

The background of the slide features a collection of small, semi-transparent dots in various colors including purple, green, yellow, red, blue, and grey. These dots are scattered across the slide, with some forming loose clusters, creating a dynamic and modern aesthetic.

Content Sharing: Are politicians more likely to reshare content of their fellow party members on Twitter?

Motivation

- Social media changed the way how information is spread
 - Starting point: “Content Sharing in a Social Broadcasting Environment: Evidence from Twitter”
- Replication based on politicians interacting with each other on Twitter



Source: dpa-Bildfunk/Kay Nietfeld

Research Questions

RQ1: Are politicians more likely to share content from strong ties (bi-directional relationship) or weak ties (uni-directional relationship)?

RQ2: Are politicians more likely to share content of their fellow party members?

H1: Strong ties mostly exist between two politicians of the same political party

H2: Politicians are more likely to retweet tweets from strong ties

Theoretical Background: Information Sharing

- Strong Tie: bi-directional relationship
 - User A and User B follow each other
- Weak Tie: uni-directional relationship
 - User A follows User B , but User B does not follow User A
- Weak Tie Theory:
 - Weak ties are more likely to share information than strong ties

Theoretical Background: Twitter-Features

↻ Emilia "Milla" Fester Retweeted



Saskia Weishaupt ✓
@SaskiaLeaRaquel

...

In the [#HealthCommittee](#) we have just decided in the co-consultation the deletion of [#219a](#). On Friday then in the plenum. What an important step for the [#SelfDetermination](#) of women.

[Translate Tweet](#)

12:20 PM · Jun 22, 2022 · Twitter for iPhone

54 Retweets 12 Quote Tweets 700 Likes

Retweet-Feature

Theoretical Background: Twitter-Features



Quote-Feature

Methodology

- Sample Selection
 - Set criteria for active accounts
- Data Acquisition
 - Find all twitter accounts of the politicians
 - Download all tweets from identified accounts
 - Get account-relationships (weak-tie/strong-tie)
- Analysis
 - Build account relationship network
 - Build retweet network
 - Analyze retweeting behavior
 - Compare retweet and quote feature

Results

- 624 Twitter Accounts detected
- 1.024.967 Tweets, 15.588 Retweets, 4.238 Quotes

User Friendships / Social Ties

Tie-Type distribution in the party (first table shows absolute number, second table shows percentage)

absolute

	tie_type	Alternative für Deutschland	Fraktion BÜNDNIS 90/DIE GRÜNEN	Fraktion DIE LINKE.	Fraktion der Christlich Demokratischen Union/Christlich - Sozialen Union	Fraktion der Freien Demokratischen Partei	Fraktion der Sozialdemokratischen Partei Deutschlands	Fraktionslos
0	no tie	362.0	655.0	57.0	3425.0	385.0	3974.0	1.0
1	strong	1200.0	4065.0	394.0	2973.0	2607.0	4049.0	NaN
2	weak	716.0	1721.0	179.0	2248.0	924.0	3152.0	NaN

percentage

	tie_type	Alternative für Deutschland	Fraktion BÜNDNIS 90/DIE GRÜNEN	Fraktion DIE LINKE.	Fraktion der Christlich Demokratischen Union/Christlich - Sozialen Union	Fraktion der Freien Demokratischen Partei	Fraktion der Sozialdemokratischen Partei Deutschlands	Fraktionslos
0	no tie	15.9	10.2	9.0	39.6	9.8	35.6	100.0
1	strong	52.7	63.1	62.5	34.4	66.6	36.2	NaN
2	weak	31.4	26.7	28.4	26.0	23.6	28.2	NaN

