Through The Social Lens: General Elections 2020

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Real Time Real Information

OVERVIEW

PERSONALITIES
Which politicians are gaining the most attention on social media?

POLITICAL PARTIES
What are the top five political parties people are talking about?

ATTRIBUTES ASSOCIATION
Which attributes are each political party associated with?

CHANNELS
Where are the conversations happening?

Disclaimer:
This publication does not reflect any political opinions of Truescope.
Data coverage is based upon the online and social channels in SG since 15 June 2020 (updated as of 24 June 2020)

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PERSONALITIES

Which politicians are getting the most attention on social media?

PAP

- PM Lee's announcement of GE [1][2]
  - Leong Sze Hian Lawsuit [1][2]

- DPM Heng speaks on 'Emerging Stronger Together' [1][2]

- Tan Wu Meng's criticism of Pritam Singh's support of Alfian Sa'at [1][2]

- Minister Chan announcing paycuts for senior civil servants [1][2]
- Minister Chan's national broadcast [1][2]

- Minister Teo's statement of the 'full effects' of Covid-19's on job market [1][2]
  - SPP confirms line-up for Bishan-Toa Payoh GRC [1]

Opposition

- Dispute between Pritam Singh, Alfian Sa'at by Dr Tan Wu Meng [1][2]
- Pritam Singh's response to criticism [1]

- CSJ to not lead a GRC and contest in Bukit Batok SMC [1][2]
- CSJ did not congratulate Paul Tambyah's new appointment [1][2]

- Paul Tambyah to lead International Society of Infectious Diseases [1][2]
- Paul Tambyah's response to Singaporean's not wanting to take up "dirty jobs" [1]

- PSP to enter 3-cornered fight in West Coast GRC [1][2]
- Thread discussing YouTube Videos by PSP [1]

- Workers' Party said to be eyeing four GRCs and Hougang single seat [1]
- Concerns around continued political activity by Low Thia Kiang after GE [1]

POLITICAL PARTIES

Which politicians are gaining the most attention on social media

PAP (People's Action Party)

WP (Worker's Party)

PSP (Progress Singapore Party)

RP (Reform Party)

SDP (Singapore Democratic Party)

The size and position of the party names within the word cloud does not correlate to the respective constituencies.
Size and frequency reflects frequency of mentions.

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ATTRIBUTES ASSOCIATION

How does each political party fare against specified attributes desired by netizens

MAPPING OUT THE LEVEL OF ASSOCIATION THE POLITICAL PARTIES HAVE WITH REGARDS TO IDENTIFIED TRAITS

TRAIT	DEFINITION OF HOW NETIZENS VIEW THEM
CONNECTED	Actively reaches out to understand issues on the ground Deemed to be connected to the people on the ground
COMPETENT	Having high ability, fitness, or quality necessary to do or achieve goals / responsibilities. Demonstrates that the party knows what they want to achieve.
RESPONSIBLE	Shows that the party is responsible in their decisions and actions to be in the interest of the public.
RELIABLE	Gives confidence that the party can be relied upon. Shows consistency in the way he/she acts.
COMPASSION	Reflects compassion, care, empathy and kindness. Takes the effort to go the extra mile.

ATTRIBUTES ASSOCIATION

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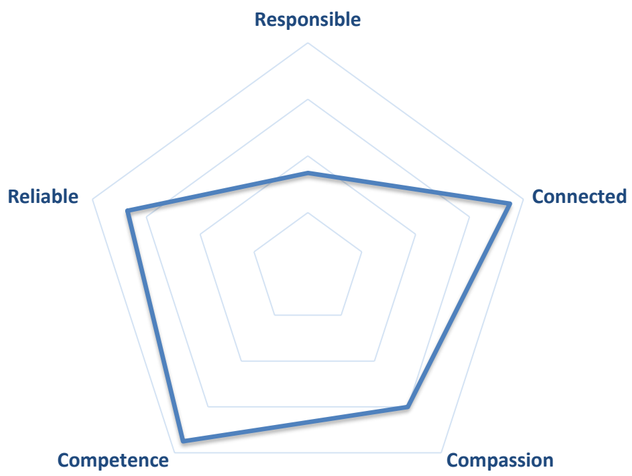
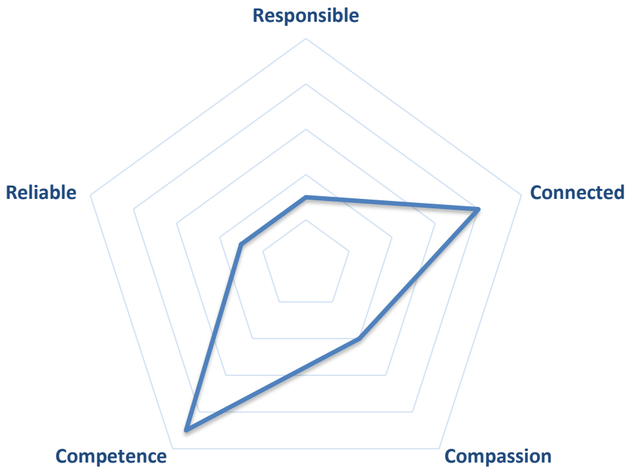
MAPPING OUT THE LEVEL OF ASSOCIATION THE POLITICAL PARTIES HAVE WITH REGARDS TO IDENTIFIED TRAITS

