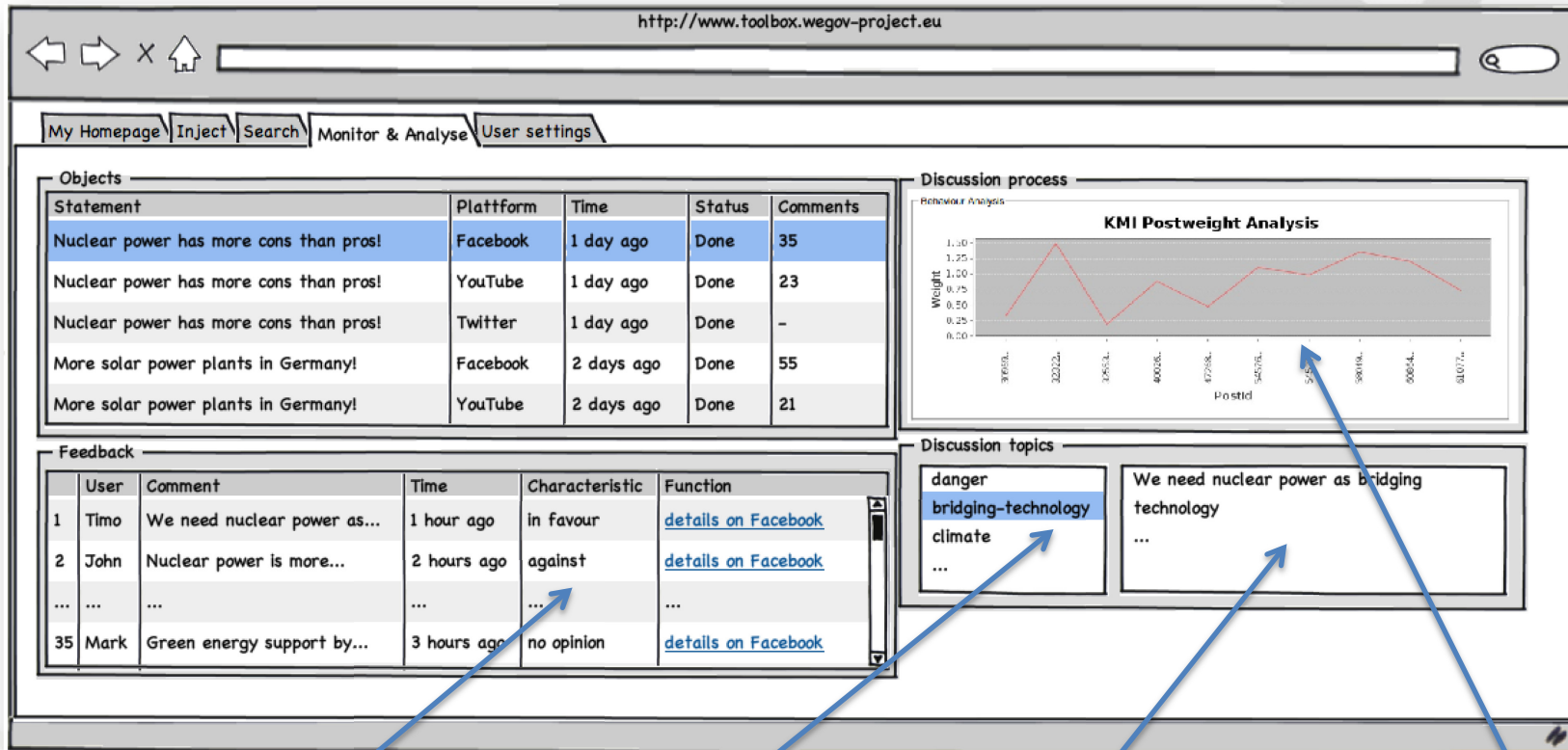
**Inject poll within
recommended
groups**



**Inject poll results to
seed a discussion**

**Analyze discussion
(Topic opinion
analysis / behavior
analysis)**

Dashboard: How it looks like



- Strongness of opinion expressions (agreement / disagreement)
- [Claes *et al.* 2010]
 - Topics of discussion (clustering)
 - [Claes *et al.* 2010]
- Relevant comments (topic)
- Emotional comments (Arousal / Dominance)
- [Claes *et al.* 2010]
- Measuring discussion activity [Claes *et al.* 2010]

Future Work

- Evaluation and assessment of initial toolbox
 - Workshops with policy makers
 - Determine how to make it a day job functionality
- Improvement of initial toolbox
 - Online surveys
 - Analysis tools
 - Measuring users activity/behaviour
 - Citizens opinion and sentiment
 - Identifying citizens' interests
 - Measuring and modelling 'buzz'

→ Toolbox demonstrator Jan '12

Vision

“Get citizens’ opinions be heard by policy makers and make their opinions be part of the policy decision making process”

“Enrich the two-way dialogue with scientific information like literature, projects, studies and experts”

Thank you!

For more information please visit

<http://www.wegov-project.eu>

or contact

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References

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- [Addis et al. 2010] M. Addis, S. Taylor, R. Fletcher, C. Wilson, F. Fallon, H. Alani, T. Wandhoefer, und P. Mutschke, "New ways for policy makers to interact with citizens through open social network sites - a report on initial results," *Internet, Politics, Policy 2010: an impact assessment (IPP2010)*, 16-17 September 2010, Oxford, UK. URL: http://microsites.oii.ox.ac.uk/ipp2010/system/files/IPP2010_Addis_Taylor_Nasser_Paper.pdf
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