Election Campaign Dynamics

Project presentation, existing approaches, tasks and challenges

Anahita Poulad
Emre Canbazer
Amir Jamali
Melina Chioutakou
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Motivation
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Related Works
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OUTLINE

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ELECTION 2022

Political campaigns are important moments for political personalities, political parties, and their campaigners as well. During this period, arguments, ideas and topics flow between the candidates, and one can wonder how the discourse of a campaign is constructed. This way, one can understand the main campaign focus points, its key topics, their life-cycle and how they evolve during campaigns. Political speeches, during campaign season are known for being formulaic and repetitive. What could we learn by looking for patterns in the way the speeches change over the course of the campaign? For this project, we are preparing to look at the campaign evolution of the 2022 France Presidential election candidates.

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COMPARING CAMPAIGNS

Example: Primary elections of the Green Party (source: Le Monde)

Les grands thèmes de campagne :

Lutte contre le changement climatique | Décroissance | Nucléaire
Transformer l'économie | Alimentation | Protection des animaux | Transports
Fiscalité | Pouvoir d'achat | Travail | Ecole | Institutions | Laïcité | Immigration
Légalisation du cannabis | Vaccination contre le Covid | Positionnement politique

Nucléaire

C'est une question sur laquelle les écologistes n'ont pas toujours été du même avis.
Pour la primaire de 2021 en revanche, ils sont tous d'accord sur la nécessité de cesser
d'utiliser cette source d'énergie.

Delphine Batho

Prône une sortie du nucléaire « à terme, mais aujourd'hui, ce n'est pas possible ».

Source : bfmtv.com

Jean-Marc Governatori

Envisage une sortie du nucléaire « quand on pourra, ça peut être dix ans, ça peut être trente ans ».

Source : reporterre.net

Yannick Jadot

QUALIFIÉ 2ND TOUR

Souhaite une sortie du nucléaire « de manière responsable, c'est-à-dire sur quinze ou vingt ans ».

Source : francetvinfo.fr

Eric Piolle

Souhaite une sortie du nucléaire : « En 2050, le nucléaire ne doit plus faire partie de la photo. »

Source : leparisien.fr

Sandrine Rousseau

QUALIFIÉE 2ND TOUR

Souhaite sortir du nucléaire « le plus rapidement possible ».

Source : @sandrousseau

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Related Works

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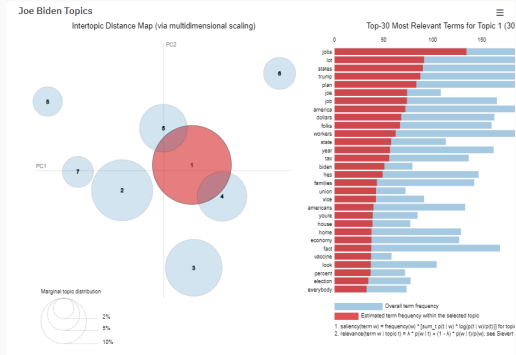Ideas to approach this Subject
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COMMERCIAL EXAMPLES

◇ Associated Press (AP story summaries, Automated Stories, Real-time transcription)

◇ News Aggregator such as CityFalcon and SwipeNews

◇ Samdesk (Real-time arisis alerts)

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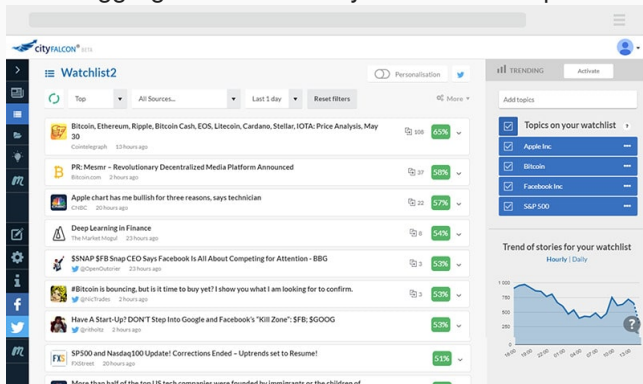
RESEARCHES

◇ Finding the narrative by social media corpora on US Presidential Election 2016

◇ The 2020 US Presidential Election Campaign Speeches

◇ Argument Mining: Extracting Arguments from Online Dialogue

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OVERALL TASKS

- ◇ Real time data gathering
- ◇ Data analysis and campaign main topic extraction
- ◇ Temporal trends and inter-campaign correlation identification
- ◇ Summarizing and visualization

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NLP TASKS

- ⋄ Text preprocessing & cleaning
- ⋄ Context Analysis
- ⋄ Argument Mining
- ⋄ Temporal distribution of the topics

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CHALLENGES

Data

⋄ Collecting data from scratch

⋄ Twitter API, YouTube API ...

⋄ Legal issues

⋄ Inter-campaign correlation identification

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GITHUB REPO

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Thank you!