EDV
Election Debate Visualisation

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

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edv-project.net

The Open University

KNOWLEDGE MEDIA INSTITUTE

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Pioneering research and skills

UNIVERSITY OF LEEDS

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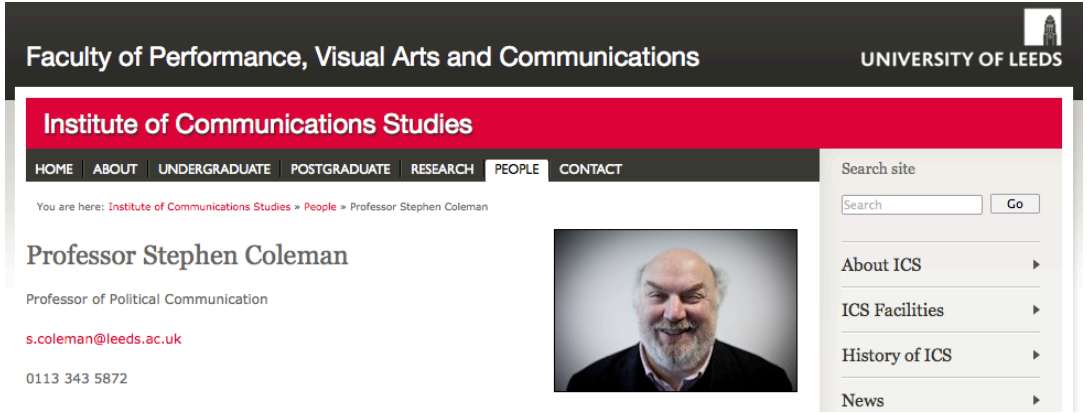
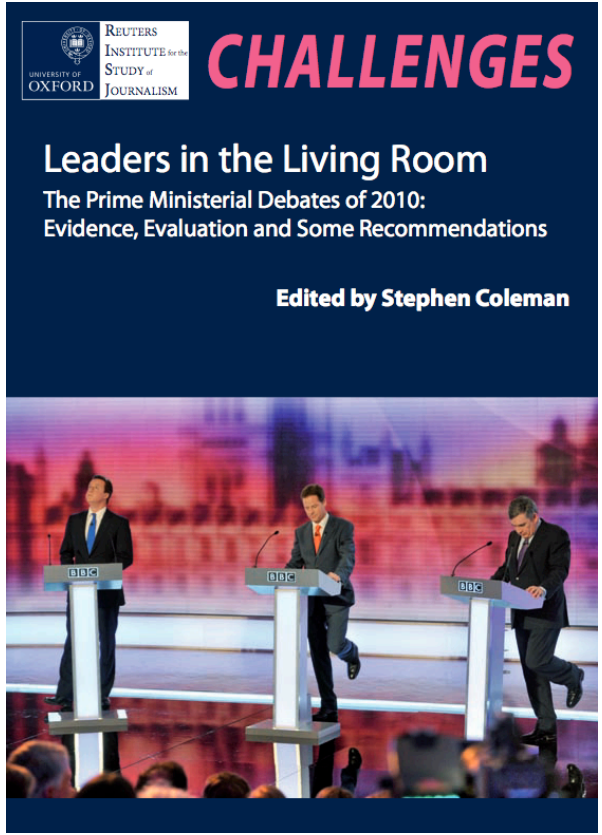
Leeds & OU research on the 2010 Election Debates





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

Impact of the 3 debates on voter intentions

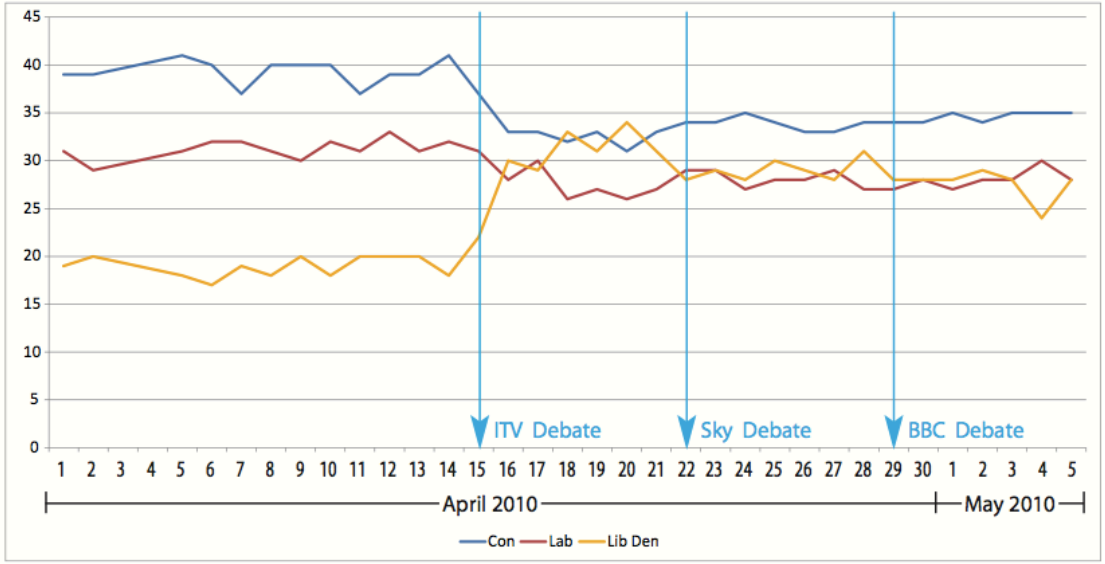
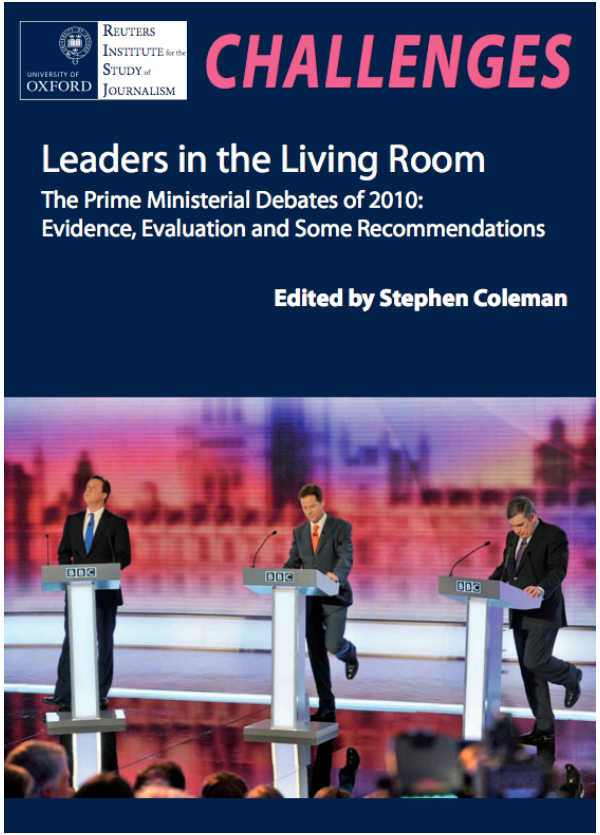
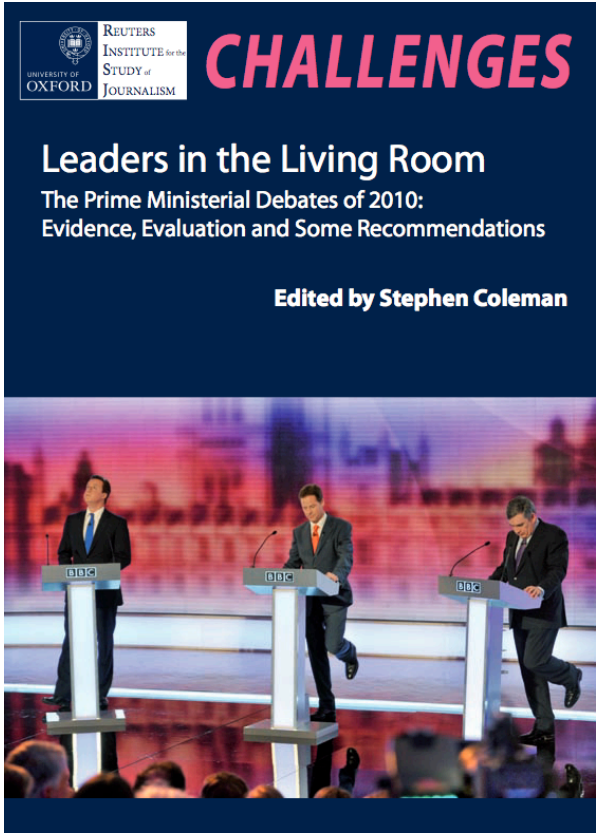


Figure A1 Party voting intentions over the campaign
(Source: YouGov polls)

