Hougang Bukit Batok Pioneer Fengshan Bukit Panjang Radin Mas Potong Pasir
Marsiling-Yew Tee GRC   Chua Chu Kang GRC   Aljunied GRC   Tampines GRC
Bishan-Toa Payoh GRC   West Coast GRC   Jurong GRC   Marine Parade GRC

POST-ELECTION CONFERENCE 2015

Tanjong Pagar GRC Ang Mo Kio GRC East Coast GRC Pasir Ris-Punggol GRC
Holland-Bukit Timah GRC Nee Soon GRC Jalan Besar GRC Sembawang GRC
MacPherson Yuhua Hong Kah North Sengkang West Punggol East Mountbatten

Wednesday, 4 November 2015
Ballroom 1 & 2, Orchard Hotel

IPS POST-ELECTION CONFERENCE 2015

Session Three
GE2015:
Media Use and its Impact

Presentation by

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Senior Research Fellow
Institute of Policy Studies

Lee Kuan Yew
School of Public Policy

NUS
National University
of Singapore

Institute of Policy Studies

Political Party Social Media Campaign:
Better, but ...

Tan Tarn How

Senior Research Fellow

Tng Ying Hui

Andrew Yeo

Research Assistants

Institute of Policy Studies
4 November 2015

Lee Kuan Yew
School of Public Policy
National University of Singapore

Outline

- Research Questions:
  - What social media parties used
  - How they used it
  - Impact
    - Views, likes and comments
    - Traits of users
    - Election results
- Discussion

Scope and Methodology

- 5 parties with most candidates
  - PAP (89), WP (28), NSP (12), SDP (11), RP (11)
- Websites, Facebook, YouTube, Twitter, Applications, Instagram, Google+
  - Unless otherwise stated Nomination day to Polling day
- Survey and election results

2011 GE: Websites

From N Pang and D Goh: Untapped potential: *Internet Use by Political Parties:* in Battle for Hearts and Minds: New Media and Elections

- Most parties updated websites daily (other than SDA and SPP)

- PAP: rich in information, interactive

- SDP actively used multimedia: Podcasts, videos

- Websites main 'portal', not Facebook

2011 GE: Facebook

- SDP and RP most active on Facebook
- SDP and RP used more media types
- PAP, SDA, WP least active

2015 General Election
Party social media during election

2015: PAP and WP used more platforms

Parties: PAP, WP, SDP, RP, NSP

	2011	2015
Website	**All**	**All**
Facebook	**All**	**All**
YouTube	SDP, RP	PAP, SDP, WP
Twitter	All	All
Mobile App	0	PAP, WP
Instagram	0	PAP, WP
Google+	NA	SDP

