

EMBARGOED UNTIL DELIVERY
CHECK AGAINST DELIVERY

Impact of New Media
on General Election 2011



Party Websites and Blogs: The Good, The Bad, and The Toxic

Part Two: The Blogosphere

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About the study

- Period of Study: April 27th – 8th May
- Nomination Day to a day after polling day

- 833 Blog posts examined
- 764 Blog posts coded & analyzed
- 200 blogs in total



About the study

- 10 coders split into 2 teams
- 1 team coding factual content
- 1 team coding qualitative content
- All coders undergone training on coding frame to establish familiarity
- All coders then underwent 1 round of coding tests using the same posts to establish reliability between coders

3

List of blogs (showing top 20)

No.	Blog Name	Count
1	The Satay Club	35
2	The Online Citizen	34
3	Singapore Election 2011	33
4	Singapore Notes	26
5	mrbrown: L'infantile terrible of Singapore	20
6	Diary of a Singaporean Mind	18
7	Hun Boon's Blog	17
8	Thoughts of a Cynical investor	17
9	The Owl	15
10	Yawning Bread	15
11	Singapore Election Watch	14
12	SpotlightOnSingapore	14
13	Yee Jenn Jong	14
14	Yours Truly Singapore	14
15	New Asia Republic	13
16	Molitics Writing Silence	12
17	pressrun.net	12
18	Sgpolitics.net	12
19	life one degree north, one-o-three degrees east	11
20	Think Happiness	11

4

Originality & Media Type

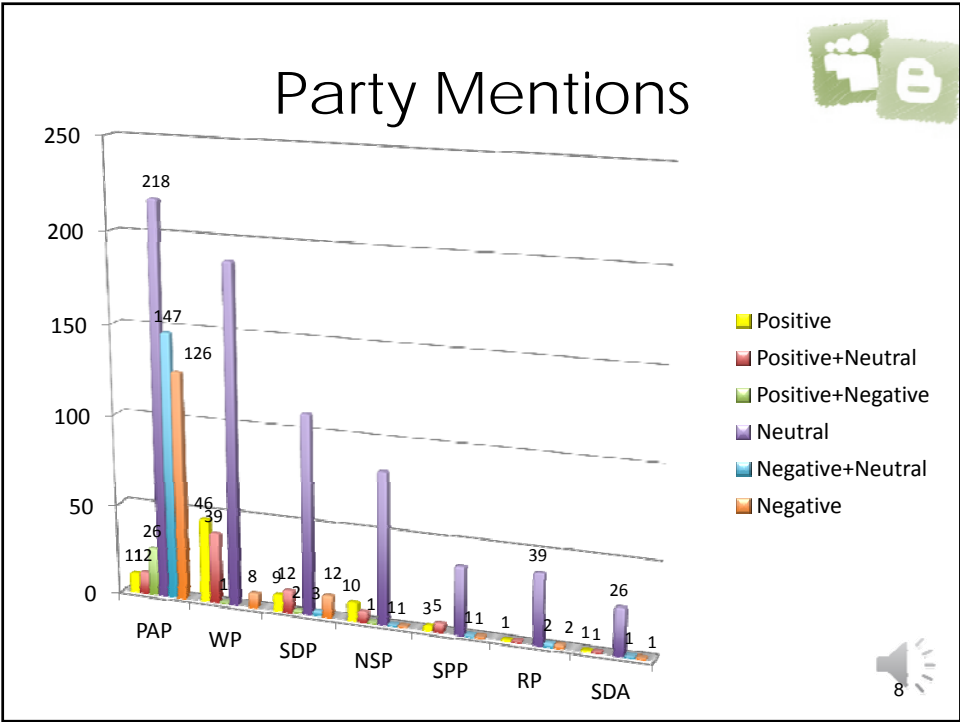
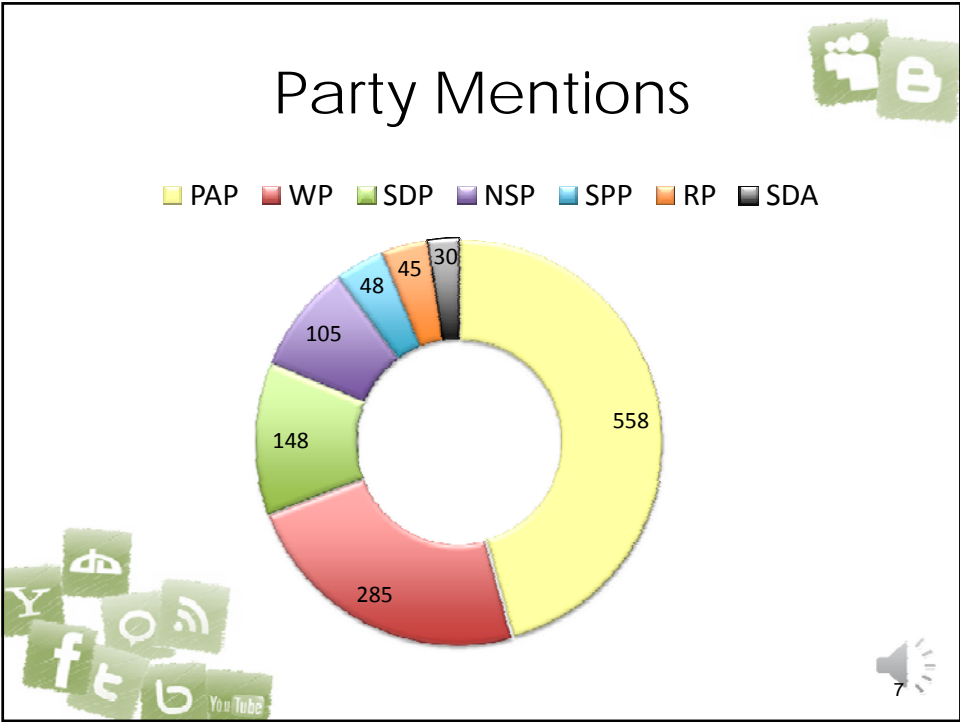
	Originality		
	Primary	Secondary	Both
Videos (2%)	13 (1%)	11 (13%)	10 (3%)
Podcasts (1%)	5 (0%)	1 (1%)	3 (1%)
Photos (32%)	344 (33%)	33 (39%)	80 (25%)
Texts (53%)	560 (54%)	28 (33%)	176 (54%)
Illustrations (12%)	109 (11%)	11 (13%)	56 (17%)
	1031	84	325

