



Election Debate Visualisation

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## Collective Intelligence Meets the Political Agenda: Enhancing Election Debates to Foster Viewers' Engagement

edv-project.net

Brian Plüss  
Anna De Liddo  
Simon Buckingham Shum



The Open  
University

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UNIVERSITY OF LEEDS



Stephen Coleman  
Professor  
Political Communication



Giles Moss  
Lecturer  
Media Policy



Paul Wilson  
Lecturer  
Design



Simon Buckingham Shum  
Professor  
Learning Informatics



The Open  
University



Anna De Liddo  
Research Associate  
Collective Intelligence



Brian Plüss  
Research Associate  
Debate Analytics

# **Leeds & OU research on the 2010 Election Debates**

Faculty of Performance, Visual Arts and Communications

UNIVERSITY OF LEEDS

## Institute of Communications Studies

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You are here: [Institute of Communications Studies](#) » [People](#) » Professor Stephen Coleman

### Professor Stephen Coleman

Professor of Political Communication

[s.coleman@leeds.ac.uk](mailto:s.coleman@leeds.ac.uk)

0113 343 5872



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Univ. Leeds prior research into  
public response to the televised  
2010 Election Debates


UNIVERSITY OF OXFORD REUTERS INSTITUTE for the STUDY of JOURNALISM

# CHALLENGES

## Leaders in the Living Room

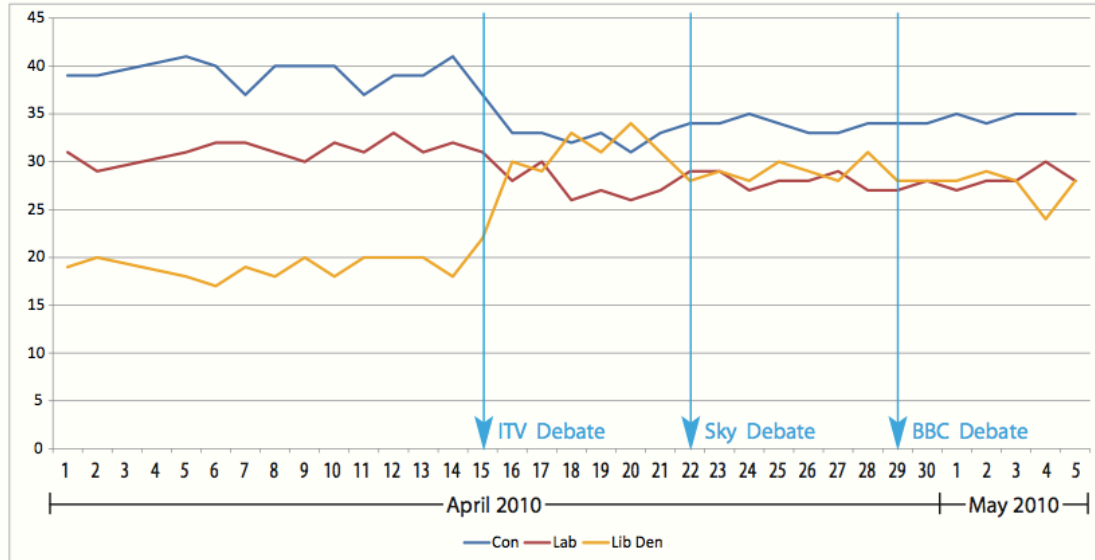
The Prime Ministerial Debates of 2010:  
Evidence, Evaluation and Some Recommendations

**Edited by Stephen Coleman**

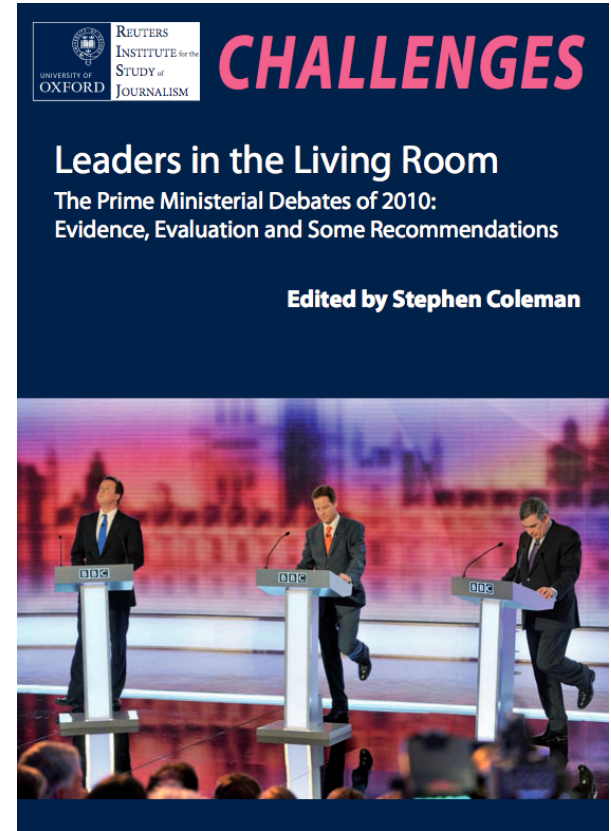




# Impact of the 3 debates on voter intentions

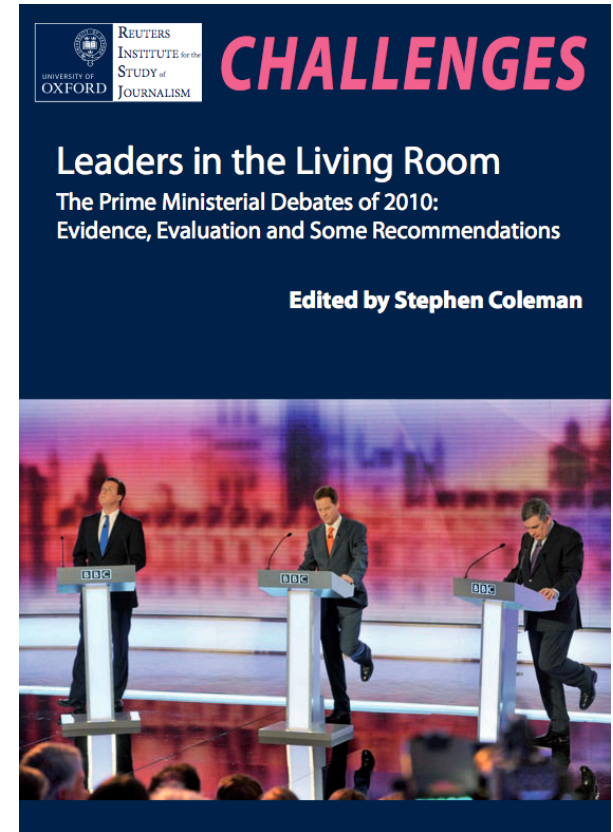


**Figure A1** Party voting intentions over the campaign  
(Source: YouGov polls)



# Key findings...

- the British public appreciated the debates
- 2/3 said they'd learnt something new
- they seemed to energise first-time voters
- people would talk about them afterwards (esp. younger voters)
- media coverage shifted from focusing on the 'game' to the substance



# Mapping the UK election TV debates

The screenshot displays a computer interface with two main windows. The left window, titled 'The First Election Debate - ITV1', shows a live broadcast of three men on a stage. Below the video, there is a 'TWITTER SENTIMENT TRACKER' and a 'TweetDeck v0.33.2' window showing tweets related to the debate, including mentions of David Cameron and the hashtag #LEADERSDEBATE. The right window, titled 'Compendium: SBS 2.0 alpha9', shows a 'real-time dialogue map' for the 'UK Election TV Debate'. The map features a central question: 'What key elements for fair immigration are required?'. Three lightbulb icons represent different viewpoints: GB (Already done this: points system for those outside EU; Jobs for skills matching overseas visitors; No care assists either. Right controls), DC (Immigration is too high. 200,000 is too high. Needs to be tens of thousands. Migration limit needed. New EU countries need transitional controls.), and NC (Past govts have failed us. Existing controls removed. Need restoring. Currently you need to show you have a sponsor, and).

The First Election Debate - ITV1

Compendium: SBS 2.0 alpha9

real-time dialogue map

What key elements for fair immigration are required?