Features Facebook

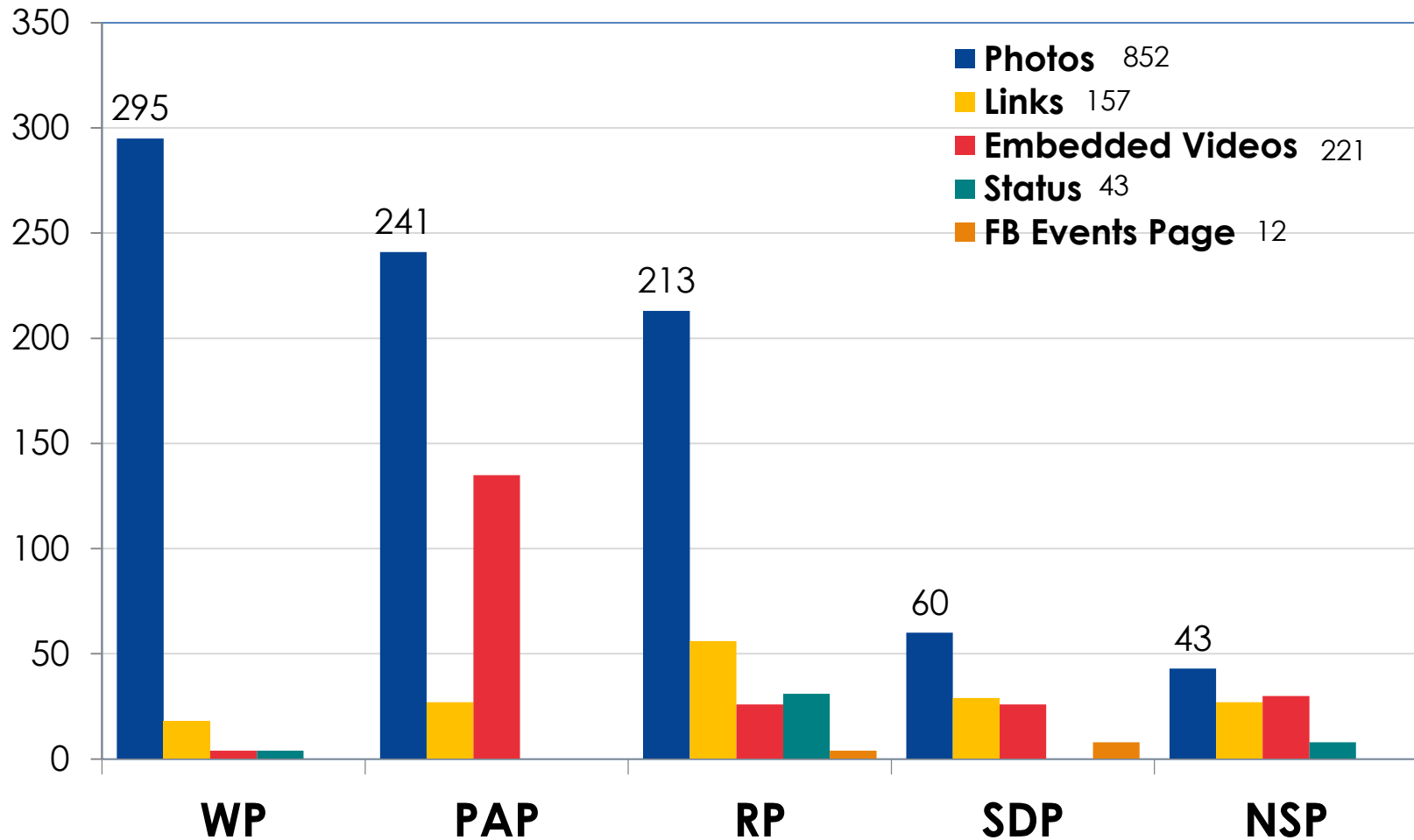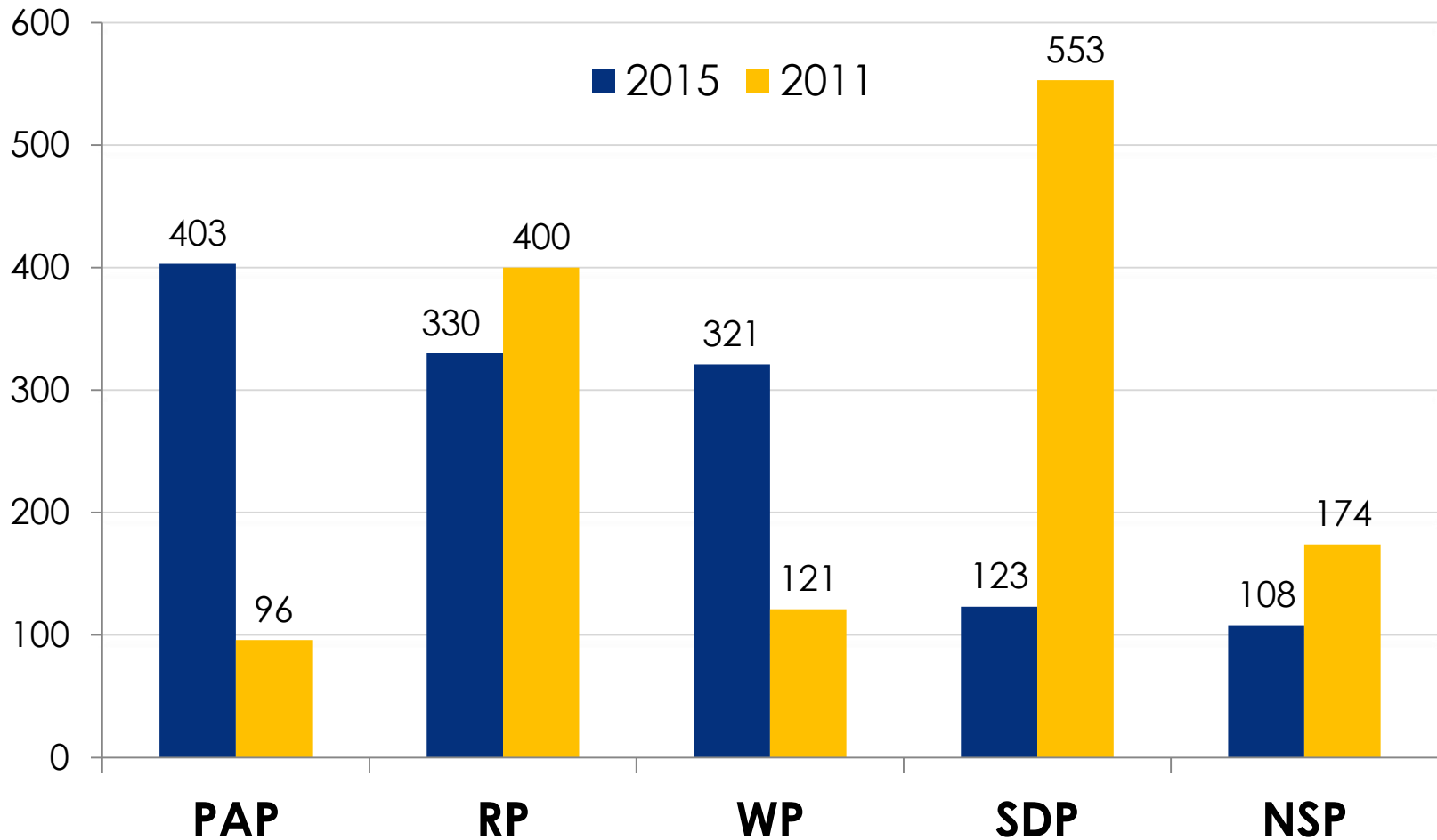|	
Page info (7 items)	**Name, Address, Description, Founded, Phone, Email, Website**
Types of info (5)	**Links, Photos, Videos, Status, Events**
Interaction (5)	**Send message, Comment post, Like page, Subscription, Share page**
Mobilisation (5)	**#Hashtags, Rally participation, Vote-for-me, Donate**

