**Paper Title:**

Topical Focus of Political Campaigns and its Impact: Findings from Politicians'
Hashtag Use during the 2019 Indian Elections.

**Paper Link:**

1 Summary
**1.1 Motivation**
The study analyzed the topical preferences of India's main political parties during the 2019 elections,
showing that the ruling BJP focused on self-promotion while the INC focused more on attacking the
opposition.

**1.2 Contribution**
Analyzed the topical preferences of India's main political parties during the 2019 elections.
Showed that the ruling BJP focused on self-promotion while the INC focused more on
attacking the opposition

**1.3 Methodology**
Analyzed tweets of 7382 politicians during the 2019 Indian election campaign. Categorized
hashtags into self-promotion and opponent attack categories

**1.4 Conclusion**
INC received more retweets, but BJP's hashtags trended more on Twitter

2 Limitations
**2.1 First Limitation**
The study did not consider the text of the tweets, relying solely on hashtags for classification

**2.2 Second Limitation**
Challenges included misclassification of tweets based on hashtags and exclusion of tweets without
relevant hashtags

**3 Synthesis**
The study used hashtag analysis to compare the social media campaigns of India's main political parties
during the 2019 elections.