GB: Already done this: points system for those outside EU; Jobs for skills matching overseas visitors; No care assists either. Right controls

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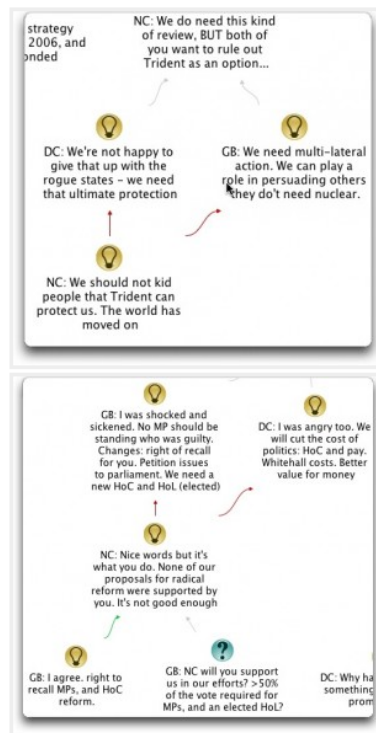
# Mapping the UK election TV debates

The screenshot shows a live broadcast of the 'The First Election Debate - ITV1' on a computer screen. The main window displays the debate stage with three participants. Overlaid on the right is a 'real-time dialogue map' from 'Compendium: SBS 2.0 alpha9'. The map shows a central question: 'What key elements for fair immigration are required?'. Three lightbulb icons represent responses from different parties:

- GB:** Already done this: points system for those outside EU; Jobs for skills matching overseas visitors; No care assists either. Right controls
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- NC:** Past govts have failed us. Exis controls removed. Need restoring. Currently you need to show you have a sponsor, and

Below the map, there are two search bars for Twitter: '#leadersdebate' and '#ukelection'. The '#leadersdebate' search results show tweets from @adamcroome and Emily\_Tinson. The '#ukelection' search results show tweets from electionbear and RT @woodchipwalls.

## Seeing Nick Clegg's moves



# **The EDV Project 2013-2016**



# Election Debate Visualisation



Focus groups motivate a set of  
'democratic entitlements'

- Ability to scrutinise the communicational strategies adopted by the speakers, e.g. to detect intentional confusion & manipulation
- Understand the meaning, background and historical record of political claims
- Connect disparate arguments and claims with a view to understanding their ramifications, esp. negative
- Have a sense of involvement, presence and voice, including telling their stories

# **The debate-viewing experience today**



# The Clegg-Farage 2014 debates on UK-EU relations

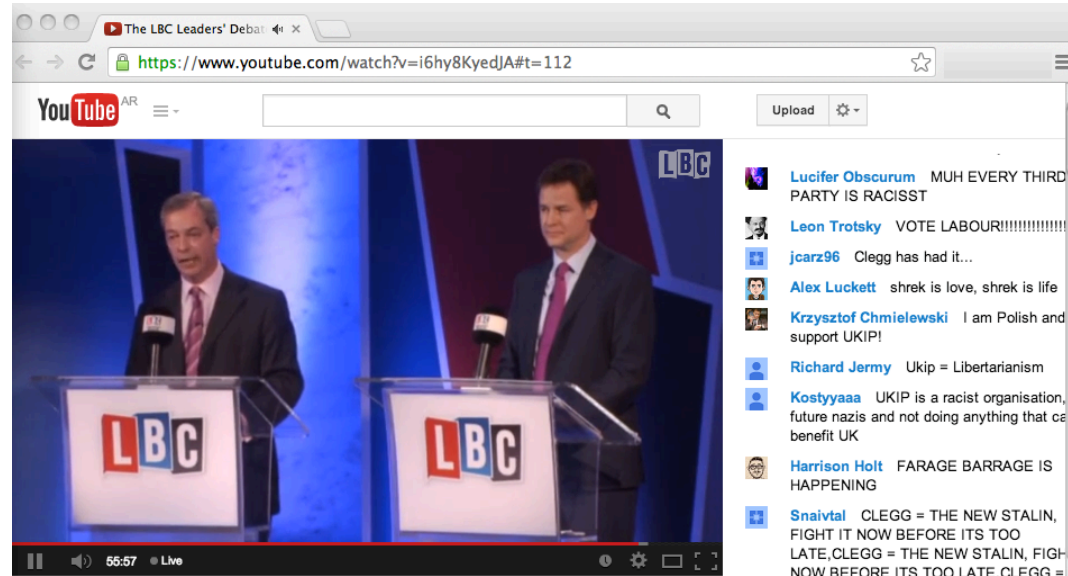


LBC Radio, 26 March



BBC, 2 April

# The Clegg-Farage 2014 debates on UK-EU relations



The screenshot shows a YouTube video player interface. The video is titled "The LBC Leaders' Debate" and the URL is "https://www.youtube.com/watch?v=i6hy8KyedJA#t=112". The video player shows two men, Nick Clegg and Nigel Farage, standing at podiums with LBC logos. The video progress bar indicates 55:57 and is live. To the right of the video player, there is a list of comments from various users.

Comments:

- Lucifer Obscurum: MUH EVERY THIRD PARTY IS RACISST
- Leon Trotsky: VOTE LABOUR!!!!!!!!!!!!!!
- jcarz96: Clegg has had it...
- Alex Luckett: shrek is love, shrek is life
- Krzysztof Chmielewski: I am Polish and support UKIP!
- Richard Jermy: Ukip = Libertarianism
- Kostyyaaa: UKIP is a racist organisation, future nazis and not doing anything that can benefit UK
- Harrison Holt: FARAGE BARRAGE IS HAPPENING
- Snaivtal: CLEGG = THE NEW STALIN, FIGHT IT NOW BEFORE ITS TOO LATE, CLEGG = THE NEW STALIN, FIGHT IT NOW BEFORE ITS TOO LATE. CLEGG =

# The Clegg-Farage 2014 debates on UK-EU relations

WATCH! Clegg v Farage | How The LBC Debate Twi...

www.lbc.co.uk/watch-lbc-leaders-debate-live---26th-march-87667?utm\_source=First+sign+u...

## LBC Leaders' Debate: Live Blog

Get the best coverage, analysis and behind the scenes photos from the LBC Leaders' Debate.

**Comment Now**


**LBC** Nick Clegg claims only 7% of laws are made in Brussels. Nigel Farage disputes, brings up series of stats of others who have said otherwise.  
by LBC 4:51 PM [Comment](#)

**Theo Usherwood** @theousherwood  
Farage returns to some of his usual patter - oh dear oh dear - he says on Europe rules.  
[#LBCdebate](#)  
4:51 PM

