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CHECK AGAINST DELIVERY

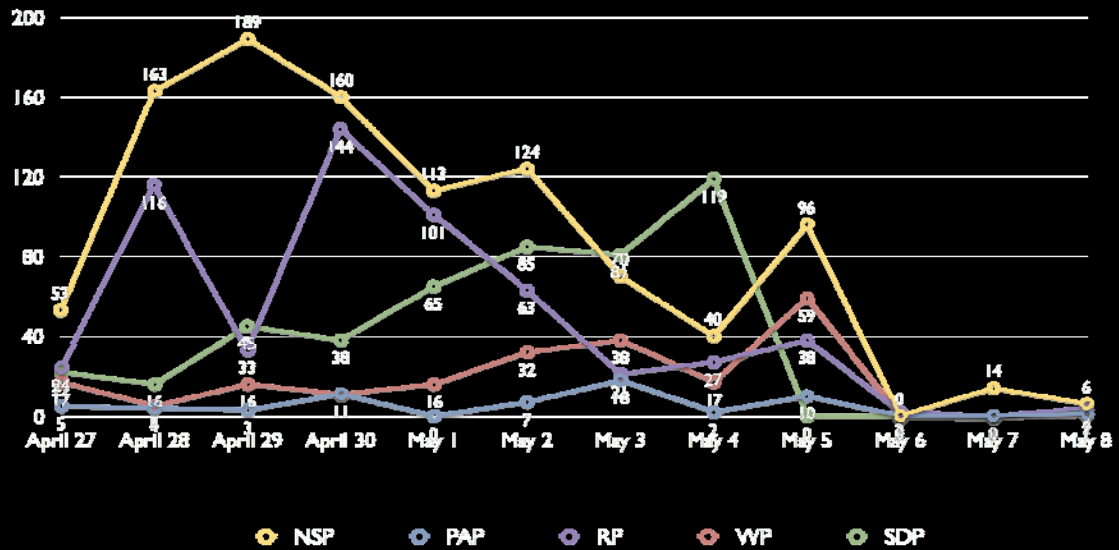


Political Parties Contesting on Twitter: Who Won the Battle?