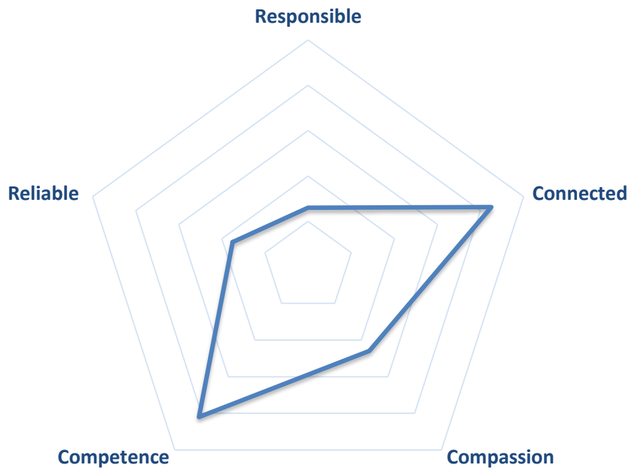
PEOPLE'S ACTION PARTY



WORKERS' PARTY



PROGRESS SINGAPORE PARTY



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ATTRIBUTES ASSOCIATION

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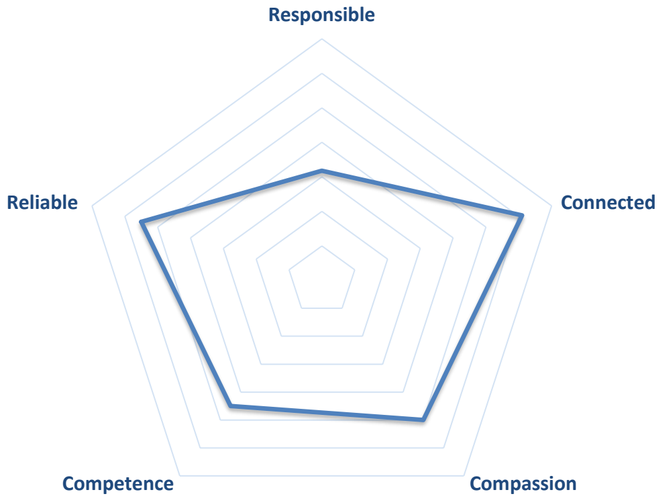
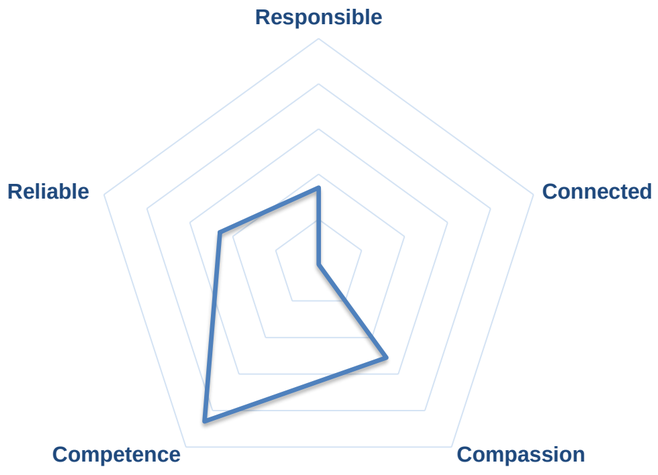
MAPPING OUT THE LEVEL OF ASSOCIATION THE POLITCIAL PARTIES ARE WITH REGARDS TO IDENTIFIED TRAITS

REFORM PARTY



SINGAPORE DEMOCRATIC PARTY



1 Hardwarez one Forum

2 Twitter

3 SG Talk Forum

4

5 CNA Facebook

6 Straits Times Facebook

7 Singapore Matters Facebook

8 The Online Citizen Facebook

9 Chee Soon Juan Facebook

10 TODAY Facebook

11 The Independent FB Page

12 Lim Team Facebook

CHANNELS

Where are the conversations happening

These are the top 12 social media pages that cover socio-political issues from May - Jun 2020.

Top channels can vary on a wide range of pages (with over 10,000 identified in Singapore), not every news outlet or high-follower page is relevant to the issues you are monitoring.