**LBC** Nick Clegg:

The LBC Leaders' Debate

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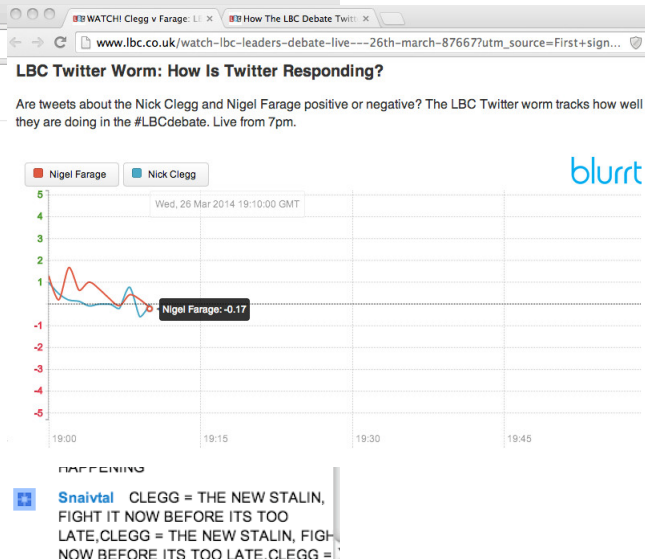
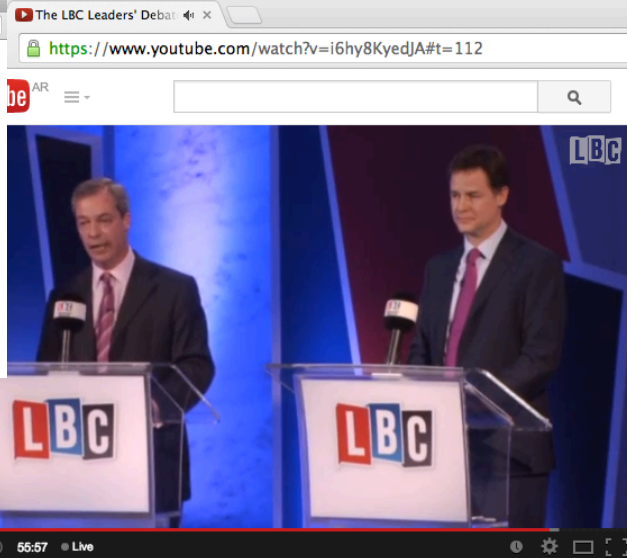
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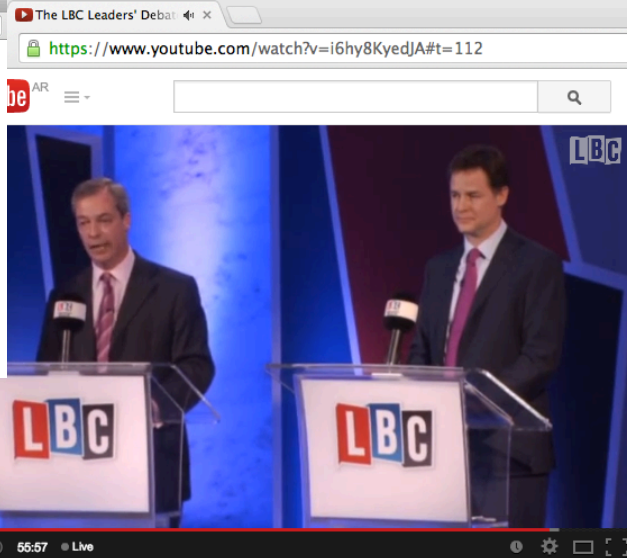
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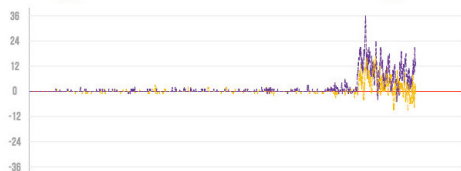


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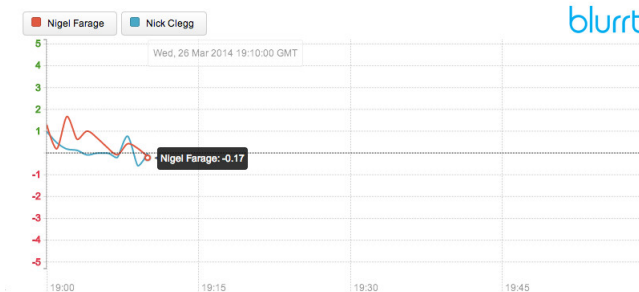


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## WHAT'S HAPPENING

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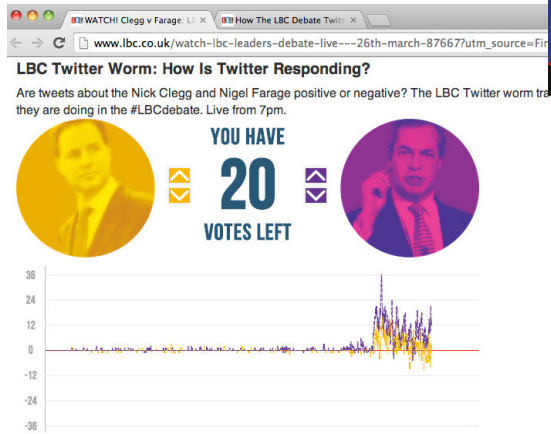
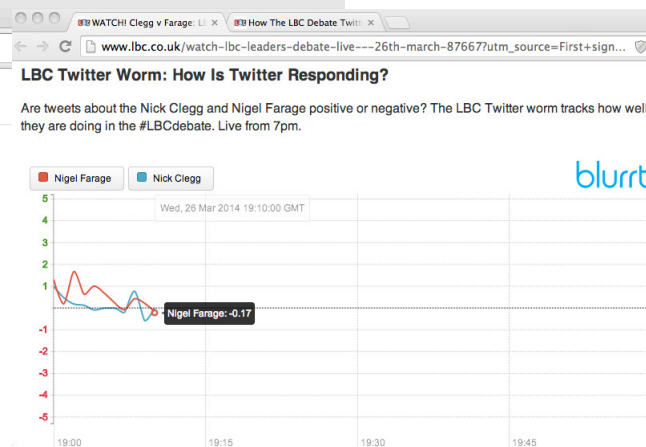
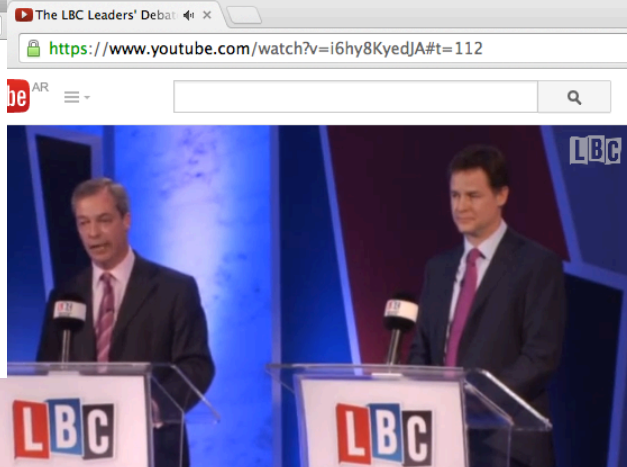
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**See Also**  
WATCH! Clegg v Farage:  
LBC Leaders' Debate -  
Live At 7pm



# The Clegg-Farage 2014 debates on UK-EU relations

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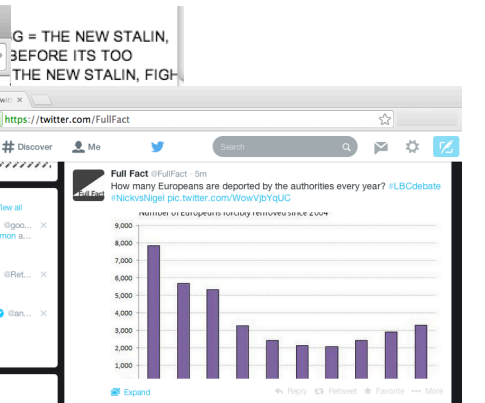
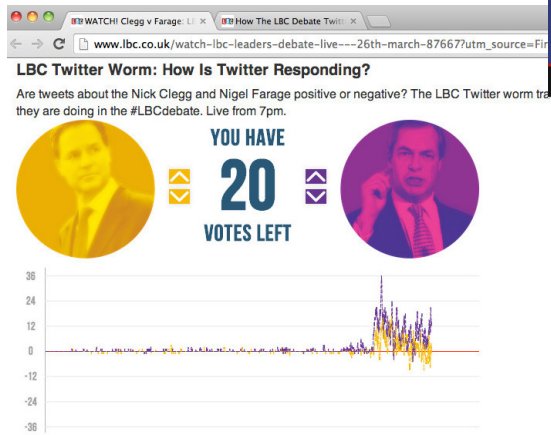
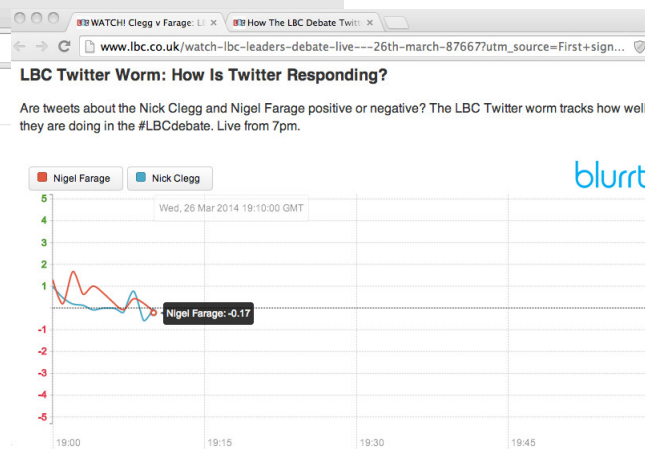
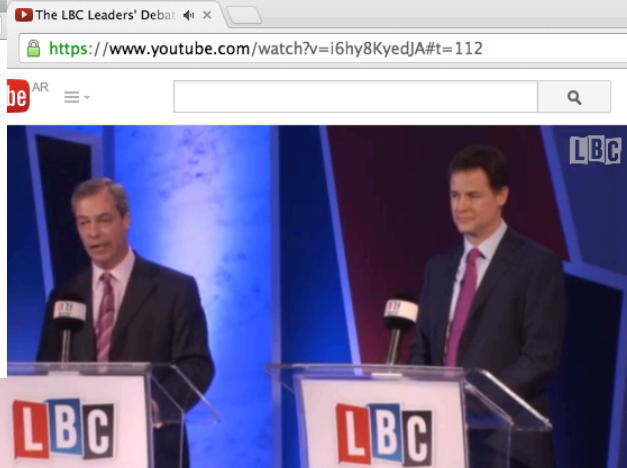
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# Fact-checking

*Full Fact (@FullFact)*

Independent fact checking organisation

- <https://fullfact.org/>
- Knowledge base
- Live fact-checking
- ...