-> Grüne, Linke, FDP are stronger connected within their fraction

User Friendships / Social Ties

red = strong tie

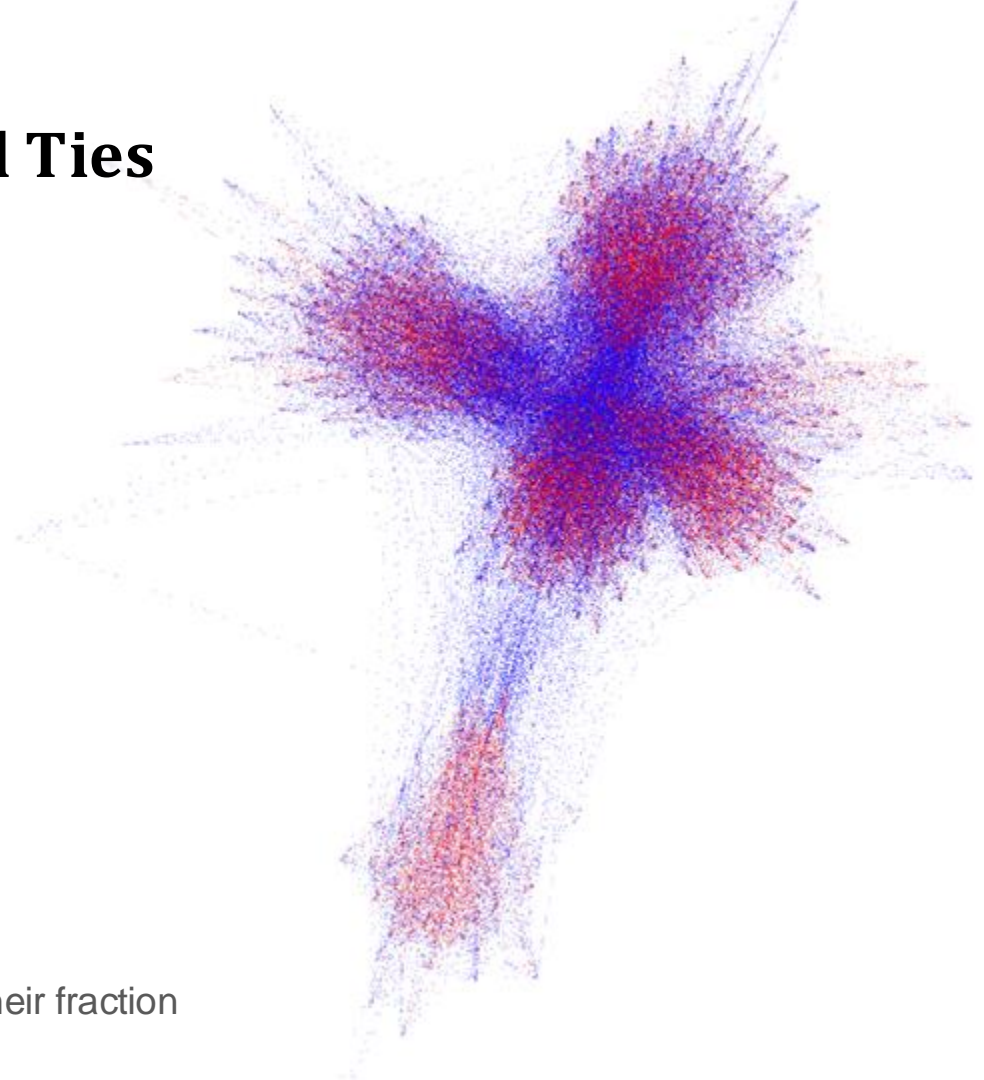
blue = weak tie

Directed Graph