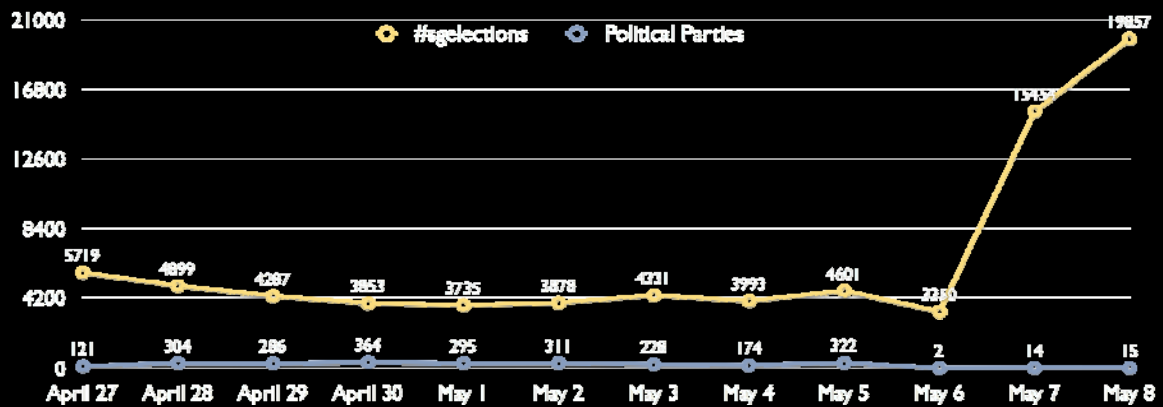
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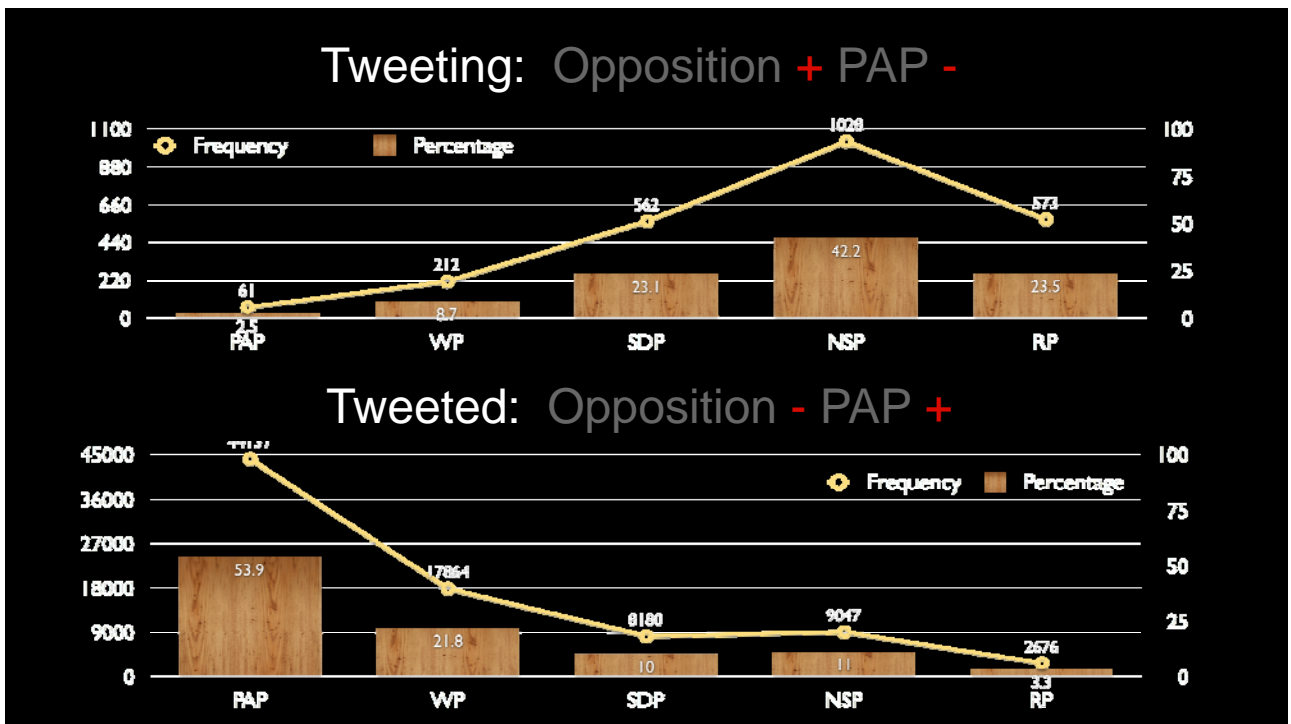