Home > VIDEO: Clegg / Farage debate factchecked

By Amy Sippitt  
Emily Barnett  
Joseph O'Leary  
Katriona Bylykbashe  
Laura O'Brien  
Matthew Cheadle  
Owen Spottiswoode  
Phoebe Arnold  
Will Moy

with thanks to outside experts  
April 1, 2014 • 3:39 pm

The LBC Leaders' Debate: Nick Clegg v Nigel F...

Skip to Q...

- Opening statements
- 1. Referendum
- 2. Threats to jobs
- 3. Bringing skills
- 4. Global competition
- 5. Deporting criminals
- 6. Cherry-picking EU laws
- Closing statements

Question 4

JAMILA LONG: How are we supposed to compete with the likes of China or America if we are not part of a larger trading group?

**UK the Eurozone's biggest export market?**

Out of individual countries, yes: the UK accounted for 12.3% of all Eurozone exports in 2012, compared to 11.9% to the second-placed US.

**EU selling the UK £150 billion in goods?**

It's not clear where Nigel Farage's figures are from. The UK's goods imports from the EU were worth £220 billion in 2013.

Eurozone imports overall amounted to £182 billion in 2012, some of which will be on goods and the rest on services.

**Manufacturing exports to the EU**

# BBC Live site

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Home **UK** Africa Asia Europe Latin America Mid-East US & Canada Business Health Sci/Environment Tech Entertainment Video

England Northern Ireland Scotland Wales **UK Politics** Education

## **LIVE** Nick Clegg v Nigel Farage TV debate on the UK and the EU



### Key Points

- Liberal Democrat leader Nick Clegg and UKIP leader Nigel Farage are going head-to-head
- They are discussing whether the UK should leave or remain in the European Union
- Question Time host David Dimbleby is moderating the debate, at the BBC's Broadcasting House

### Live Text

Reporters: Gavin Stamp, Justin Parkinson, Edwin Lowther and Kerry Alexandra

19:27:

UK trade with the EU and rest of the world, 2013



Source: HMRC

19:26: Mr Farage refers to a report from Migration Watch, which suggested that a city the size of Manchester would need to be built to cope with levels of migration over the next five years.



#### FACTCHECKING

19:26: Emily Craig Political analyst, BBC News Nick Clegg says there aren't 29 million people living in Romania and Bulgaria. The World Bank puts the figure at 28.6 million. I think we might be in UKIP mood...



**LIVE NOW**

The European Union: In or Out? BBC coverage

**LIVE NOW**

Reports and reaction

Join the discussion

# **The Future of Election Debate Replays**



# Replay Platform

EDV Debate Replay System - 2010 General Election: Third Leaders' Debate

← → ✕ 🏠

http://edv-project.net/replay/play?d=2010ged3


🔍

Video

Argument Map

Fact-Checking

...



▶

🔊

🔍

Have your say!

Is this true

How can I find more info on this

How does this affect me

Why should I care

Can I trust him

What are the pros and cons of this policy

It is vague & avoiding the question

This is a wrong statement

I do not believe this

He is confident but not precise

Correct

I believe in this

I love it

This is better than I expected

I would love the room now if I could

This is so sad

I'm losing interest


This is unnerving

Fact-Checks

Tweet Sense

Cooperation

...




1

2

3

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Clegg

Non-Reply

0.6




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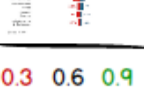
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0.3

0.6

0.9

How many Brits want a referendum? 44% told pollsters YouGov that they want a referendum before the next election

Public attitudes to EU referendum

As subjects to a question, voters were asked to select how they would vote on the UK's membership of the EU in the next referendum. What would you most like to see?

100%

10%

11%

7%

6%

12%

Good news

No need for a referendum

As of now, the UK's membership of the EU is not a problem

As of now, the UK's membership of the EU is a problem

Video Player

Soft Feedback

Visualisations Menu

Visualisation in Focus



# Election Debate Visualisation

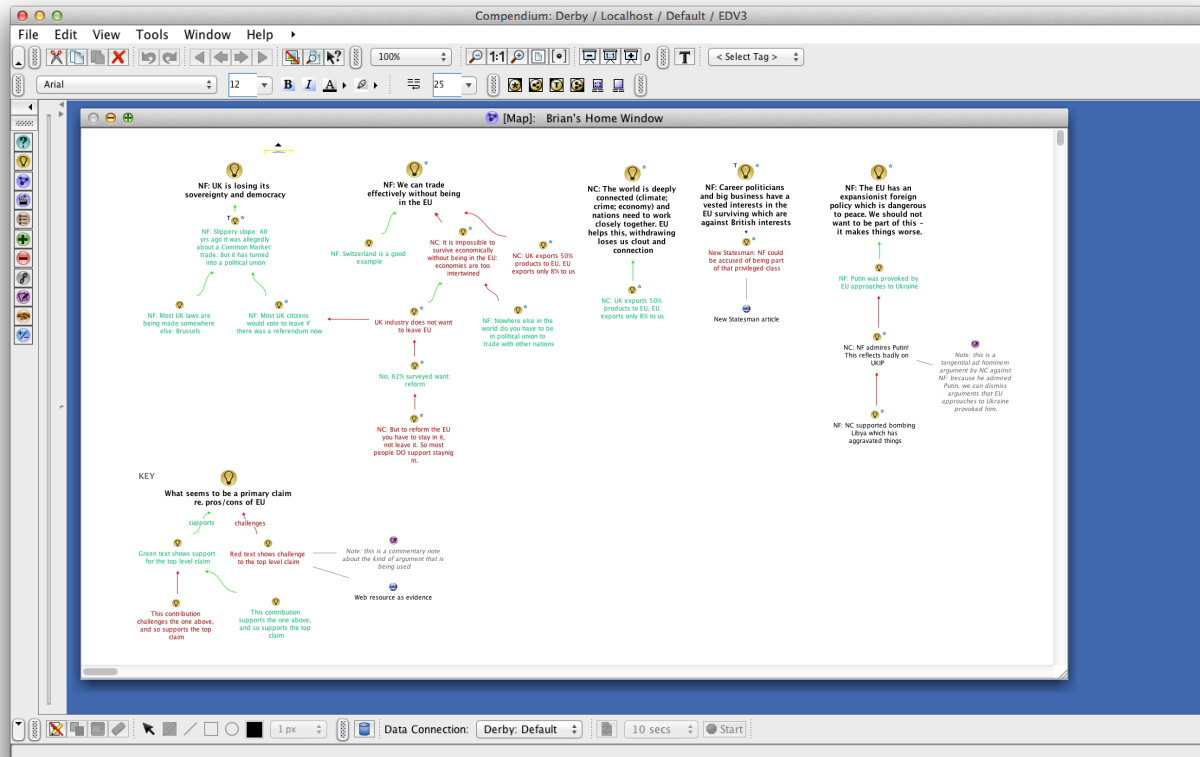
## Debate Analytics and Visualisations

- Argument Maps
- Rhetoric and Rules of the Game

Collaborations might make possible:

- *Social Media Analytics*
- *Fact-Checking*
- *Topic Analysis*

# Argument Mapping and Visualisation



## HYPERMEDIA MAPPING

## Compendium

**A flexible visual interface for managing the connections between information and ideas**

CompendiumInstitute



<http://compendiuminstitute.net>



Real-time Dialogue Mapping over video  
UK Election 2010: Leadership Debate 1

# Collective Argument Mapping and Visualisation

Structured Online  
Discussion and  
Argumentation

**Debate Hub**

Social Network  
Analysis and  
Visualization

**EdgeSense**



Advanced Analytics for:  
Attention mediation &  
Deliberation diagnostic



**Assembli**

Collaborative  
Knowledge  
Production



**LiteMap**

Collaborative  
Web Annotation  
and Knowledge  
mapping



<http://catalyst-fp7.eu>

Collective intelligence  
for social innovation

# Rhetoric and Rules of the Game

(Non-Cooperation in Dialogue)



# Rhetoric and Rules of the Game

(Non-Cooperation in Dialogue)



# Rhetoric and Rules of the Game

## (Non-Cooperation in Dialogue)

- Rules of the game in terms of discourse obligations
- Coding scheme for manual annotation of transcripts
- Method for classifying annotated speaker contributions wrt the rules of the game

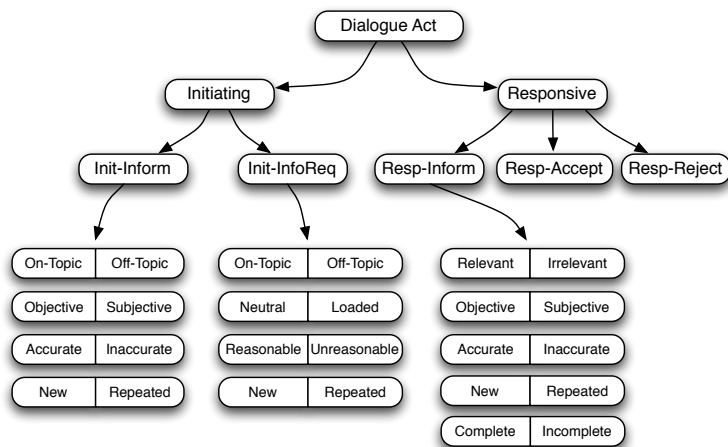
### Dialogue Game for Political Interviews (Informal)

1. The interviewer limits himself or herself to:
  - making valid statements,
  - asking valid questions,
  - accepting a contribution from the interviewee, or
  - rejecting a contribution the interviewee.
2. The interviewee limits himself or herself to:
  - making valid statements,
  - producing valid replies to questions,
  - accepting a statement or question from the interviewer, or
  - rejecting a contribution from the interviewer.
3. If the interviewer makes a valid statement, the interviewee must accept it.
4. If the interviewer asks a valid question, the interviewee must accept it.
5. By accepting a question, the interviewee commits him/herself to providing a valid reply to that question.
6. If the interviewee makes a valid statement, the interviewer must accept it.
7. If the interviewee provides a valid reply to a question, the interviewer is obliged to accept it.
8. By accepting a reply, the interviewer commits him/herself to asking a new valid question.
9. If the interviewer makes an invalid statement, the interviewee must reject it.
10. If the interviewer asks an invalid question, the interviewee must reject it.
11. If the interviewer provides an invalid reply, the interviewee must reject it.
12. If the interviewee makes an invalid statement, the interviewer must reject it.
13. If the interviewee asks an invalid question, the interviewer must reject it.
14. If the interviewee provides an invalid reply, the interviewer must reject it.
15. Repeated (valid and invalid) questions are implicit rejections.
16. Statements (valid and invalid) are implicit acceptances of the contributions in the last turn of the other party.
17. New (valid and invalid) questions are implicit acceptances of the contributions in the last turn of the other party.
18. Replies (valid and invalid) are implicit acceptances of the contributions in the last turn of the other party.

# Rhetoric and Rules of the Game

## (Non-Cooperation in Dialogue)

- Rules of the game in terms of discourse obligations
- Coding scheme for manual annotation of transcripts
- Method for classifying annotated speaker contributions wrt the rules of the game



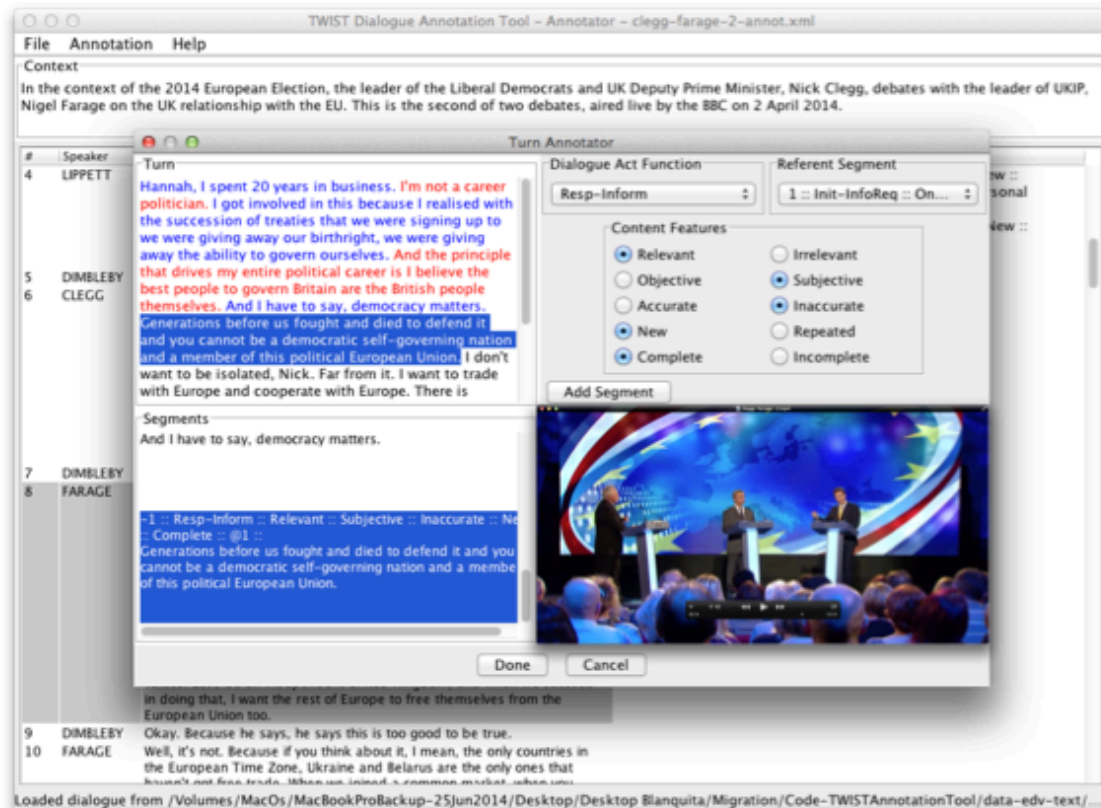
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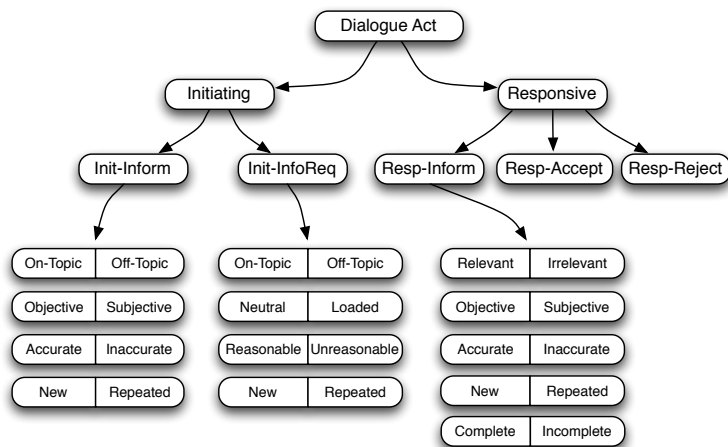
### Annotation Tool





# Rhetoric and Rules of the Game (Non-Cooperation in Dialogue)

- Rules of the game in terms of discourse obligations
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- Method for classifying annotated speaker contributions wrt the rules of the game