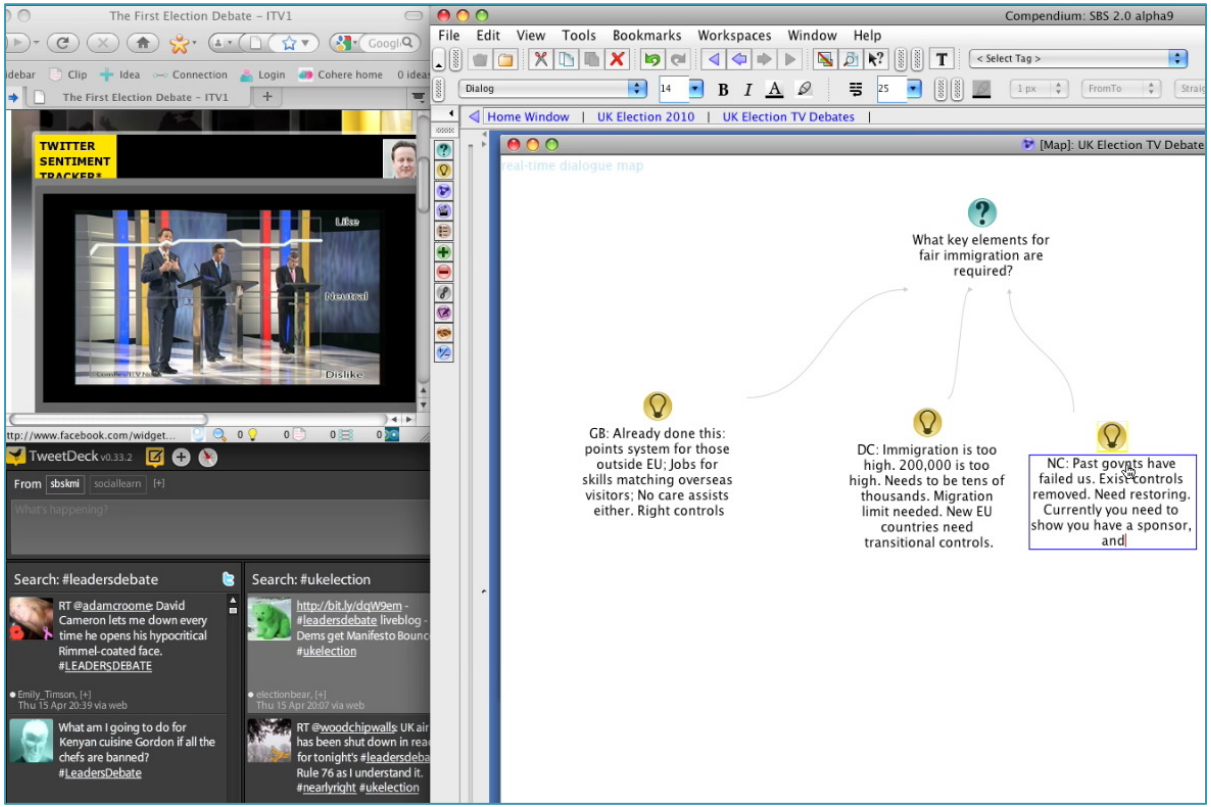


Key findings…

- 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

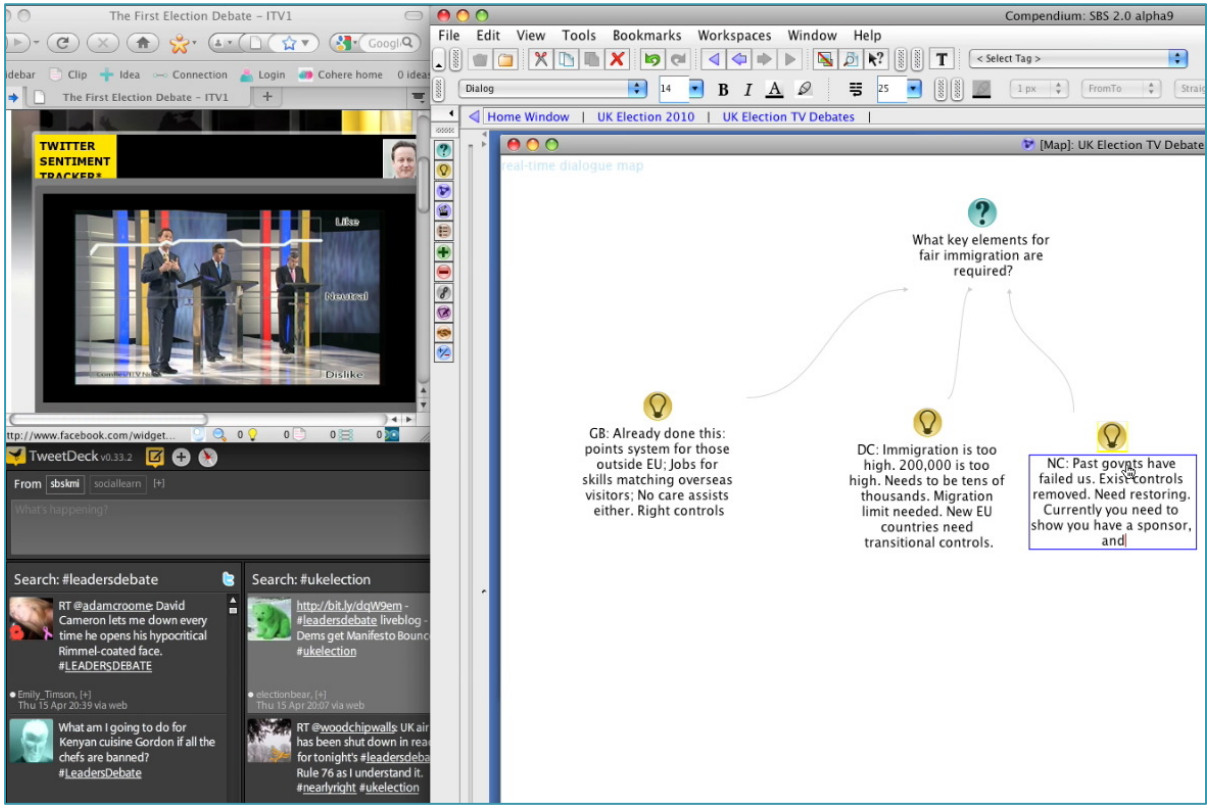


Mapping the UK election TV debates

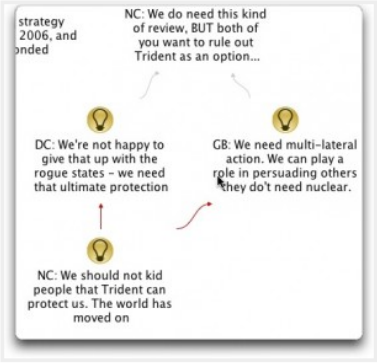


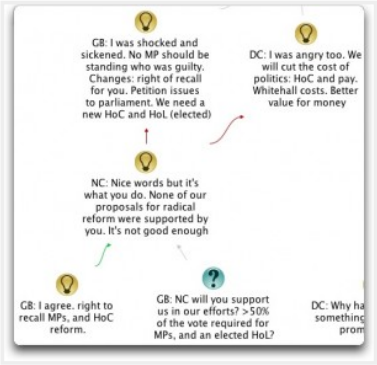
http://people.kmi.open.ac.uk/sbs/2010/04/real-time-mapping-election-tv-debates

Mapping the UK election TV debates



Seeing Nick Clegg's moves





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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