5

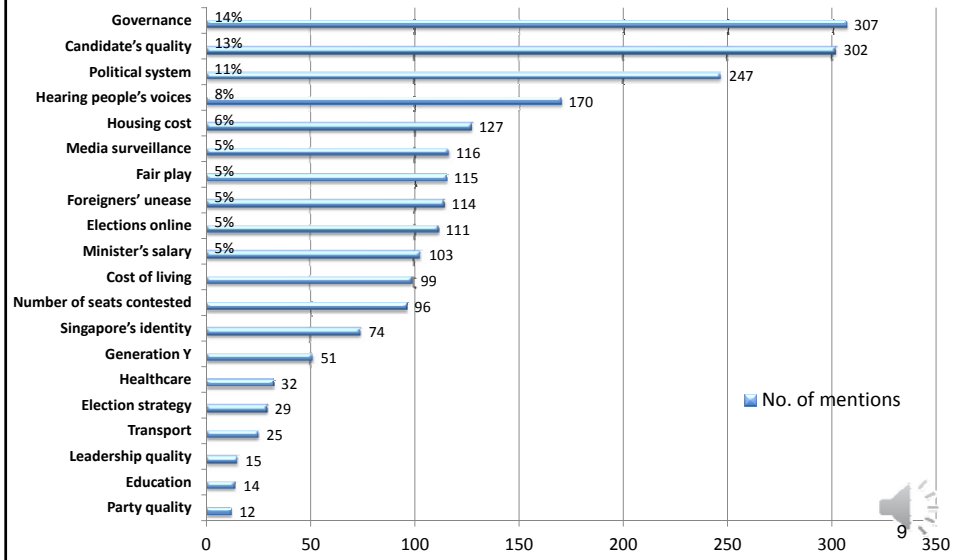
Secondary Content

	Local Media	Foreign Media	Other Blogs	Citizen Media	Social Media	Party Pages	Elections Dept	Others
Video (13%)	11							
Podcast (1%)			1					
Photos (39%)	5	1		18	3	4		2
Text (33%)	8	3	1	3	3	1	2	7
Illustration (13%)				2	6			3
	24 (29%)	4 (5%)	2 (2%)	23 (27%)	12 (14%)	5 (6%)	2 (2%)	12 (14%)