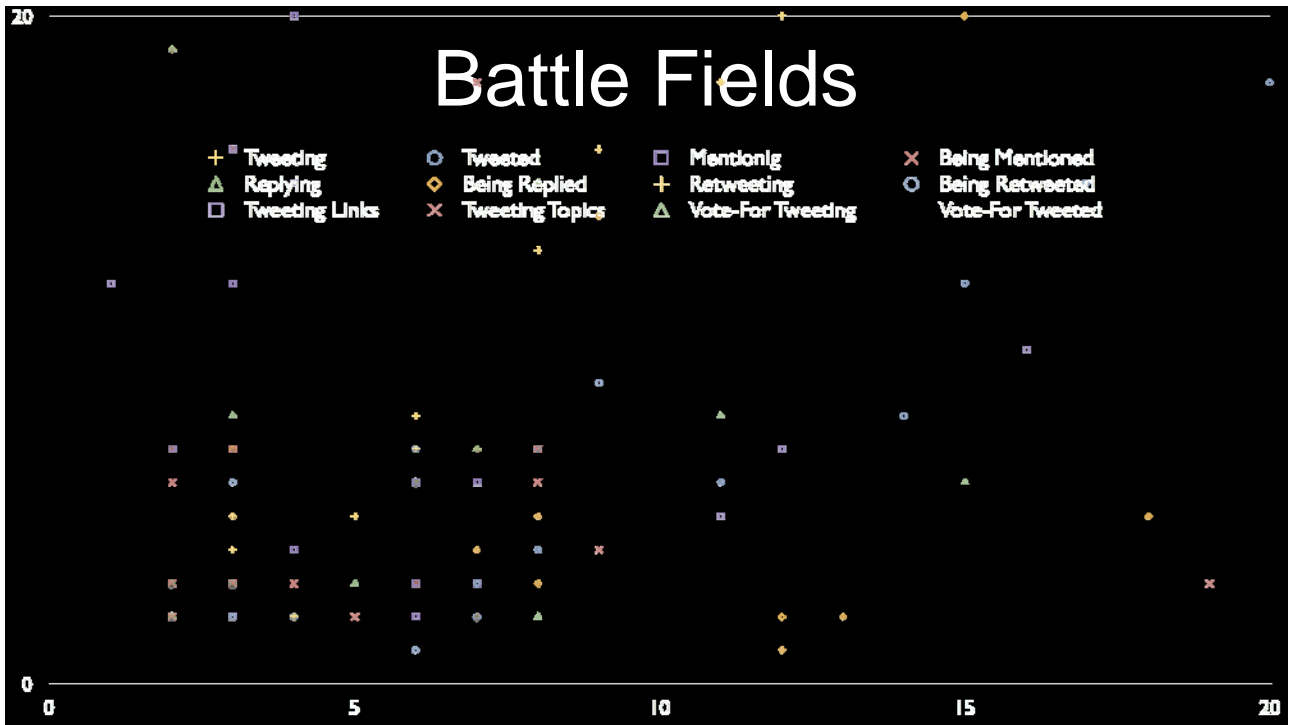
Political Parties Contesting on Twitter:
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Political Parties Contesting on Twitter