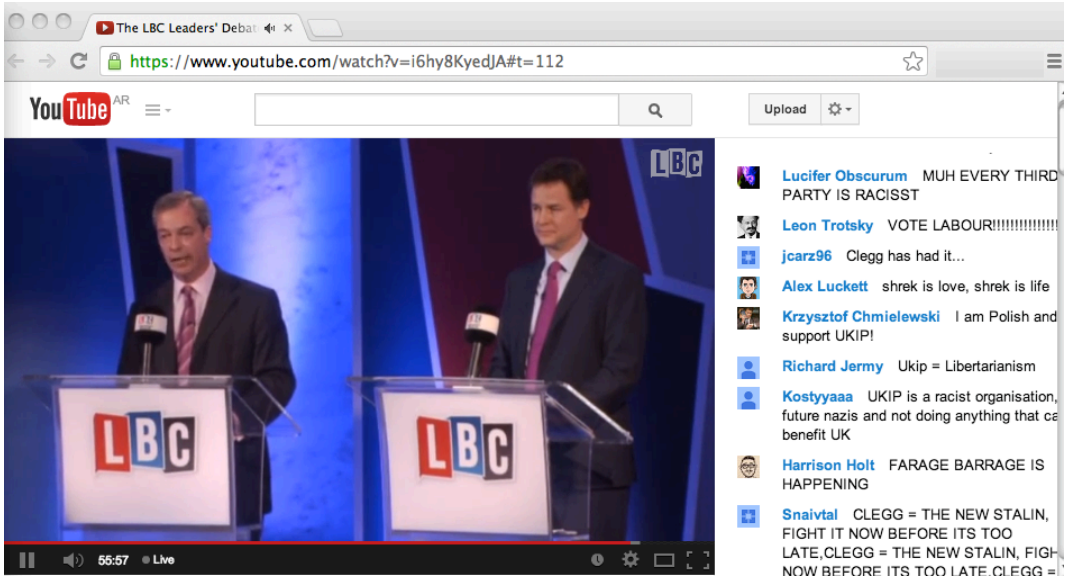
The debate-viewing experience today

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



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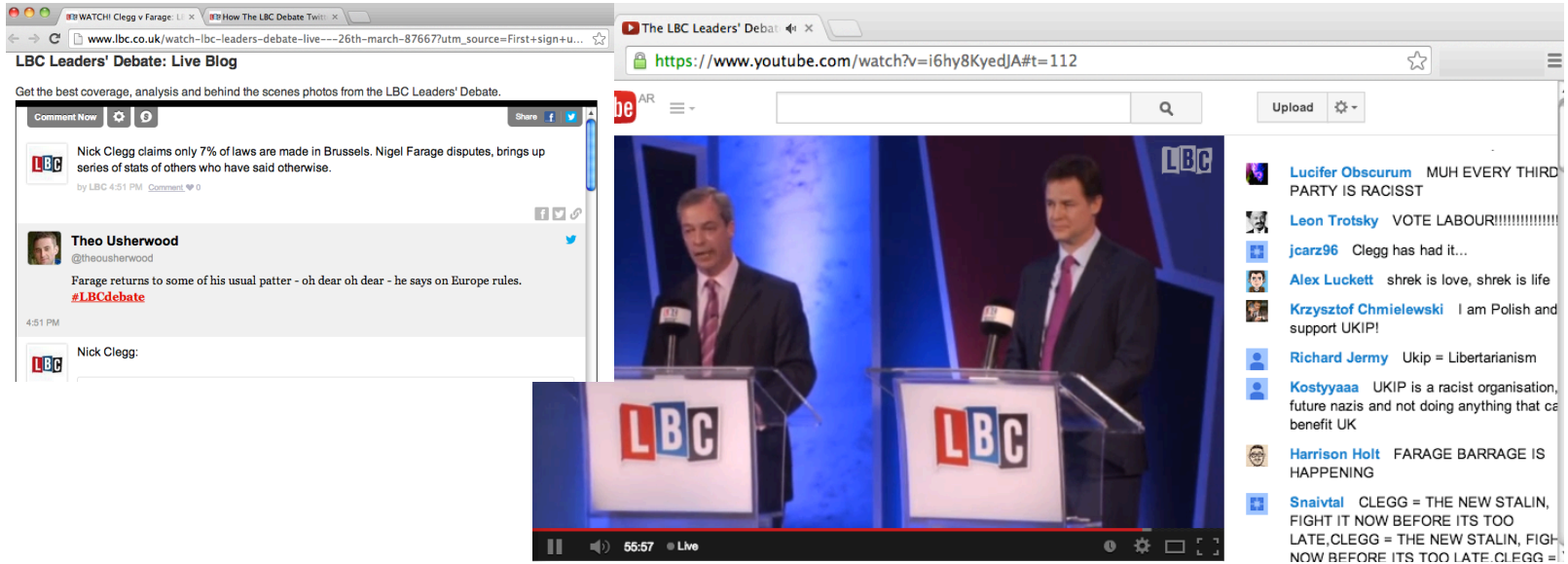

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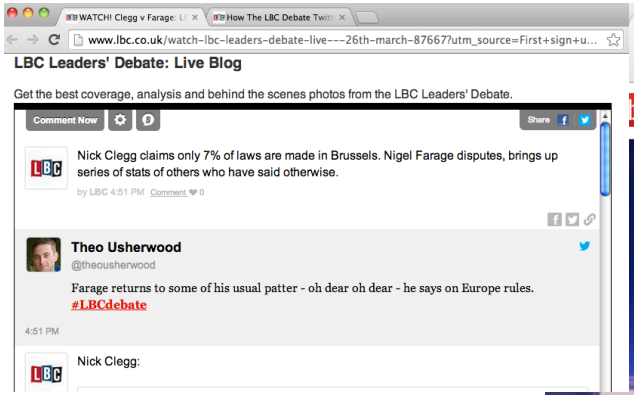

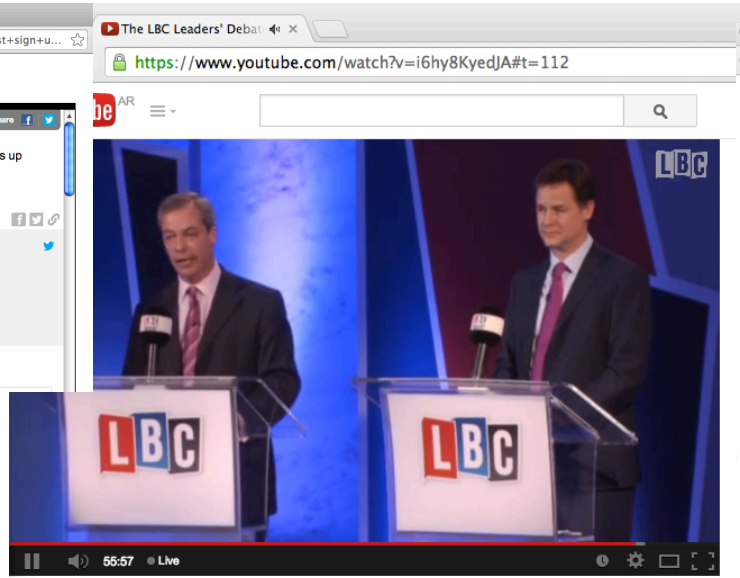

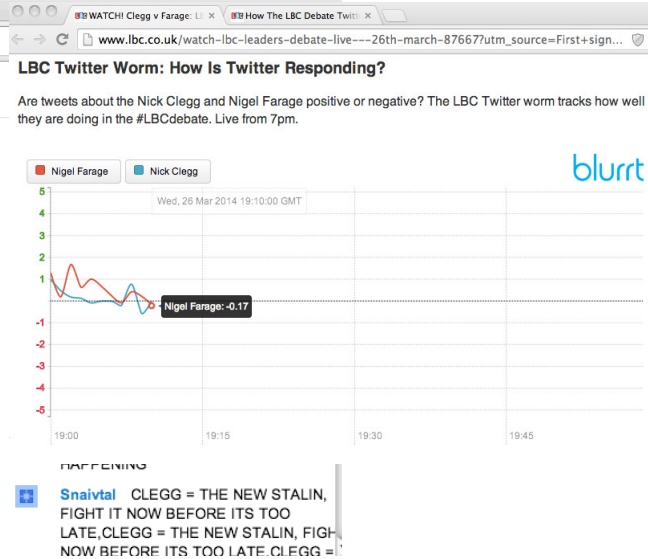

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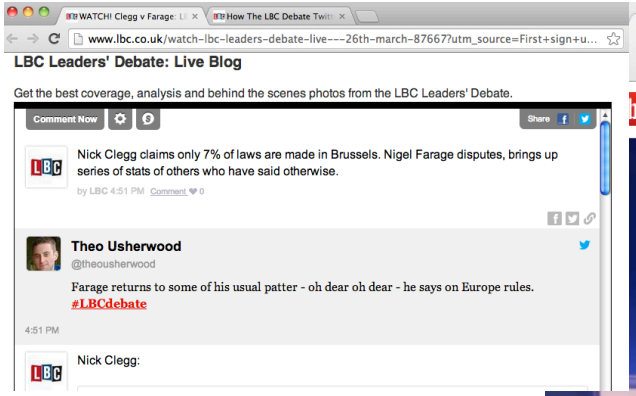