Facebook features count

	PAP	WP	SDP	RP	NSP
Page info (7)	7	6	7	7	3
Types of info (5)	3	4	4	5	4
Interaction (5)	4	3	3	3	3
Mobilisation (5)	1	3	3	4	3
Overall (22)	15	16	17	19	13

Types of Info

Legend:
- Photos 852
- Links 157
- Embedded Videos 221
- Status 43
- FB Events Page 12

WP: Photos 295
PAP: Photos 241
RP: Photos 213
SDP: Photos 60
NSP: Photos 43

FB Posts 2015, 2011

Time period: 26 Aug '15 – 9 Sept '15, 20 Apr '11 – 5 May '11

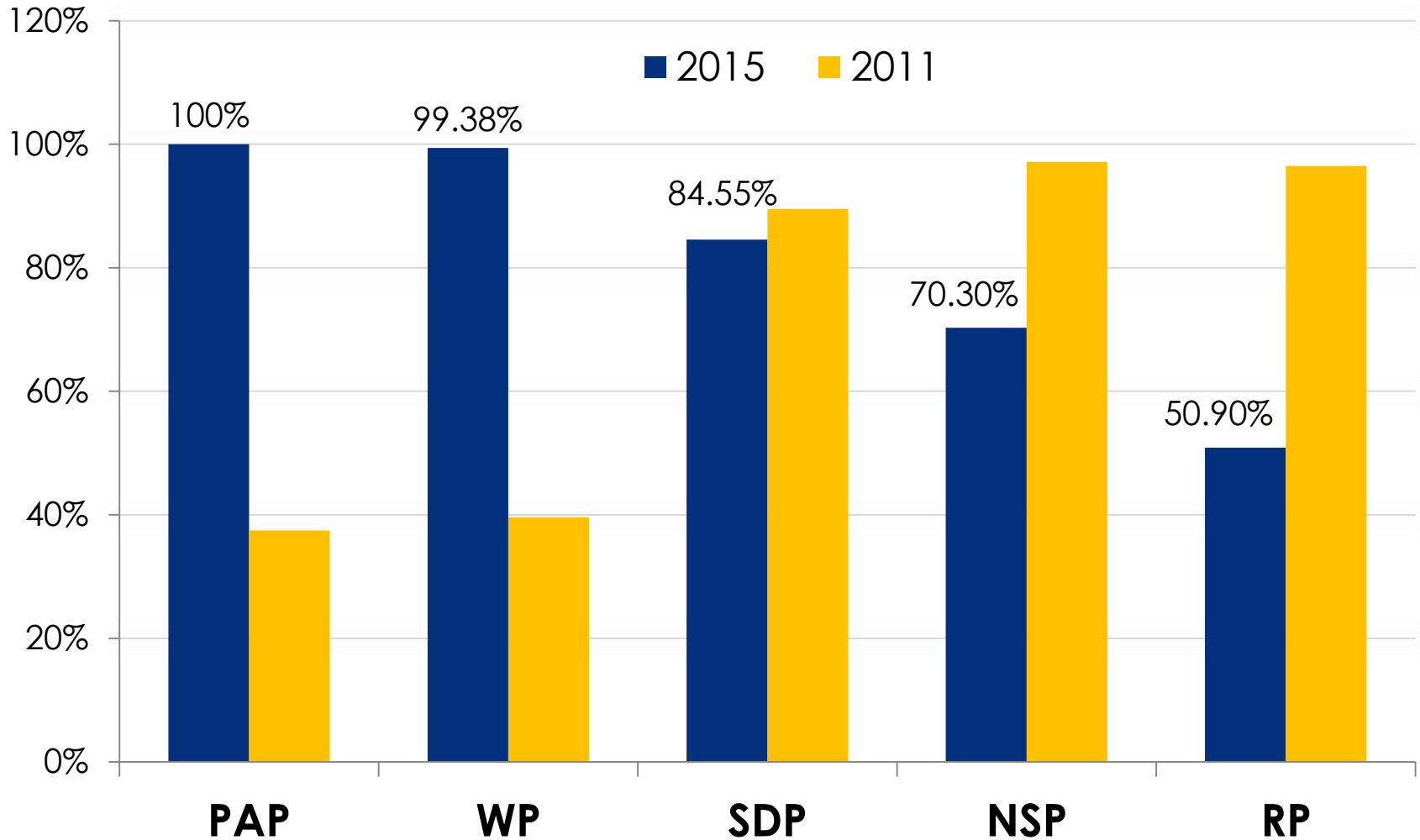# Purposing content for channels

- ## Primary content
  - existing content re-purposed for the medium or new content
    - Writing a note to comment on post from another source
    - Excerpts of videos from other sources
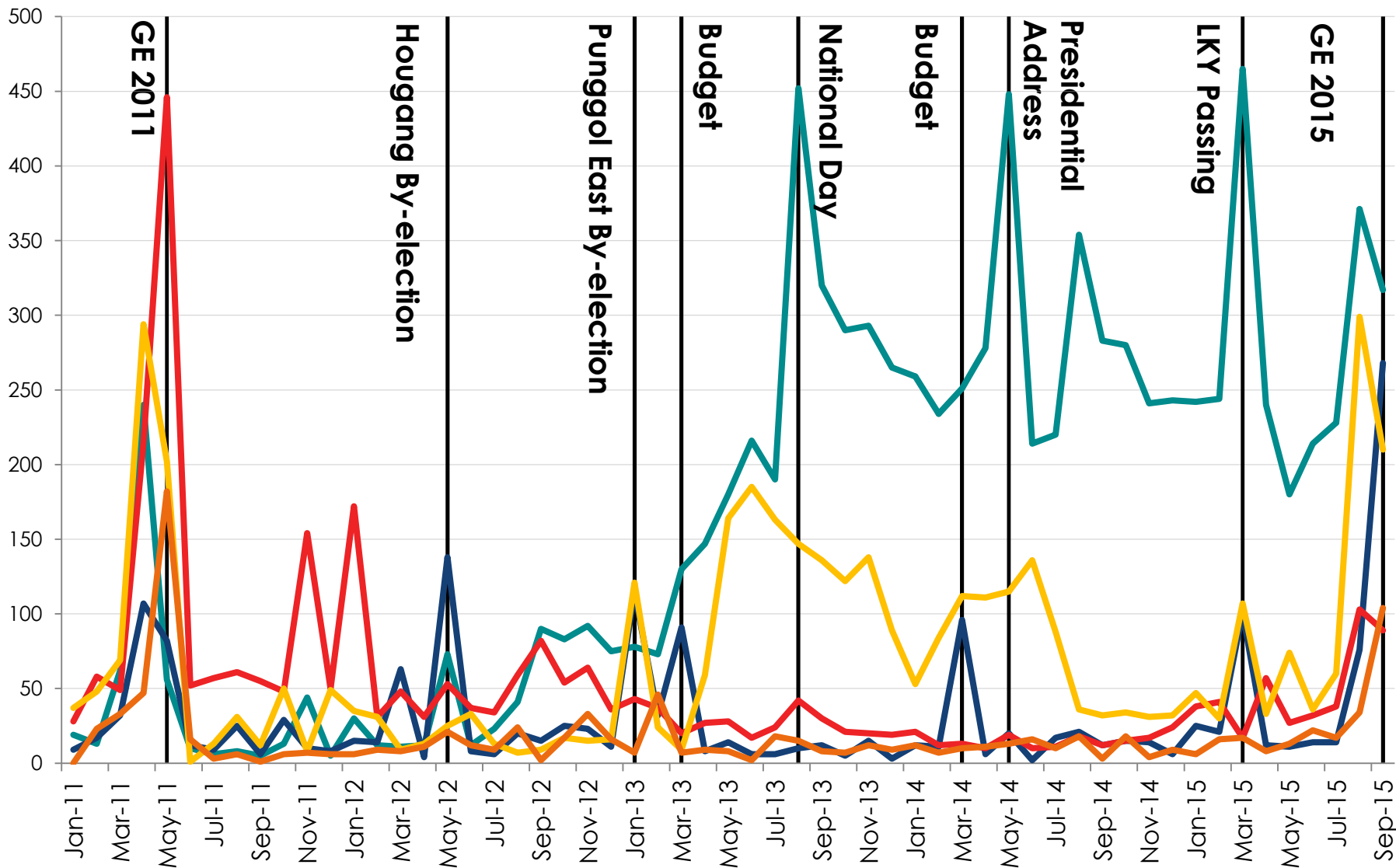   - Specially created info for FB, etc