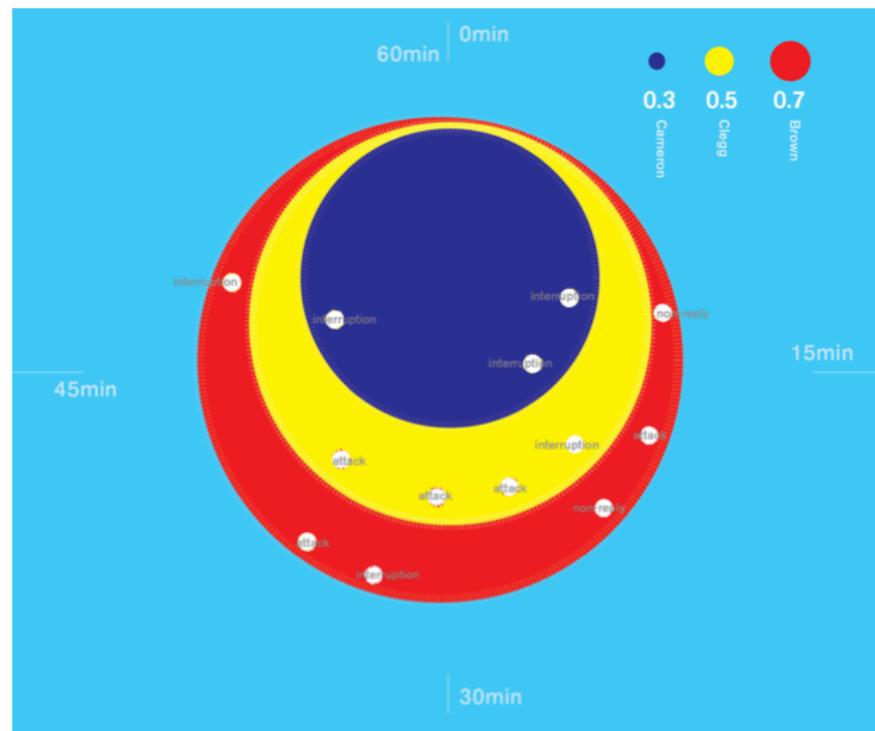
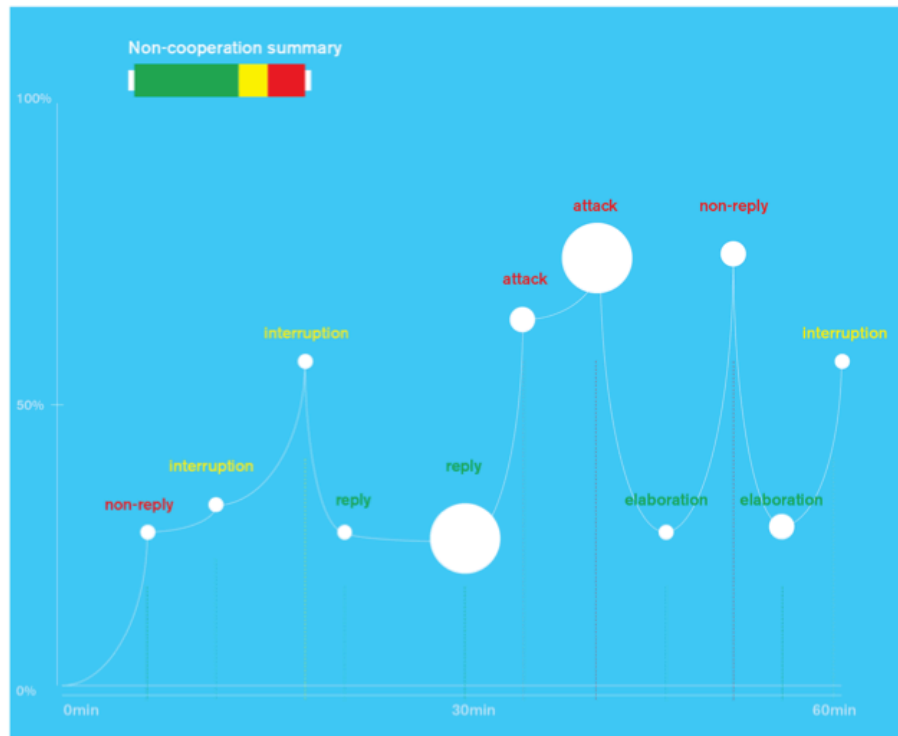


## Dialogue Game for Political Interviews (Informal)

1. The interviewer limits himself or herself to:
  - making valid statements,
  - asking valid questions,
  - accepting a contribution from the interviewee, or
  - rejecting a contribution the interviewee.
2. The interviewee limits himself or herself to:
  - making valid statements,
  - producing valid replies to questions,
  - accepting a statement or question from the interviewer, or
  - rejecting a contribution from the interviewer.
3. If the interviewer makes a valid statement, the interviewee must accept it.
4. If the interviewer asks a valid question, the interviewee must accept it.
5. By accepting a question, the interviewee commits him/herself to providing a valid reply to that question.
6. If the interviewee makes a valid statement, the interviewer must accept it.
7. If the interviewee provides a valid reply to a question, the interviewer is obliged to accept it.
8. By accepting a reply, the interviewer commits him/herself to asking a new valid question.
9. If the interviewee makes an invalid statement, the interviewee must reject it.
10. If the interviewer asks an invalid question, the interviewee must reject it.
11. If the interviewee provides an invalid reply, the interviewee must reject it.
12. If the interviewee makes an invalid statement, the interviewer must reject it.
13. If the interviewee asks an invalid question, the interviewer must reject it.
14. If the interviewee provides an invalid reply, the interviewer must reject it.
15. Repeated (valid and invalid) questions are implicit rejections.
16. Statements (valid and invalid) are implicit acceptances of the contributions in the last turn of the other party.
17. New (valid and invalid) questions are implicit acceptances of the contributions in the last turn of the other party.
18. Replies (valid and invalid) are implicit acceptances of the contributions in the last turn of the other party.

# Rhetoric and Rules of the Game

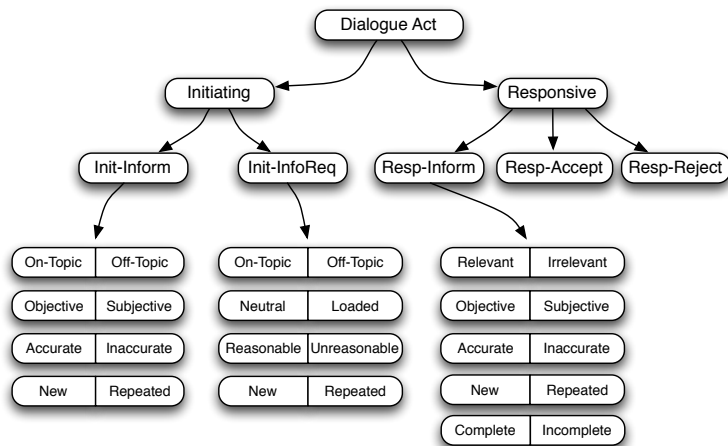
## (Non-Cooperation in Dialogue)



# Rhetoric and Rules of the Game

## (Non-Cooperation in Dialogue)

- Is there room for crowdsourcing these?



### Dialogue Game for Political Interviews (Informal)

- The interviewer limits himself or herself to:
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# Election Debate Visualisation

## Citizen Voice Channels

- Viewer Feedback

*And later perhaps...*

- *Crowdsourced Fact-Checking*
- *Life stories*



# Election Debate Visualisation

## Citizen Voice Channels

- Viewer Feedback

*And later perhaps...*

- *Crowdsourced Fact-Checking*
- *Life stories*
- *Everything?*

What if viewers had a say?