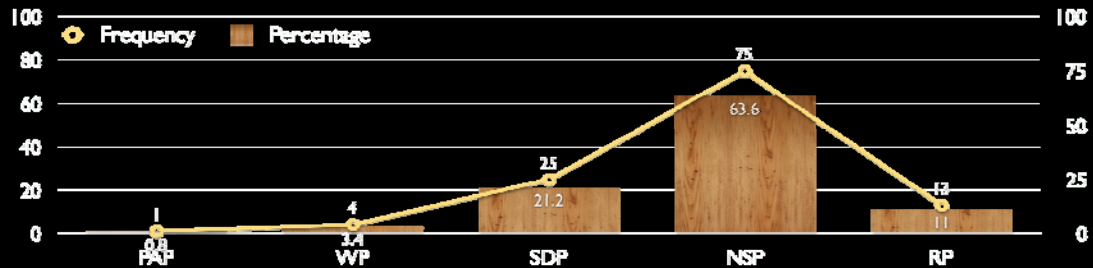


Political Parties vs. the Electorate

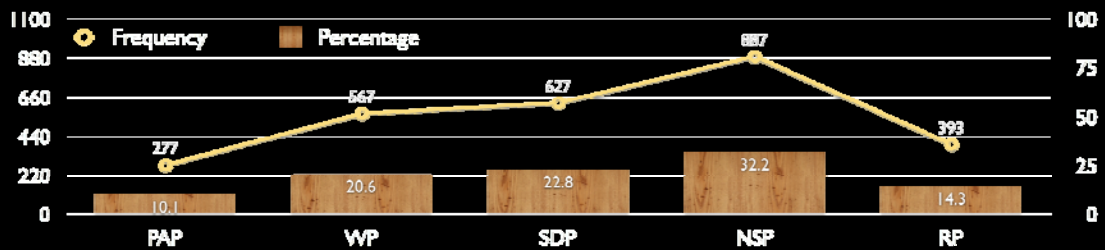




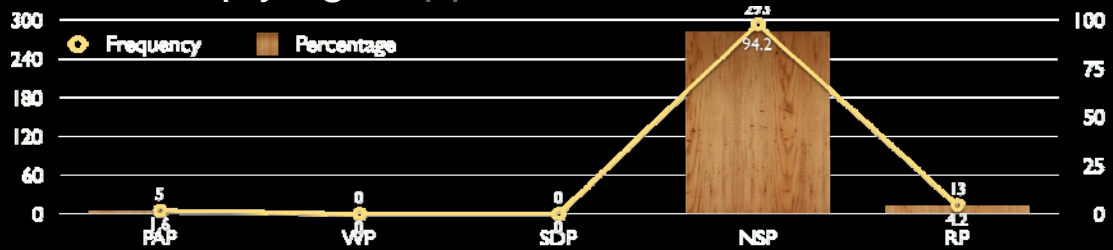
Mentioning: Opposition + PAP -



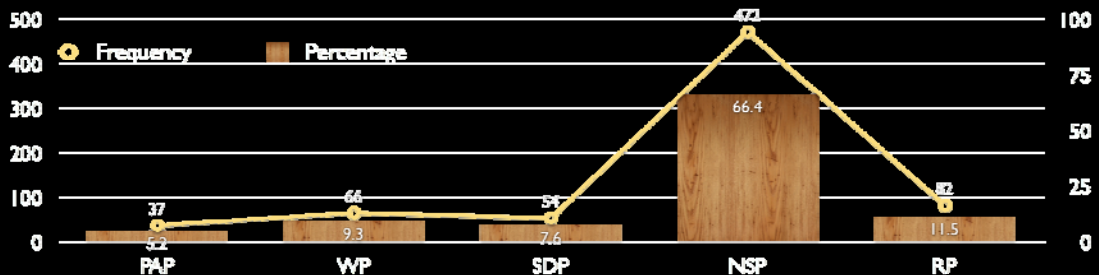
Mentioned: Opposition + PAP -



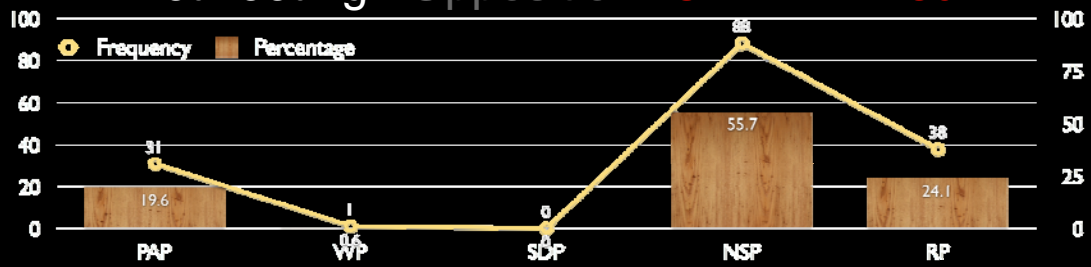
Replying: Opposition vs PAP: mixed



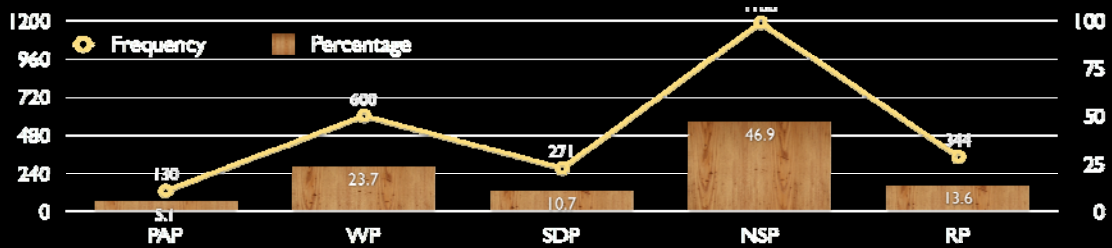
Replied: Opposition + PAP -



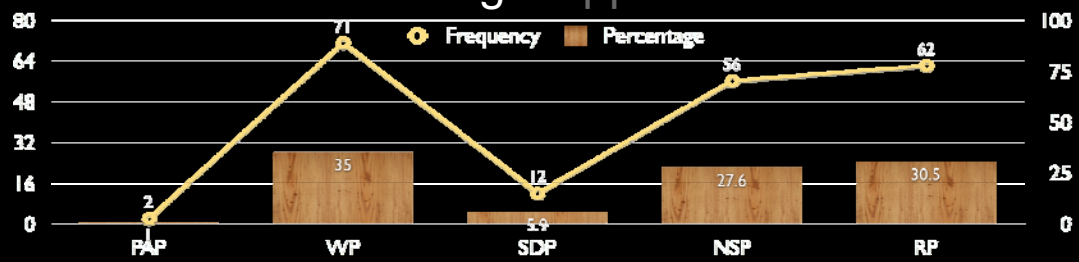
Retweeting: Opposition vs PAP: mixed



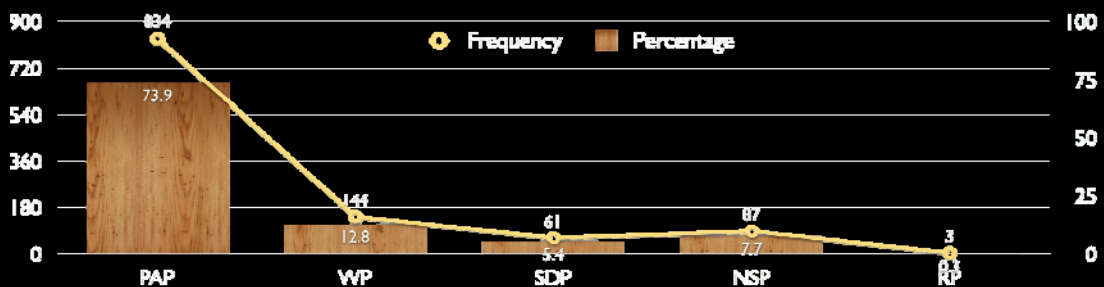
Retweeted: Opposition + PAP -



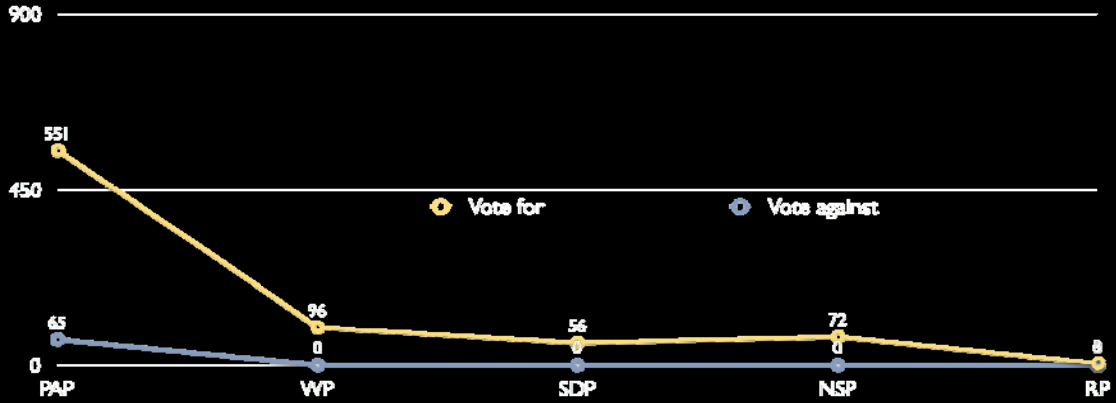