- ## Secondary content:
  - content taken from another source without processing

FB primary content: PAP leads

Parties' FB posts history

What the trend line says

- Spikes during events: eg, budget debate and national day

- PAP started before GE2015 (from 2013)
- SDP also but less intensely
- RP generally active but less than PAP
- WP active during events, budget
- NSP not active

Websites features count

Party Information (21)	**Basic party info**
Election information (7)	**Candidates, constituencies, rallies**
Mobilisation (8)	**Getting voters to act**
Community (8)	**Creating support communities**
Social Media integration (3)	**Features to Follow, links across channels**
Interaction (6)	**Channels to email, chat**

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Websites feature count

	PAP	RP	SDP	WP	NSP
Party Information	19	17	16	9	12
Election information	4	5	4	4	2
Mobilisation	3	4	4	3	3
Community	1	0	1	0	0
Social Media Integration	3	3	2	2	1
Interaction	5	3	3	4	3
Overall (of 53 items)	35	32	30	22	21

Parties understanding of SM
(subjective judgement)

	Look & Feel	Ease of Navigation	Dynamic	Messaging	Buzz
PAP	✓	✓	✓✓ Social Wall, Constituency	o Messengers	Sim Ann (✗) Chee Hong Tat (✗) DPM Tharman (✓) PM Lee (✓)
WP	✓	✓	o	✓✓	Low Thia Khiang's Teochew speech (✓)
SDP	✓	✓	✓	o Became CSJ- centred	PAPPY (✓) Behind the man (✓) Ji Ba Ban (✓)
RP	✓	✓	o	✗ Splintered, Unclear	M. Ravi's "Vote for the PAP" (✗)
NSP	o	✓	o	✗	Choong Hon Heng's "Boo to the PAP" (✗)

✓ = GOOD, o = OK, ✗ = Bad

Engaging Minds, Exchanging Ideas   18

Dynamism: PAP, SDP

WITH YOU **FOR YOU** **FOR SINGAPORE**

Get breaking news, live updates, and exclusive content, on the go

EMAIL | POSTAL CODE | **COUNT ME IN**

SDP's GE2015 message: Thank You, Singaporeans

0:23 / 2:29

Content tailored to voters

Pop-up video on SDP's front page.

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Dynamism

Clear messaging

Impact

Top posts on Facebook
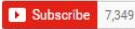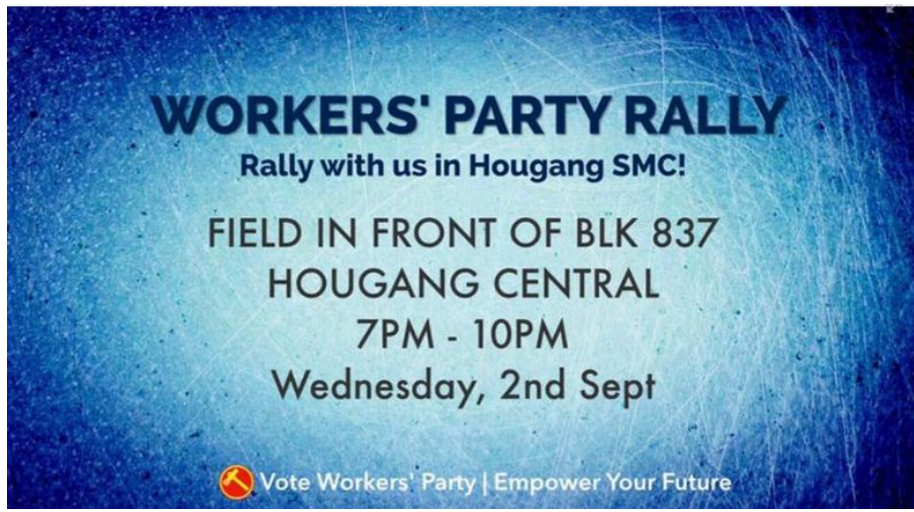
Likes 👍 7,387

💬 500
Comment

👥 7,438
Shares

"Mr Tharman Shanmugaratnam explains about our tax system and how it has benefited our middle income and low income residents in Singapore [...] Listen to the end about whether GST will be increased in the next 5 years."

👍 7,955

💬 530

Empower Your Future

0:02 / 3:47

Empower Your Future, Vote Workers' Party!

The Workers' Party Singapore

Subscribe 7,349

29,204

WORKERS' PARTY RALLY
Rally with us in Hougang SMC!