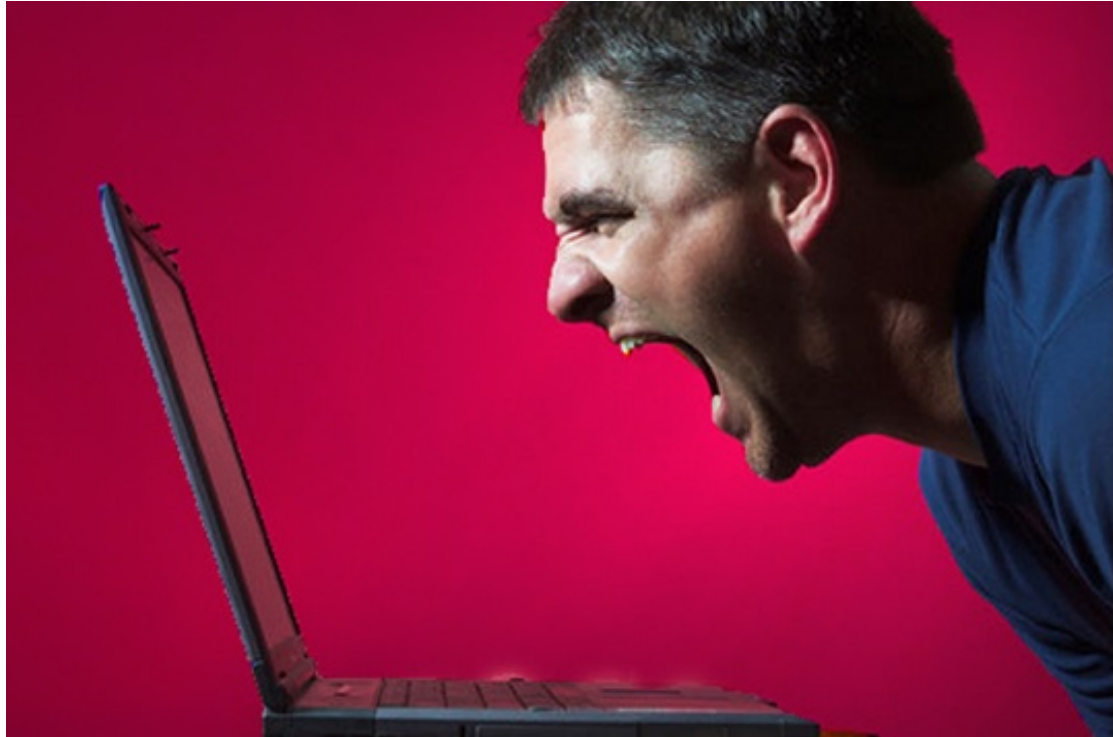
# What if viewers had a say?



‘Soft’ Feedback



# What if viewers had a say?



## ‘Soft’ Feedback:

- Controlled and nuanced
- Voluntary and non-intrusive
- Enabling analytics and visualisations

# What if viewers had a say?



## ‘Soft’ Feedback:

- Controlled and nuanced
- Voluntary and non-intrusive
- Enabling analytics and visualisations

# A paper prototype: the flashcard experiment

- 18 flashcards in 3 categories
  - Emotion
  - Trust
  - Information need
- 15 participants watched the second Clegg-Farage debate live
- Video annotations in *Compendium* (and Youtube!)

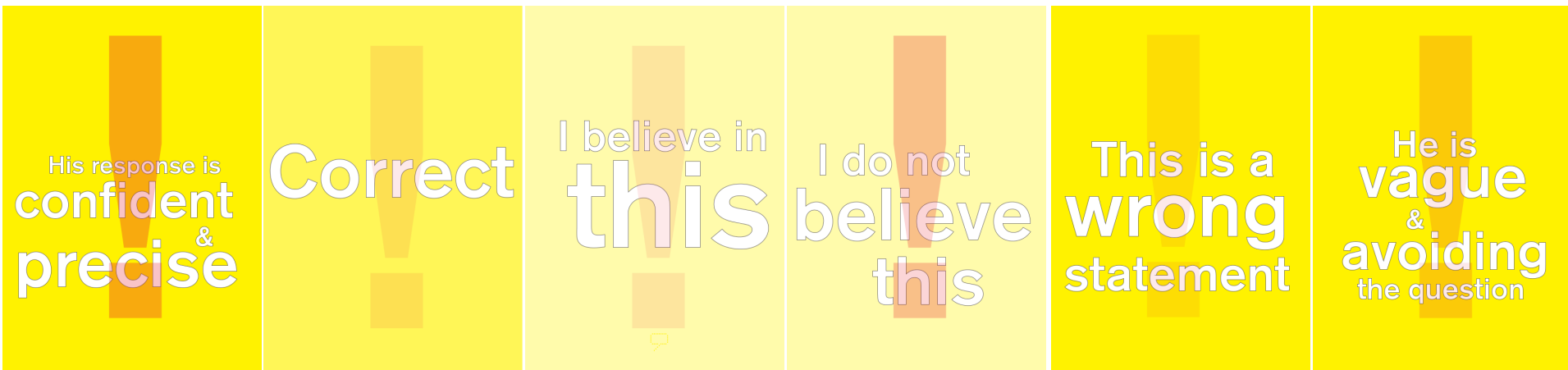


# A paper prototype: the flashcard experiment



Emotion cards

# A paper prototype: the flashcard experiment



Trust cards

# A paper prototype: the flashcard experiment



Information need cards

# A paper prototype: the flashcard experiment

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# A paper prototype: the flashcard experiment

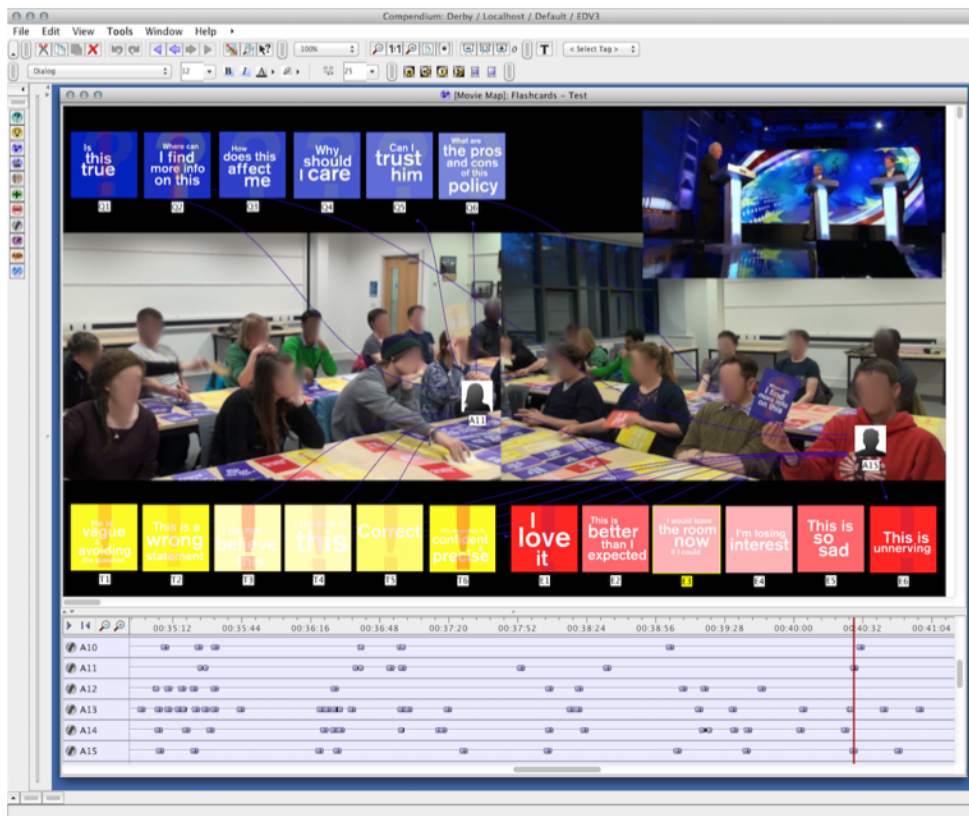


# A paper prototype: the flashcard experiment

- 18 flashcards in 3 categories
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# A paper prototype: the flashcard experiment



## Compendium Annotations

- Video mapping with modifications
- Annotations exported as XML, CSV, etc. for analysis
- Youtube export for dissemination
- Replay of annotated videos

# A paper prototype: the flashcard experiment

## Qualitative analysis:

- Engagement with the cards
- Ease of use
- Peer pressure

## Quantitative analysis:

- Most/least frequently used cards
- Most/least frequently used categories
- Comparison with other feedback elicitation methods