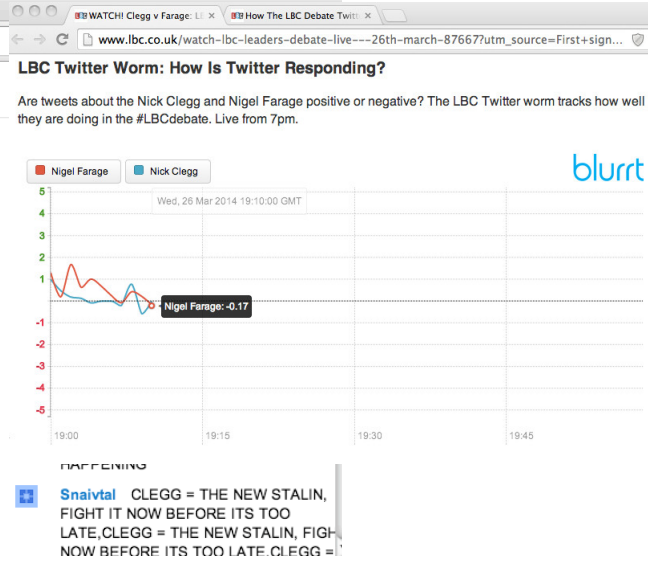

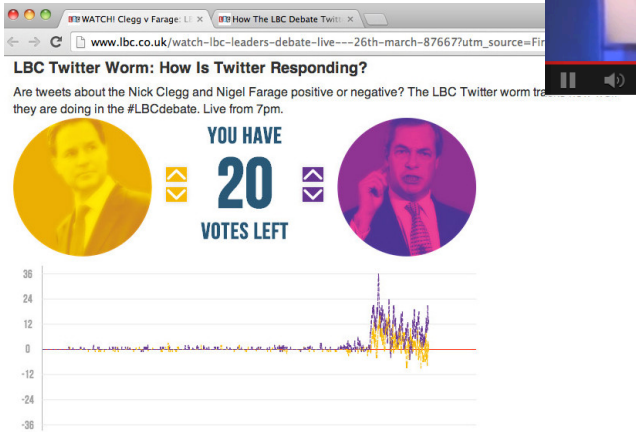

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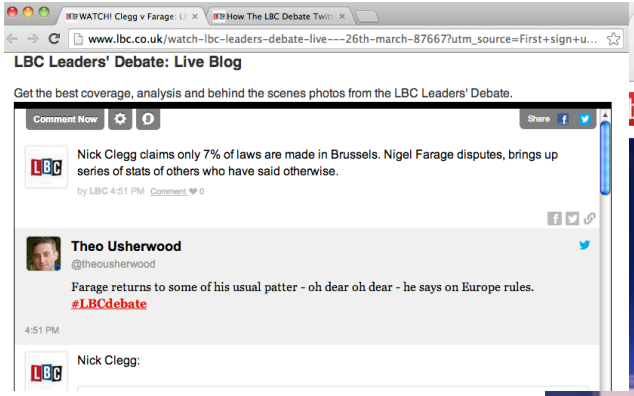

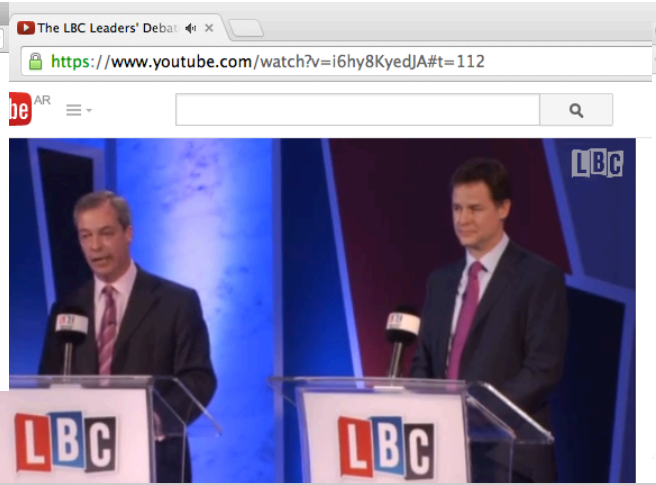

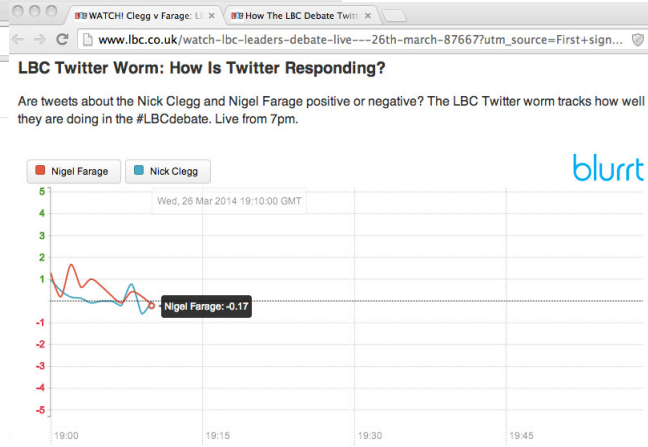

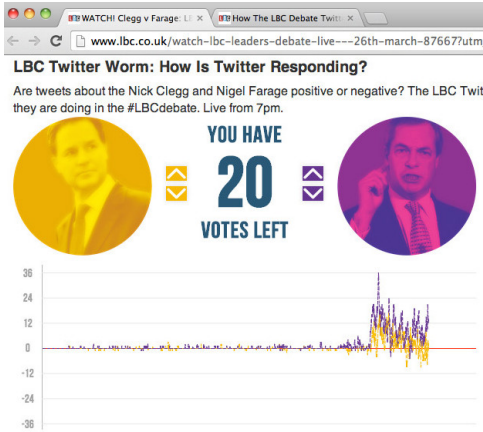

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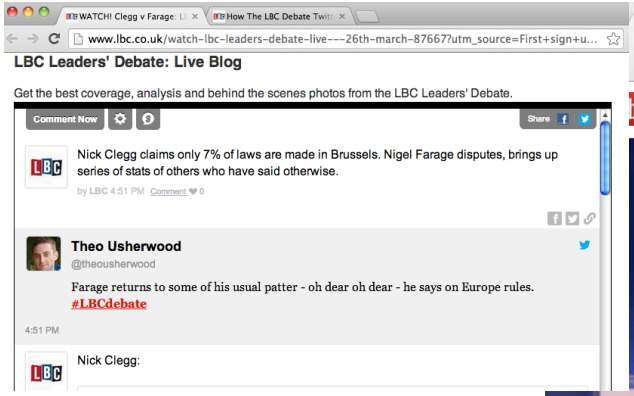
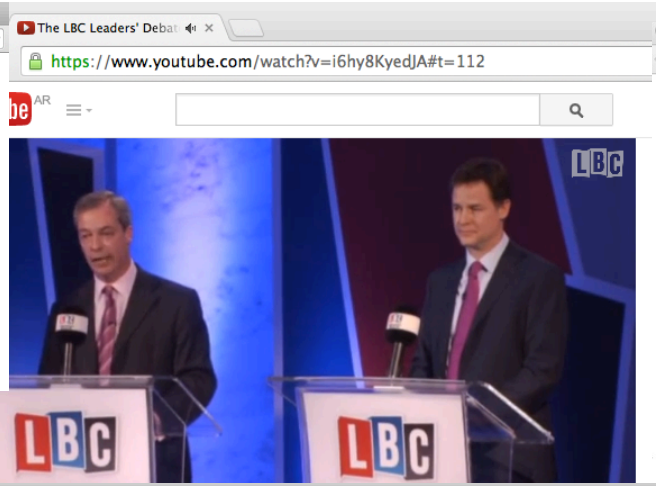
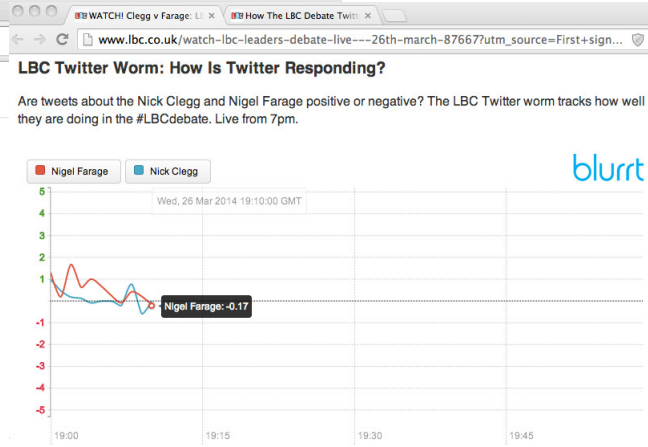
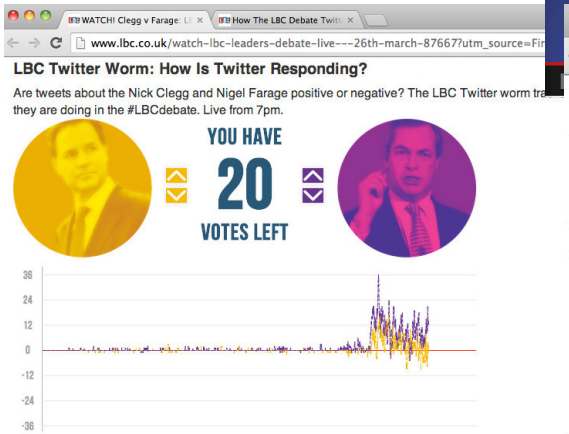
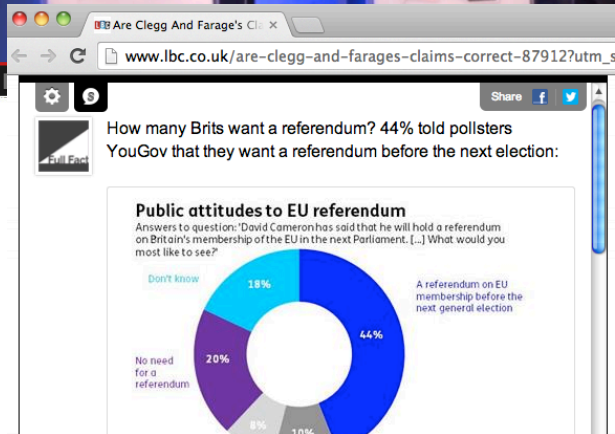
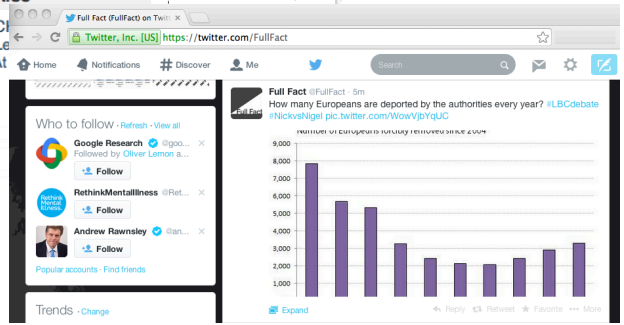