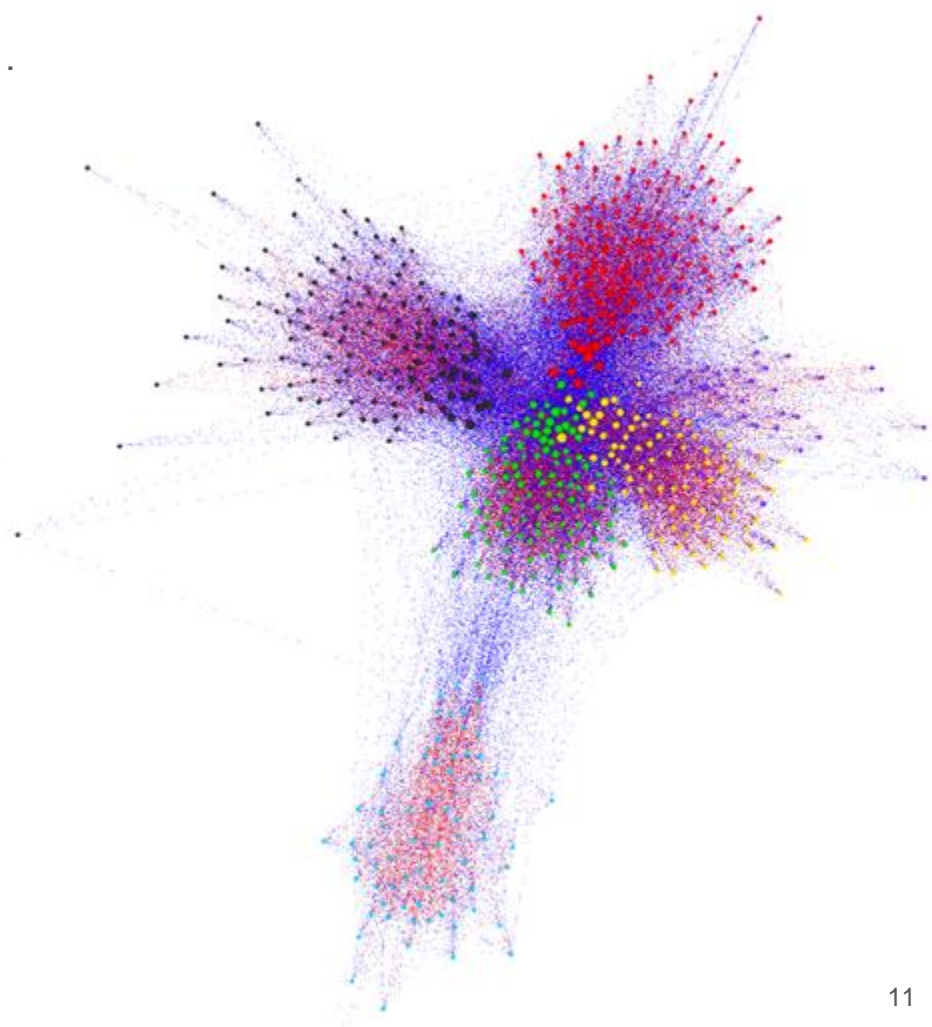
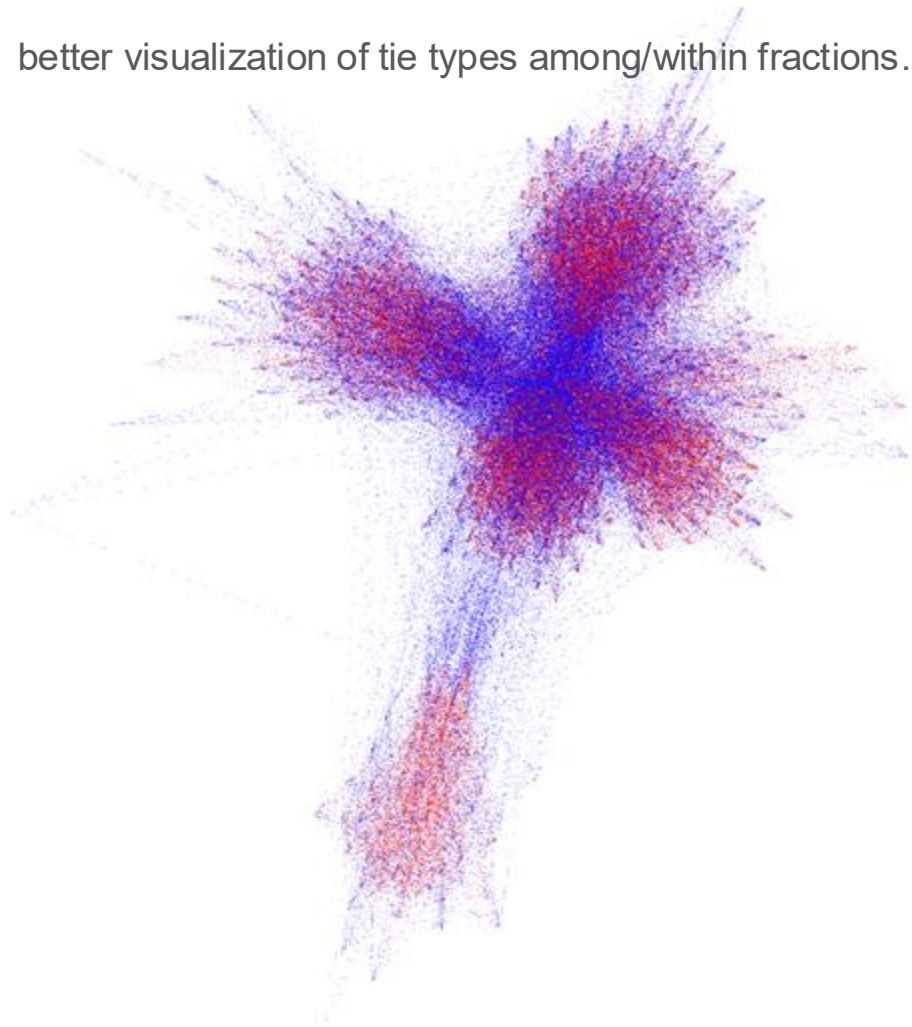
Node = Twitter Account