FIELD IN FRONT OF BLK 837
HOUGANG CENTRAL
7PM - 10PM
Wednesday, 2nd Sept

👥 1,771

Vote Workers' Party | Empower Your Future

"Chee Soon Juan: I've been waiting for tonight when I will finally get the chance to address my fellow Singaporeans again after 15 long years."

👍 4,855   💬 413   👥 1,218

👍 2,017

CONFLICT OF INTEREST?

Related Parties

Prime Minister of Singapore

CEO Temasek Holdings

TO STATE MEDIA
We would like to know how much she has been paid since she joined Temasek Holdings

the REFORM PARTY RALLY 3
6TH SEPTEMBER 2015, 7PM
DELTA HOCKEY PITCH
900 TIONG BAHRU ROAD, SINGAPORE
SEPT 06 Reform Party Rally (Radin Mas)
A BRIGHTER FUTURE TOMORROW, TODA

💬 60

👥 1,116 **Ang Mo Kio Town Council Runs $6.2Mil Deficit, But Gets $13.9Mil Government Grant?**

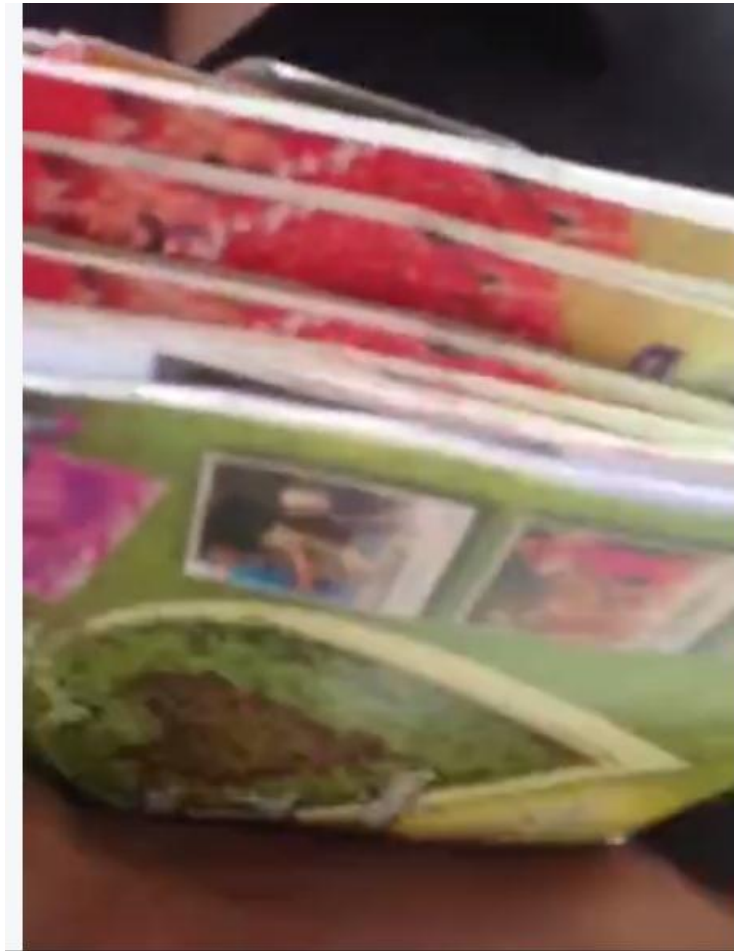Posted on Nov 19 2014 - 1:07pm by Redwire Singapore

« PREVIOUS | NEXT »