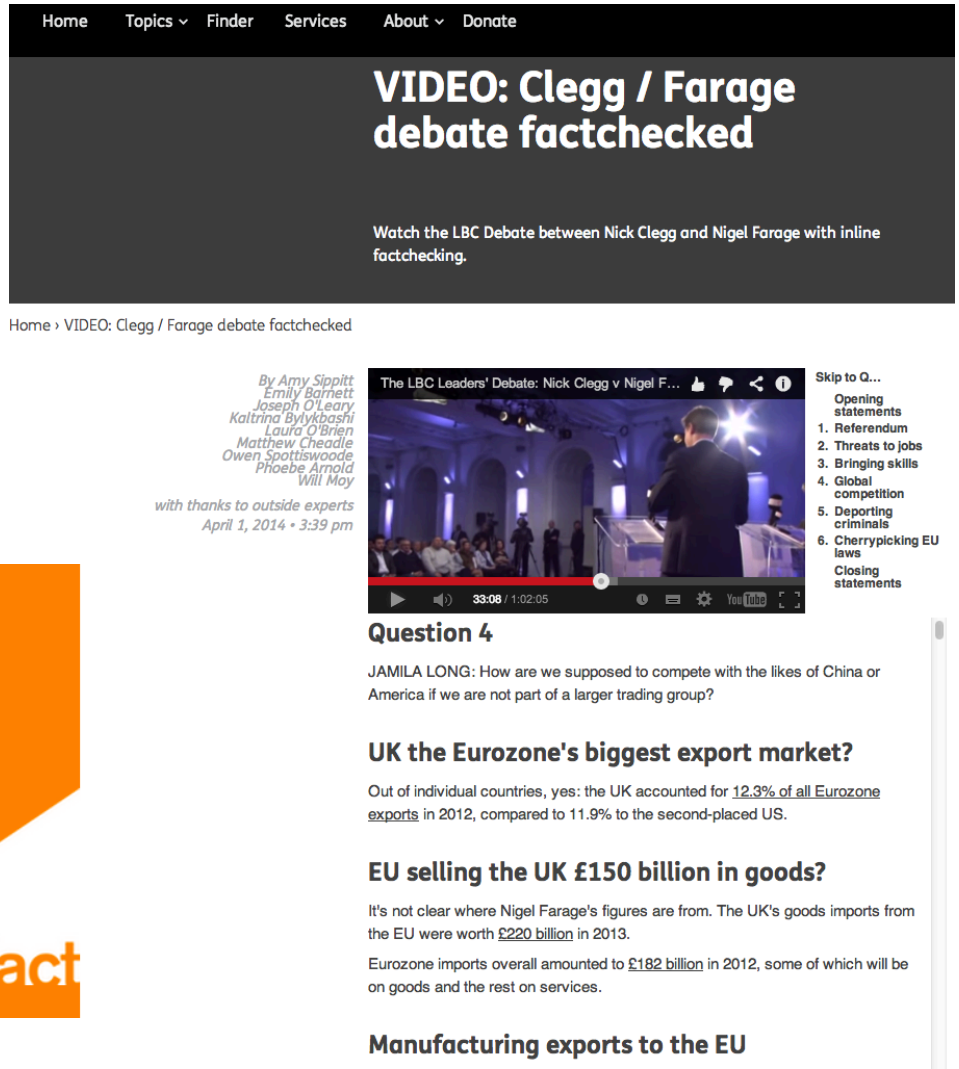


Fact-checking

Full Fact (@FullFact)

