Determination of political views

using NLP on social media postings

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Outline

- Lack of pre-classified data of political viewpoints
  - and their tendency to be outdated
- Rising importance of social media for politicians
- Gaining insights on political topics and their distribution
- Improving election projections

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Main objective

Classify users based on their social media postings to match them with a political party.

Verification

Verify precision and recall of our approach.

Concept

Creating a reusable pipeline instead of a static dataset.

Approach

- Use posts from known politicians with their political party as label
- Extract relevant features which distinguish the labels

Example

- Create an equal set of republican and democratic politicians from the US
- Gather an equal amount of current tweets
- Classify tweets with the political party of their author
- Extract distinguishing features between labels
- Apply model to politicians who were not part of the training data
- Calculate precision and recall to verify approach

Expected Results

Expectation

We expect to find at least some features of the used language that will differ between the members of opposing political parties.

Challenges and alternative

- Features of daily tweets might not be significant enough to differentiate.
- A second approach would be to limit the tweets to a single political topic.

Thank you for your attention!