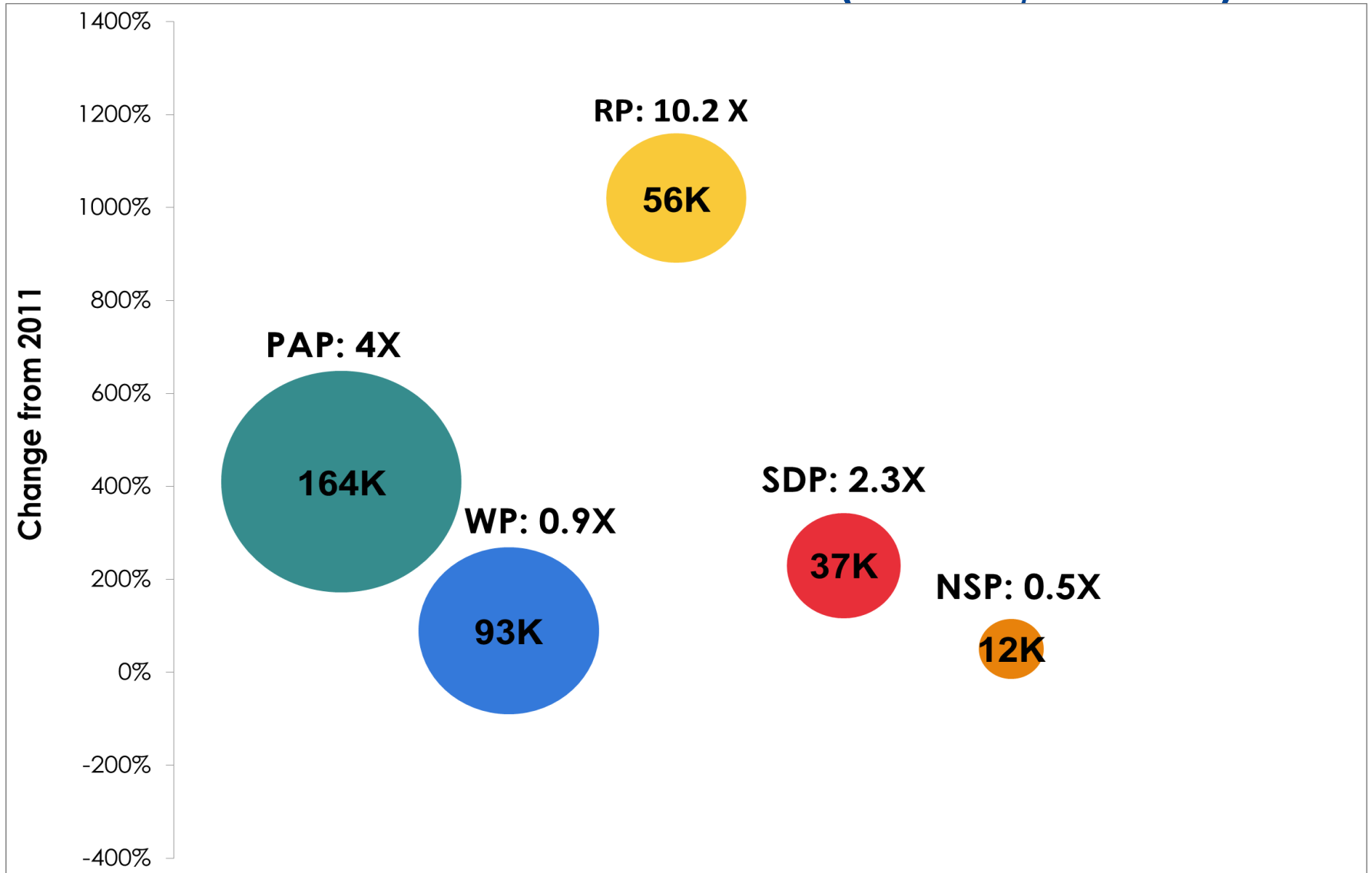Lee Kuan Yew School of Public Policy
National University of Singapore