Independent fact checking organisation

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

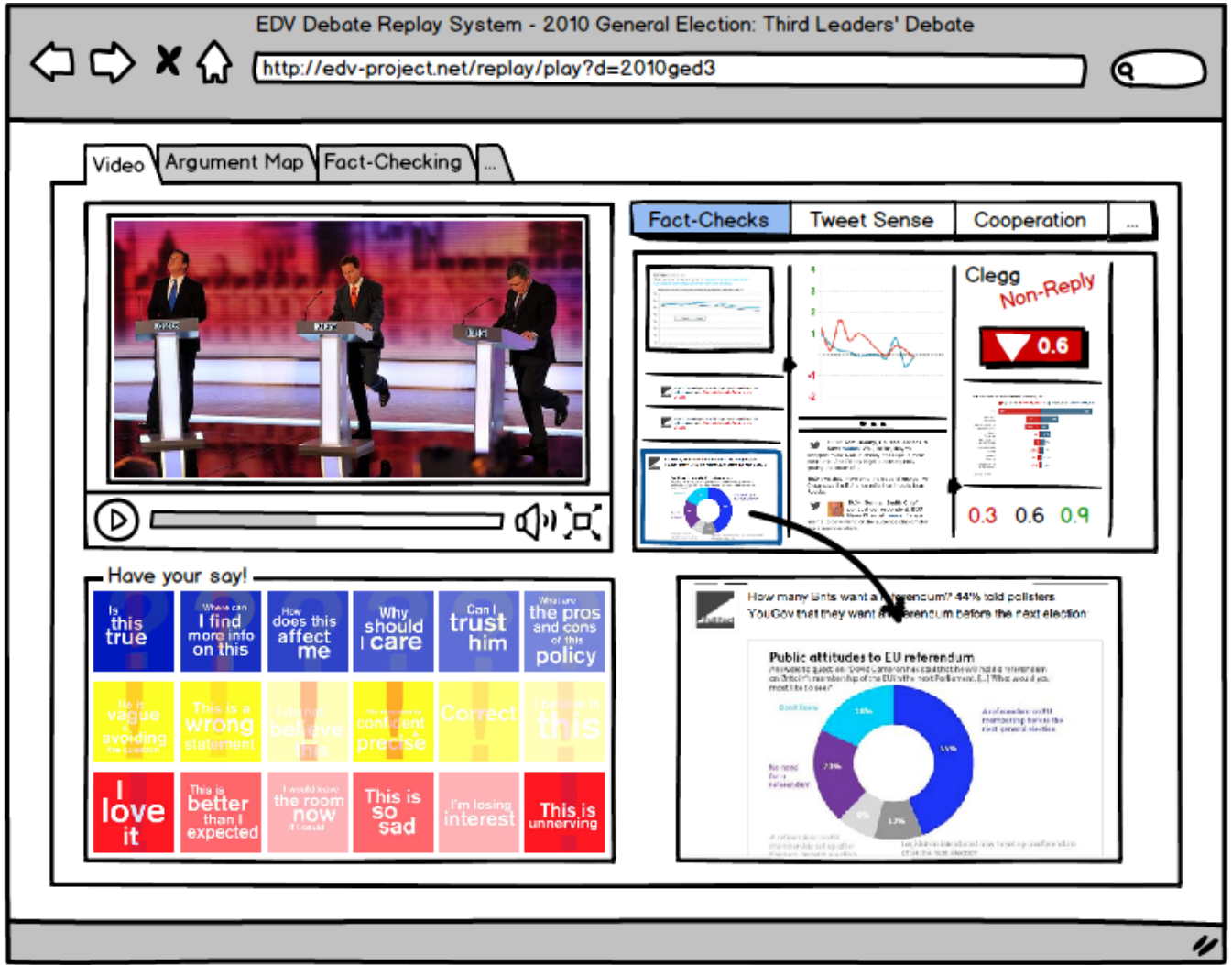


BBC Live site

The Future of Election Debate Replays

BBC
BBC
BBC

Replay Platform



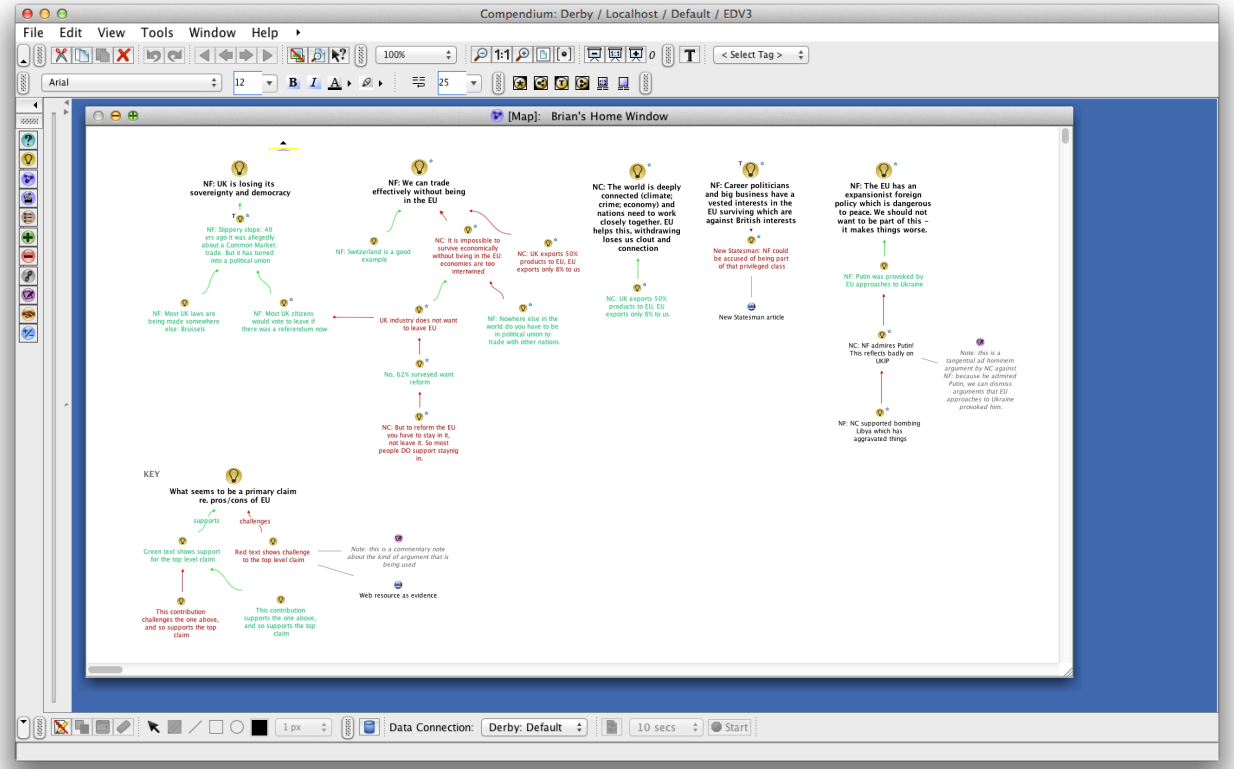
Debate Analytics and Visualisations

- 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

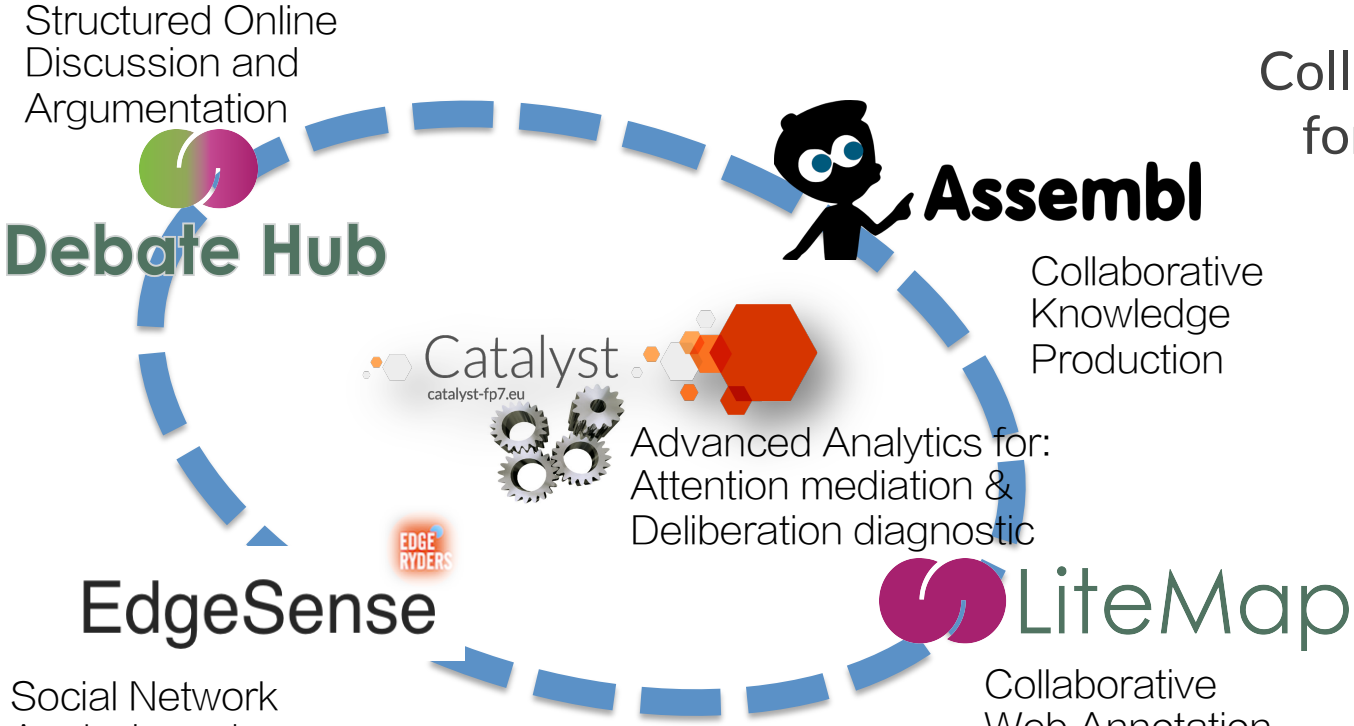
UK Election 2010: Leadership Debate 1

Collective Argument Mapping and Visualisation

Catalyst
catalyst-fp7.eu

http://catalyst-fp7.eu

Collective intelligence for social innovation



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

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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,
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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)

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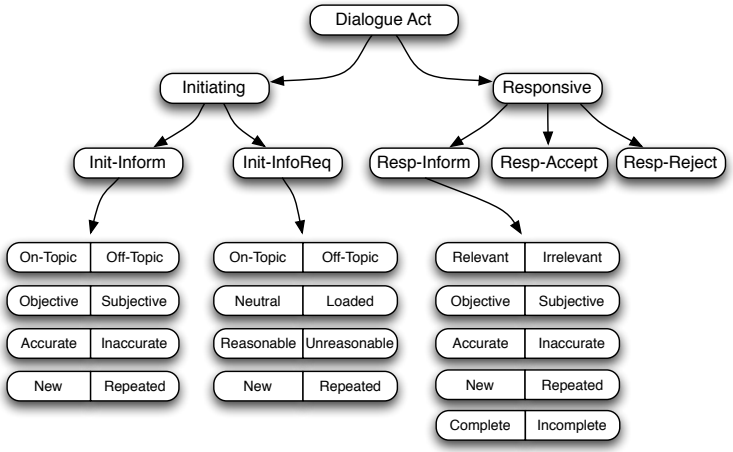

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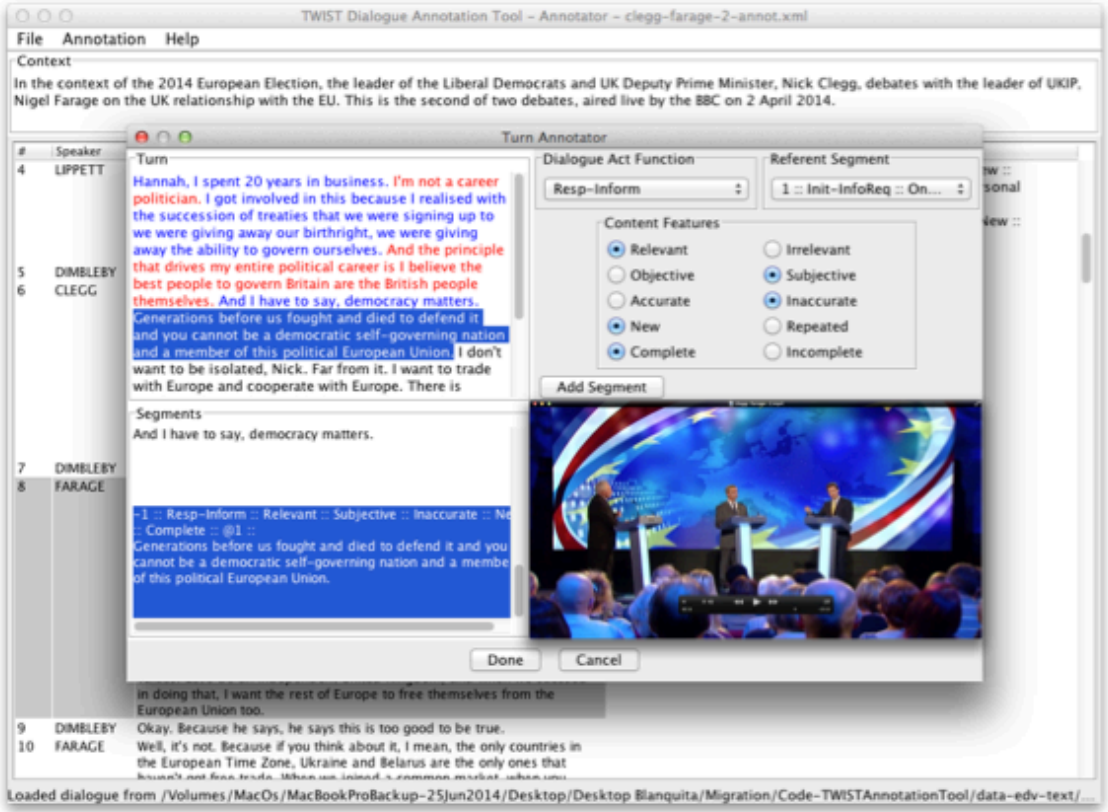
Annotation Tool