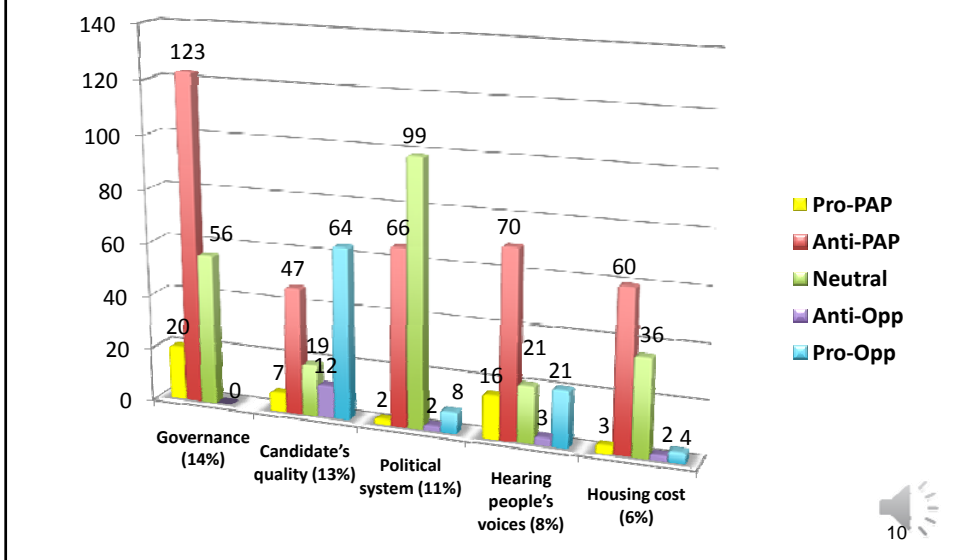
6



What were bloggers really talking about?



Issues & Valence



Online Talk on Politicians (1)



Rank	Most mentioned (by no. of blogs)	Most mentioned with positive valence	Most mentioned with neutral valence	Most mentioned with negative valence
1	Lee Kuan Yew (193)	Low Thia Khiang (69)	Lee Kuan Yew (82)	Lee Kuan Yew (93)
2	Lee Hsien Loong (161)	Nicole Seah (68)	Lee Hsien Loong (81)	Lee Hsien Loong (70)
3	Low Thia Khiang (126)	George Yeo (58)	Low Thia Khiang (59)	Vivian Balakrishnan (63)
4	George Yeo (123)	Chen Show Mao (53)	George Yeo (59)	Tin Pei Ling (53)
5	Goh Chok Tong (101)	Chiam See Tong (48)	Goh Chok Tong (48)	Mah Bow Tan (49)
6	Nicole Seah (93)	Lee Kuan Yew (45)	Vincent Wijesingha (40)	Goh Chok Tong (42)
7	Vivian Balakrishnan (90)	Lee Hsien Loong (43)	Nicole Seah (32)	Wong Kan Seng (38)
8	Chen Show Mao (74)	Sylvia Lim (34)	Sylvia Lim (31)	George Yeo (36)
9	Chiam See Tong (73)	Tan Jee Say (27)	Tan Jee Say (30)	Chiam See Tong (20)
10	Vincent Wijesingha (65)	Goh Chok Tong (22)	Vivian Balakrishnan (27)	Khaw Boon Wan (20)

Online Talk on Politicians (2)



Rank	Most mentioned (by no. of blogs)	Most mentioned with positive valence	Most mentioned with neutral valence	Most mentioned with negative valence
11	Tin Pei Ling (65)	Vincent Wijesingha (22)	Chiam See Tong (26)	Lui Tuck Yew (18)
12	Tan Jee Say (62)	J B Jeyaratnam (17)	Chen Show Mao (24)	Nicole Seah (14)
13	Sylvia Lim (62)	Pritam Singh (16)	Kenneth Jeyaratnam (17)	Lim Hwee Hua (13)
14	Mah Bow Tan (62)	Ang Yong Guan (10)	Tin Pei Ling (17)	Tan Jee Say (12)
15	Wong Kan Seng (49)	Yaw Shin Leong (9)	Mah Bow Tan (15)	Chee Soon Juan (10)
16	Pritam Singh (31)	Chee Soon Juan (8)	Pritam Singh (15)	Low Thia Khiang (10)
17	J B Jeyaratnam (33)	Gerald Giam (8)	J B Jeyaratnam (14)	Vincent Wijesingha (10)
18	Chee Soon Juan (27)	Vivian Balakrishnan (8)	James Gomez (14)	Yaacob Ibrahim (9)
19	Khaw Boon Wan (27)	Yee Jenn Jong (8)	Lim Swee Say (14)	Lim Boon Heng (8)
20	James Gomez (19)	Michelle Lee (7)	Lim Hwee Hua (13)	Chan Chun Sing (7)

Question & Answers

Thank you for your time