Vote-For Tweeting: Opposition + PAP -



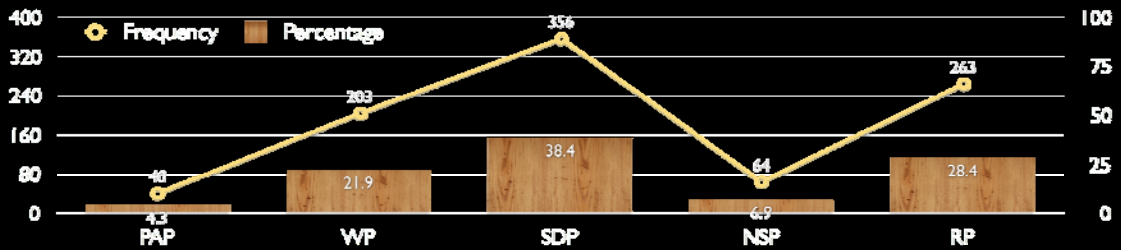
Vote-For Tweeted: Opposition - PAP +



Vote-For vs. Vote Against: Opposition vs. PAP



Link Tweeted: Opposition + PAP -



Hot Topics Tweeted: Opposition - PAP -



Findings in Summary

OPP + PAP -		OPP - PAP +	
Tweeting	Tweet Conversation	Being Tweeted	Being Vote-For Tweeted

OPP - PAP -	OPP vs. PAP: Mixed	
Hot Topics	Replying	Retweeting

Neither Equalized Nor Normalized

Lead Tweet Flow

Tweeting	Mentioning	Replying	Retweeting
Topics	Links	Sentiment	Trends
Informing	Explaining	Promoting	Influencing

To tweet is to win.