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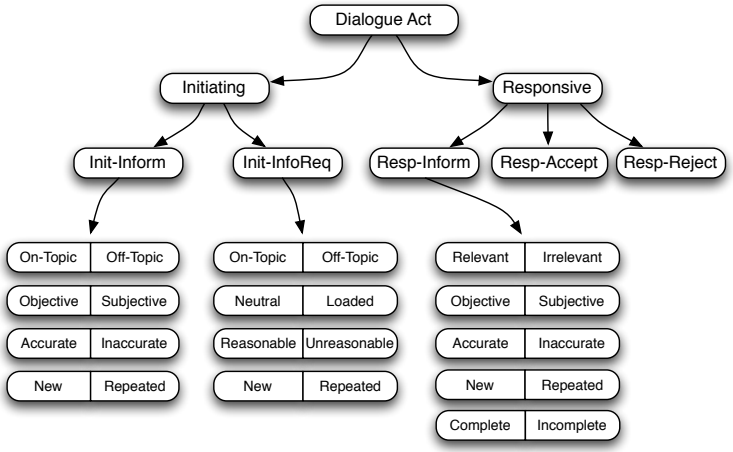

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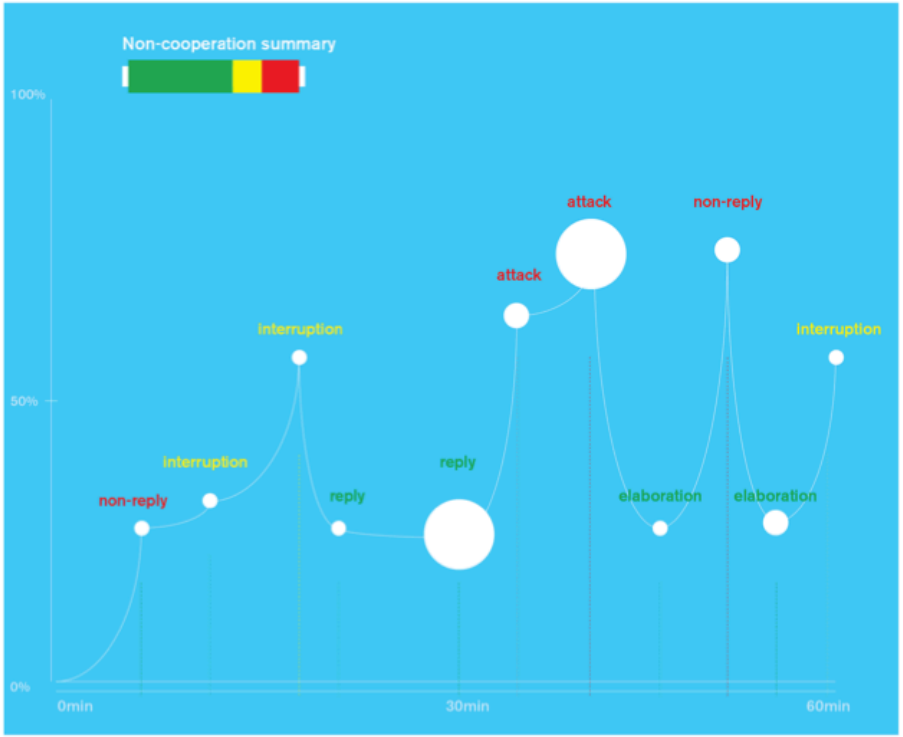

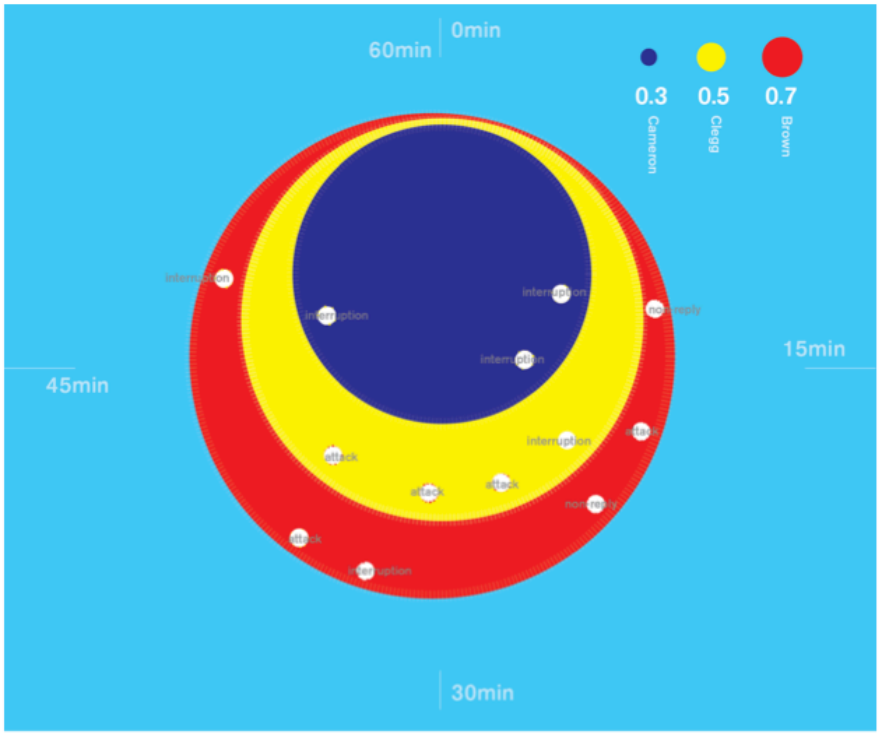

Rhetoric and Rules of the Game
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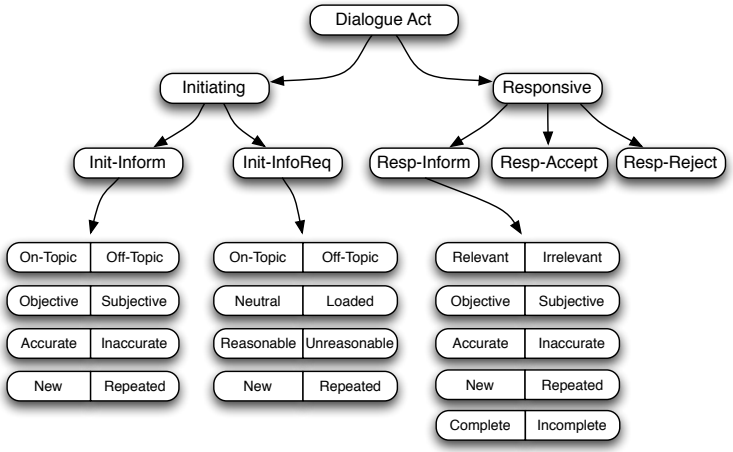
- Is there room for crowdsourcing these?



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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.

