

Social Media and Political Agenda Setting

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 - Social media and “hybrid media systems” → new, additional layer of complexity
- Few studies take into account multiple types of actors, traditional and social media, mutual influences, long periods

Research question

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1. Traditional media agenda

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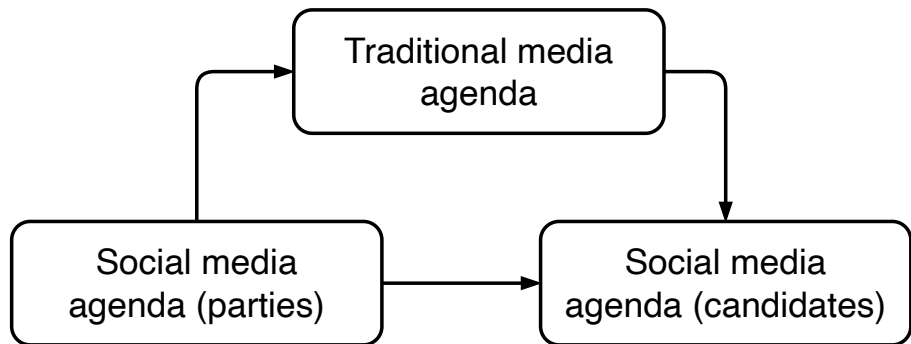
1. Traditional media agenda
2. Social media agenda of parties

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1. Traditional media agenda
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3. Social media agenda of politicians

Expectations



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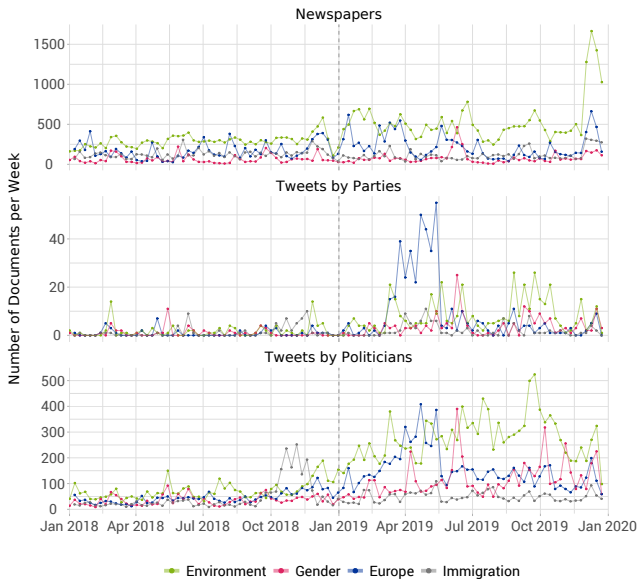
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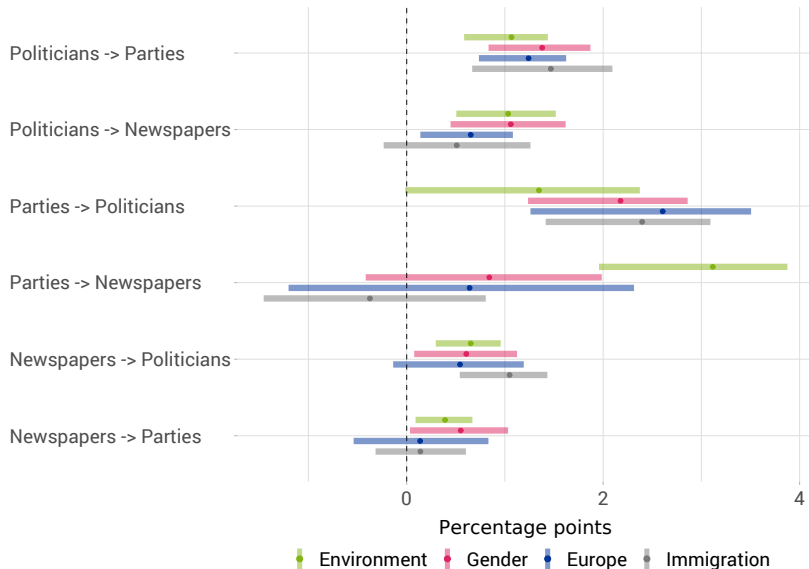
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- ✧ Vector autoregression (VAR) models (Barberá et al., 2019), controlling for press releases of parties and many organizations

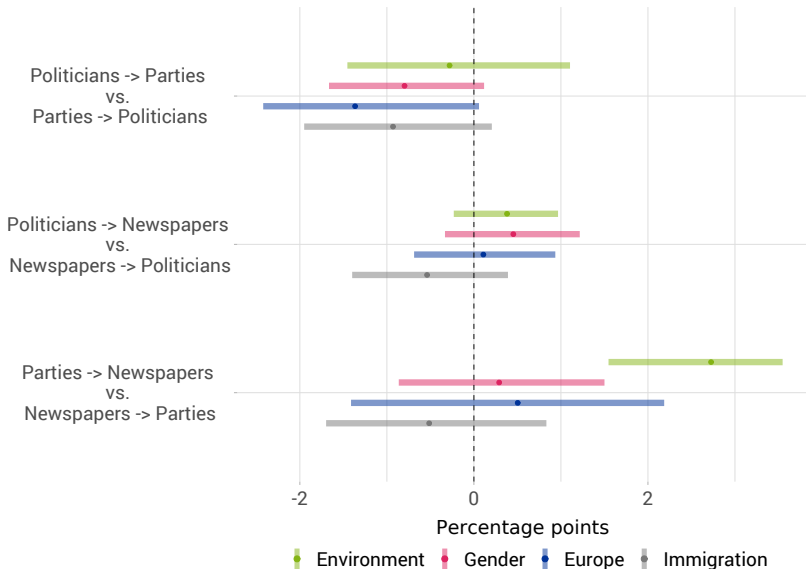
Issue emphasis over time



Effect of 10pp increase over next week (VAR)



Net effect of 10pp increase over next week (VAR)



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 - Mutual influences between the agendas
 - Long period (two years, including elections and referenda)

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- Next steps:
 - Facebook
 - Heterogeneity: across parties, over time

References

Barberá, P., A. Casas, J. Nagler, P. J. Egan, R. Bonneau, J. T. Jost, and J. A. Tucker (2019). Who Leads? Who Follows? Measuring Issue Attention and Agenda Setting by Legislators and the Mass Public Using Social Media Data. *American Political Science Review* 113(4), 883–901.