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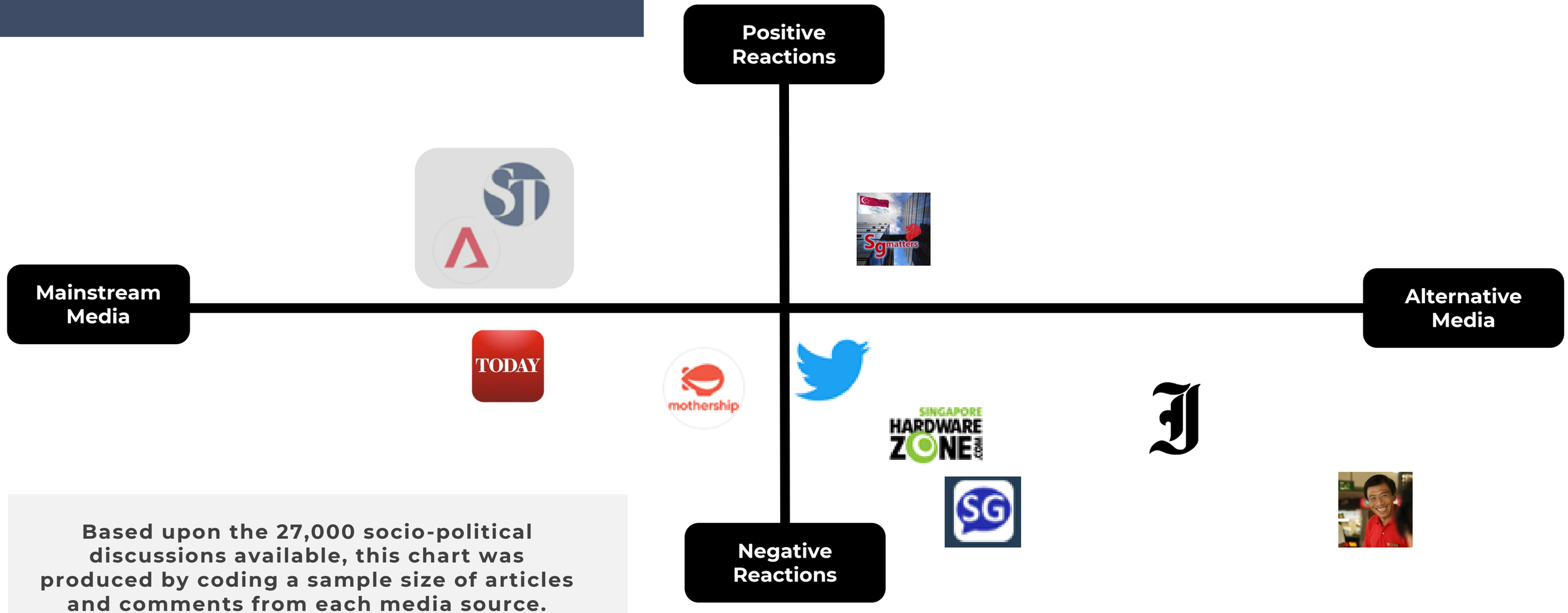
CHANNELS
Landscape



Based upon the 27,000 socio-political discussions available, this chart was produced by coding a sample size of articles and comments from each media source.

X-Axis depicts the nature of the media channel.
Y-Axis depicts the reactions & comments to the issues within each site.

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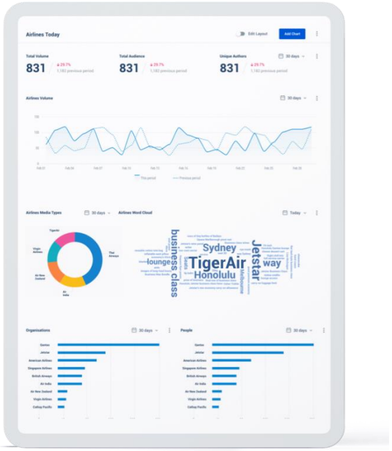
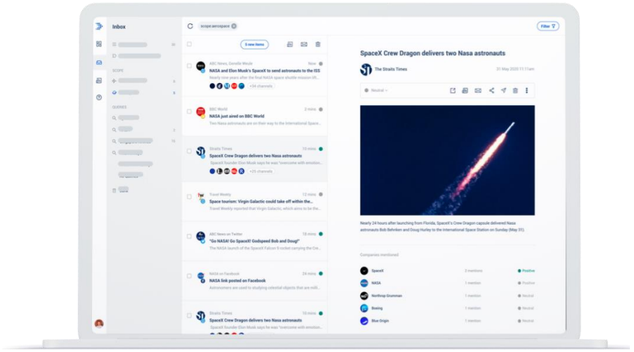
THE truescope DIFFERENCE





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Make better informed communications decisions with Truescope. Harnessing millions of media posts every day to deliver you real-time information that influences your business strategy.

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