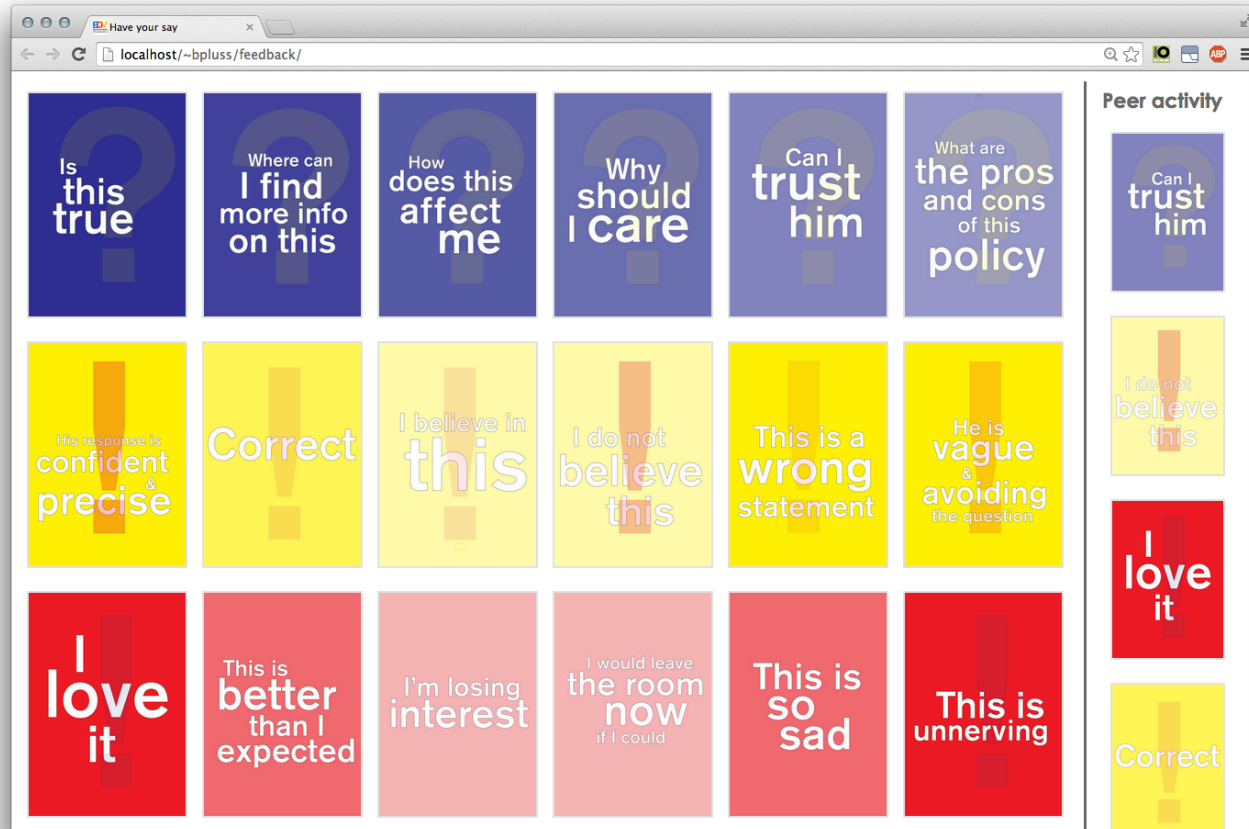
# A paper prototype: the flashcard experiment

## Outcomes:

- Test of hypothesis on categories
- Scalability
- Revision of the card deck
- Get insights for the design of the platform feedback interface



# A digital prototype





# **Election Debate Visualisation**

## Debate Replay Platform

- Uniformly organise diverse sources of information
- Support user preferences in terms of:
  - Visualisation channels
  - Media navigation and indexing
- Allow for different kinds of audience response



# EDV Replay Platform

Video Player

Soft Feedback

EDV Debate Replay System - 2010 General Election: Third Leaders' Debate

<http://edv-project.net/replay/play?d=2010ged3>

Video Argument Map Fact-Checking ...

Fact-Checks Tweet Sense Cooperation ...

**Video Player**

Have your say!

Is this true? What can I find more info on this? How does this affect me? Why should I care? Can I trust him? What are the pros and cons of this policy?

It is vague & avoiding the question. This is a wrong statement. I do not believe this. I am not confident precise. Correct. I believe in this.

I love it. This is better than I expected. I would love the room now if I could. This is so sad. I'm losing interest. This is unnerving.

**Visualisations Menu**

Fact-Checks Tweet Sense Cooperation ...

**Visualisation in Focus**

How many Brits want a referendum? 44% told pollsters YouGov that they want a referendum before the next election.

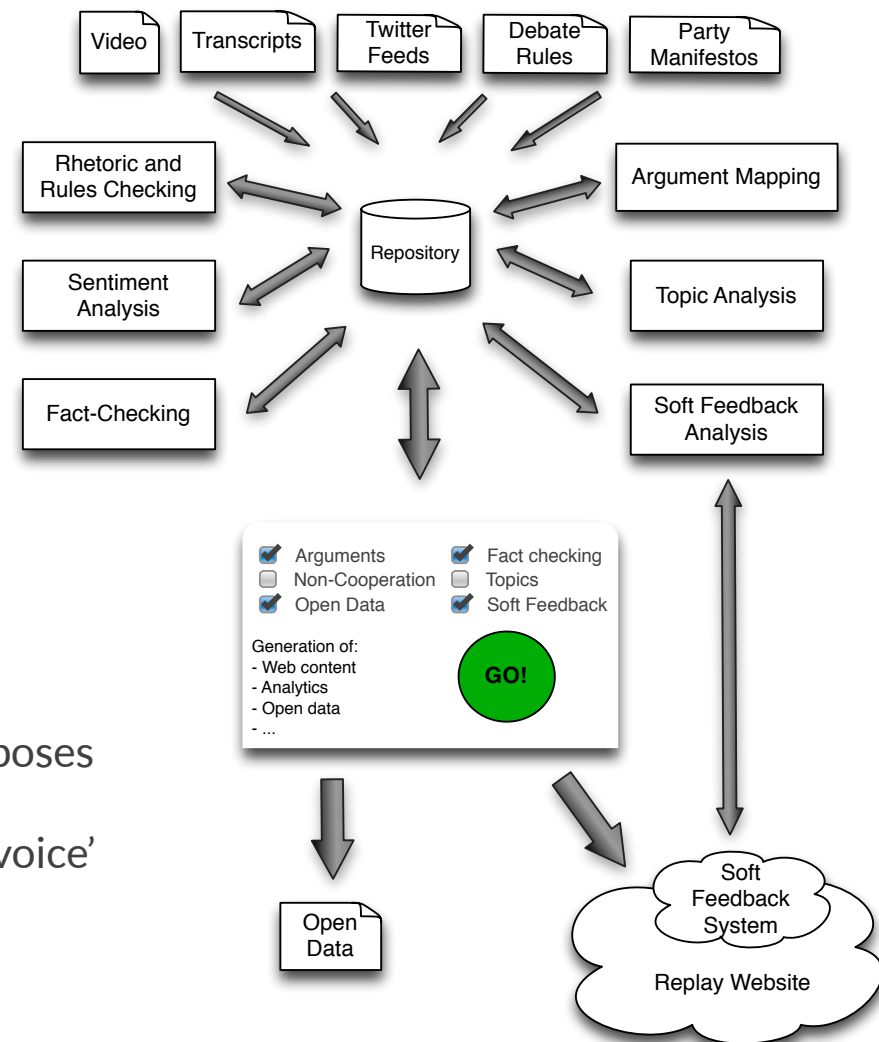
**Public attitudes to EU referendum**

19 subjects questioned. 10 said 'yes' and 9 said 'no' to a referendum on Britain's membership of the EU in the next Parliament. What would you most like to see?

Don't know 16% Yes 44% No 23% No need for a referendum 6% I don't know 17% I don't know

Of 19 subjects questioned, 10 said 'yes' and 9 said 'no' to a referendum on Britain's membership of the EU in the next Parliament. What would you most like to see?

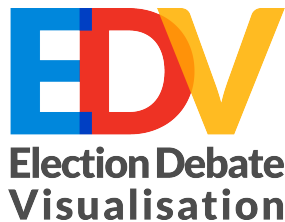
# EDV Architecture Sketch



## Features and functionalities:

- Gather data from sources
- Analyse data and produce visualisations
- Tailor augmentations to audiences and purposes
- Publish open data and replay interface
- Provide access to citizens and give them a 'voice'

# Thanks for your time!



<http://edv-project.net/>

Brian Plüss  
Anna De Liddo  
Simon Buckingham Shum

Knowledge Media Institute  
The Open University, UK