Edge = Node X follows Y (Color = Tie Type)

-> Bundestag members mostly follow within their fraction



better visualization of tie types among/within fractions...



Retweet Analysis

Count of retweets of bundestag members from tweets of other bundestag members (filter: tweet created after 30 August 2021)

	tie_type	retweet_count	retweet_count_percentage
0	weak	664	15.3
1	strong	3433	79.0
2	no tie	101	2.3
3	same person	127	2.9
4	not available	20	0.5

	tie_type	retweet_count	retweet_count_percentage
0	weak	664	15.8
1	strong	3433	81.8
2	no tie	101	2.4

-> Most retweets are between strong ties

Retweet Network

red = strong tie

blue = weak tie

green = no tie

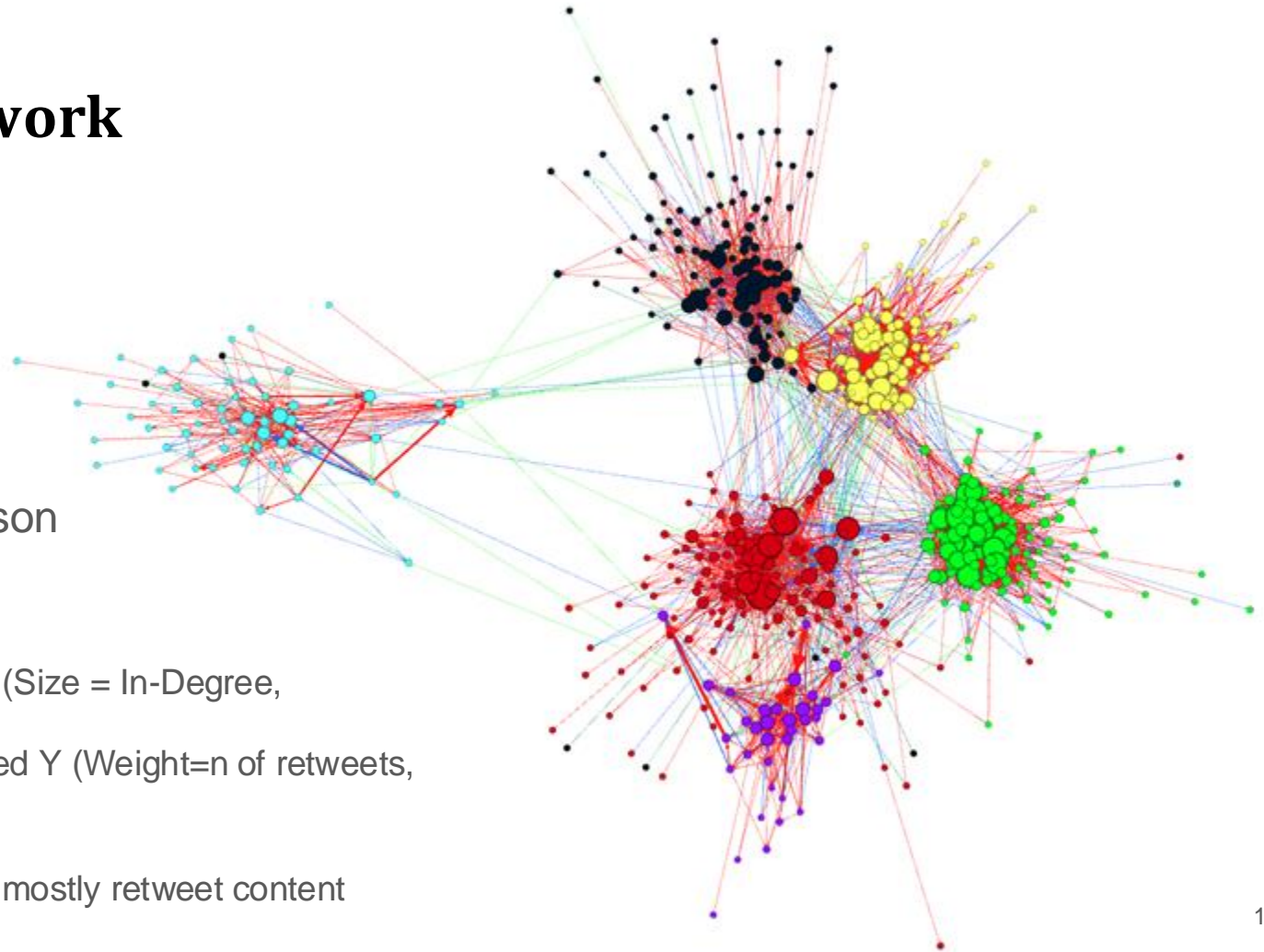
yellow = same person

Directed Graph

Node = Twitter Account (Size = In-Degree,
Color=Fraction)

Edge = Node X retweeted Y (Weight=n of retweets,
Color = tie type)

-> Bundestag members mostly retweet content
of their fraction



Quote Analysis

Count of quotes of bundestag members from tweets of other bundestag members
(filter: tweet created after 30 August 2021)

	tie_type	quote_count	quote_count_percentage
0	weak	165	18.2
1	strong	462	50.8
2	no tie	93	10.2
3	same person	187	20.6
4	not available	2	0.2

	tie_type	quote_count	quote_count_percentage
0	weak	165	22.9
1	strong	462	64.2
2	no tie	93	12.9

-> Lot of self-quotes and more quotes between “no ties”, “strong” is less dominant

Quote Network

red = strong tie

blue = weak tie

green = no tie

yellow = same person

Directed Graph

Node = Twitter Account (Size = In-Degree,
Color = Fraction)

Edge = Node X quoted Y (Weight = n of quotes, Color =
Tie Type)

-> Bundestag members quote from several parties (no
strong distinction between parties)