iPS Institute of Policy Studies
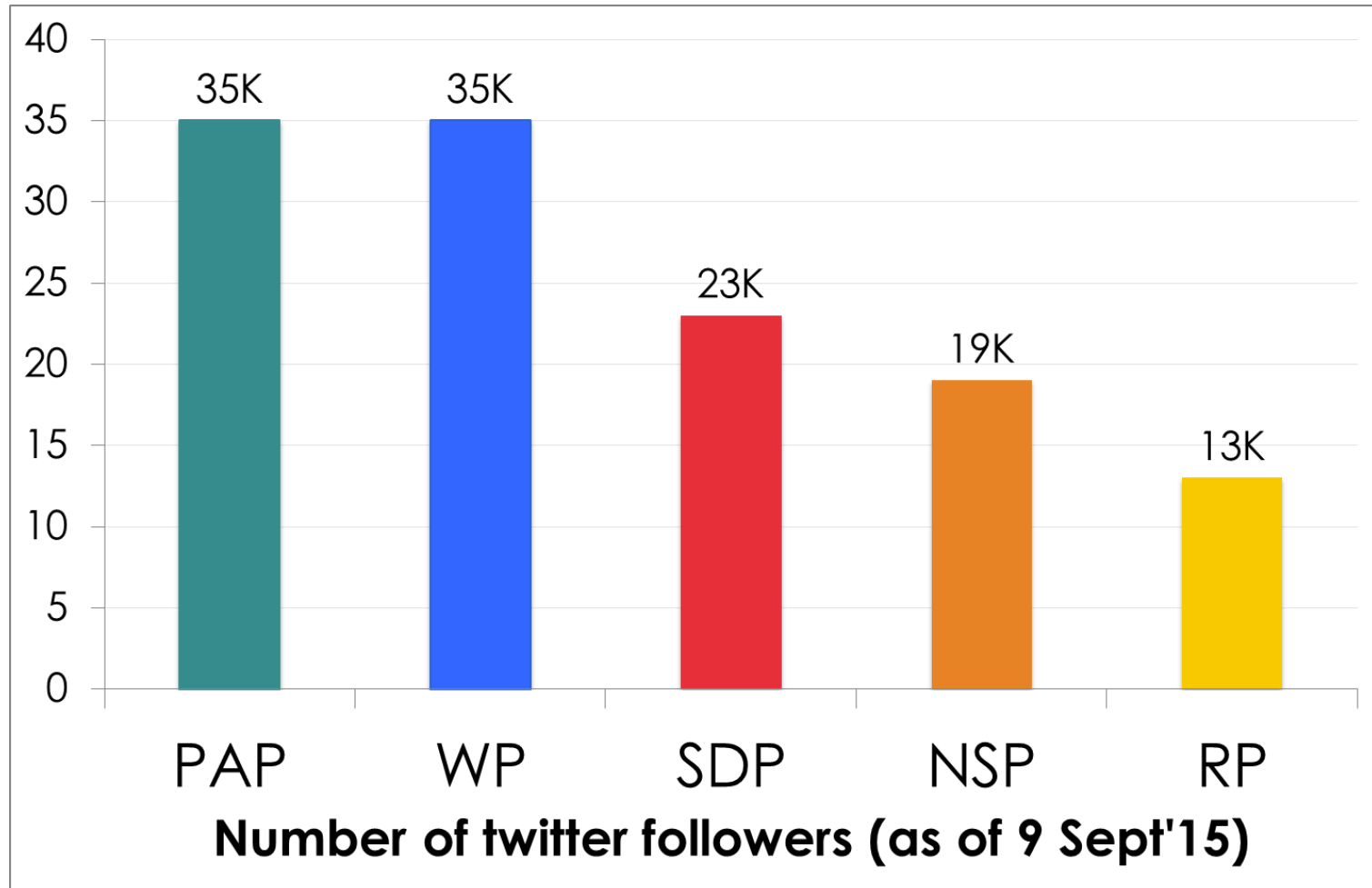
330

334

1,384

Video: "Foreigner caught distributing PAP Election Material in Tampines!"

Parties' FB followers (2011, 2015)

Size of bubble= no. of followers in 2015

Twitter: PAP, WP highest

Number of twitter followers (as of 9 Sept'15)

PAP — 35K
WP — 35K
SDP — 23K
NSP — 19K
RP — 13K

Viral Videos Views

Candidate	Location/Date	Description of video	Views	Platform
PM Lee Hsien Loong	UOB Plaza, Lunctime rally, 8 Sept	"So long as PAP is around, no one can knock it down"	400K	FB
Sim Ann	Commonwealth Ave, 7 Sept	"Chut pattern"	450K	FB
Dr Chee Soon Juan	Choa Chu Kang Stadium, 3 Sept	Dr Chee's comeback speech	224K	YouTube
DPM Tharman	Petir Road, 5 Sept	"We see through promises that are false promises"	294K	FB
Low Thia Khiang	Hougang, 2 Sept	In Teochew: "[To the government], I have tolerated you for so long"	327K	YouTube

Mobile Apps: Not so good

	PAP4SG	Workers' Party News
Ratings (Mothership)	3.5/5	2.5/5
Downloads (Android)	1,000	5,000
Rankings (iPhone)	967	770
Upside	Sticker cam	Up-to-date info
Downside	Lack-of instant news	Fuzzy images
Developer	Big 3 Productions	NA

Source: Mothership, App Annie, CNBC

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Assessment

- **From unfulfilled potential in 2011 to better fulfilled but still not enough**

- **Ranking order:**

   1. PAP: all-rounder
   - **most no. of likes, started early, updated most frequently, apps**

   2. WP: Strong on Facebook, but not in website, clear and unified messaging, apps

   2. SDP: CSJ-factor, policy-driven, strong, powerful videos

   3. RP: A-team driven, largest increase in Facebook followers, "populating" social media, 'pledge' message unclear

   4. NSP: Social media reflects party problems

Users of party, candidate media (from survey)

- Demand 2015: 60% use; 26% use > once a day

- Demand 2011: 24% use

- **Summary:**

    1. Slight more young, male

    2. More educated, higher income

    3. Late decision makers

    4. More engaged: knowledge seeking:

    - **interest, participation, super consumers**

    5. Media critical

At the polling booth:
Social media or other factors?

Rank	%+/-	National vote share	% of votes in contested seats
1. PAP	+9.7	69.9	69.9
2. WP	-5.5	12.5	39.8
2. SDP	-6.8	3.8	31.2
3. RP	-11.8	3.5	20.6
4. NSP	-14.0	2.6	25.3

Final words

- Parties can be more engaged, continually engaged, social media savvy, aware of who their supporters are: There is a demand for info

- Need to expand beyond election-only media campaign

- Online media is only part of a clear campaign strategy

Please check slides against delivery