Social Media &
The Networked Public Sphere

Michael Conover
@vagabondjack
truthy.indiana.edu
Networks of Political Discourse

Political Polarization

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Left</th>
<th>Right</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retweet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>1.1</td>
<td>93.4</td>
</tr>
<tr>
<td>B</td>
<td>80.1</td>
<td>8.7</td>
</tr>
<tr>
<td>Mention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>39.5</td>
<td>52.2</td>
</tr>
<tr>
<td>B</td>
<td>9.5</td>
<td>85.7</td>
</tr>
</tbody>
</table>

Knowledge Discovery

Policy Focus

Latent Semantic Analysis

Political Geography

Communication & Connectivity

Obama voters lead the way in online political activism

Key differences between online McCain and Obama supporters

Pew Internet & American Life Project Post-Election Survey. November-December 2008. Margin of error is +/- 4% based on McCain voters who go online (n=578) and +/-4% based on Obama voters who go online (n=337).

Social Media & The Networked Public Sphere

midconov@indiana.edu
@vagabondjack

Conover, M.D., et al. Political Polarization on Twitter (2011)
Conover, M.D., et al. Predicting the Political Alignment of Twitter Users (2011)
Conover, M.D., et al. Partisan Asymmetries in Online Political Activity (invited)

Center for Complex Networks and Systems Research
Indiana University School of Informatics and Computing
cnets.indiana.edu

Thursday, November 3, 11