Citizen Voice Channels

- Viewer Feedback

And later perhaps…

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

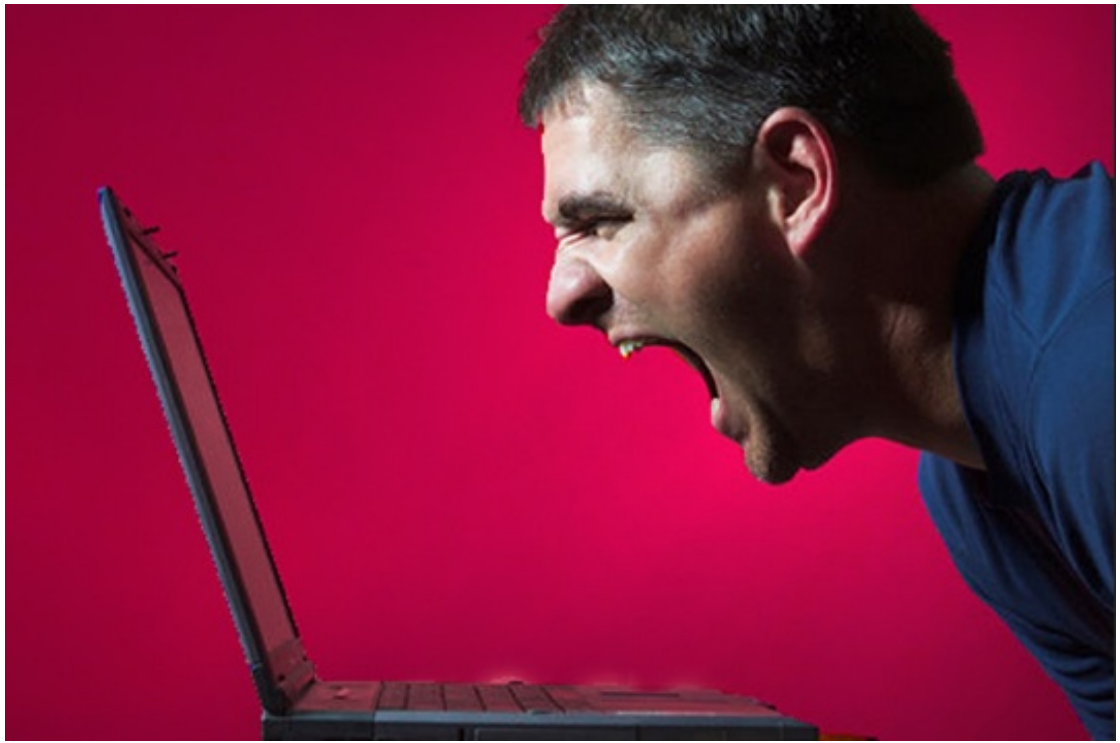
Citizen Voice Channels

- Viewer Feedback

And later perhaps…

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

What if viewers had a say?



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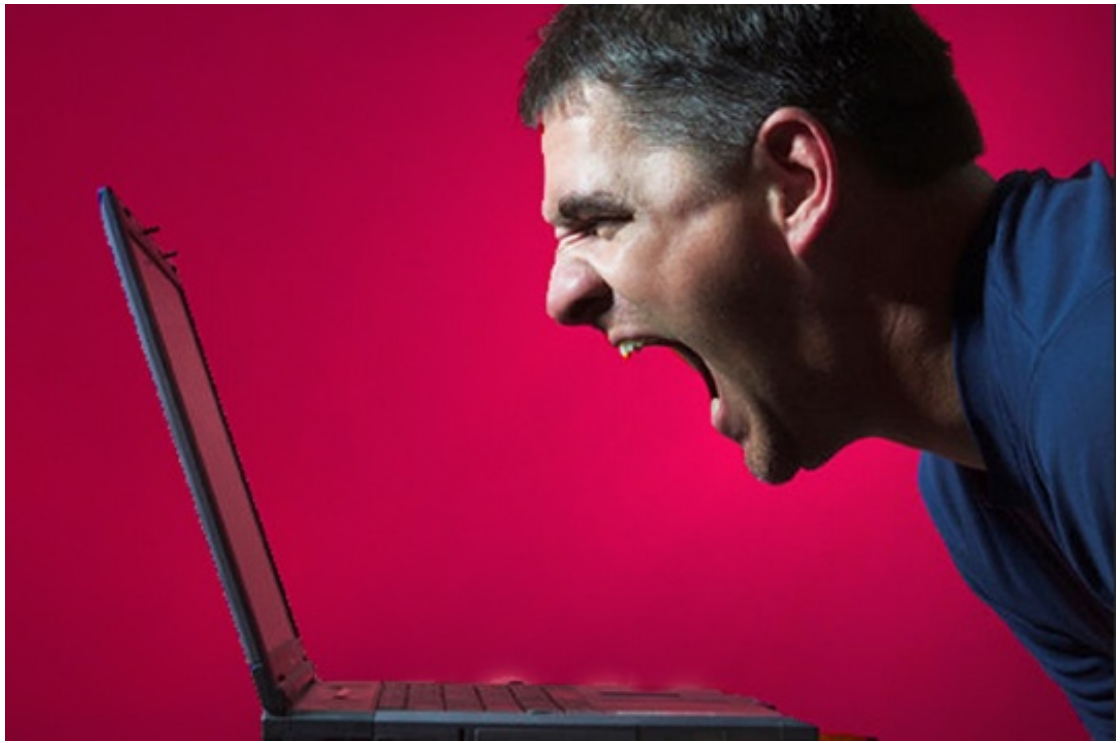
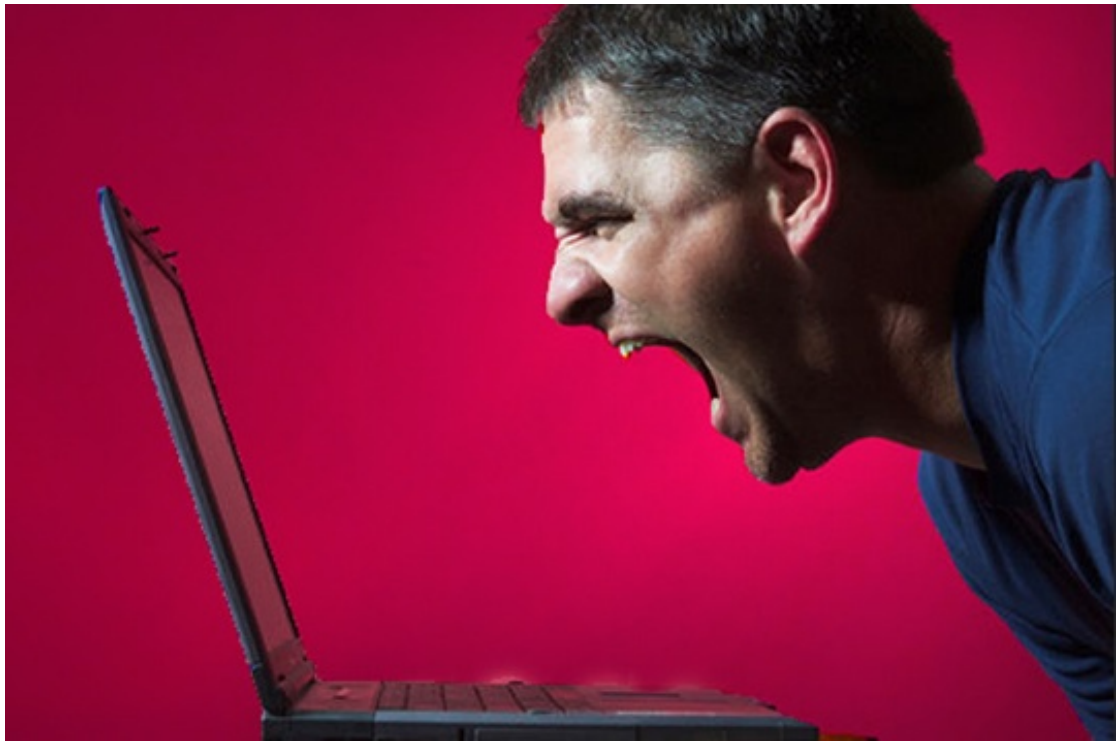


‘Soft’ Feedback

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
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A paper prototype: the flashcard experiment

- 18 flashcards in 3 categories
  - Emotion
  - Trust
  - Information need

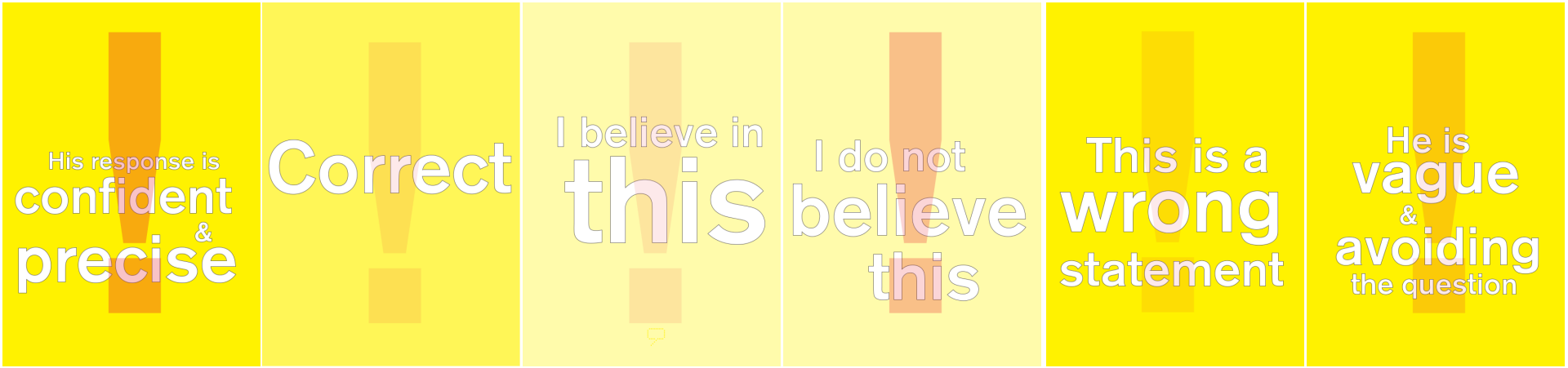
- 15 participants watched the second Clegg-Farage debate live

- 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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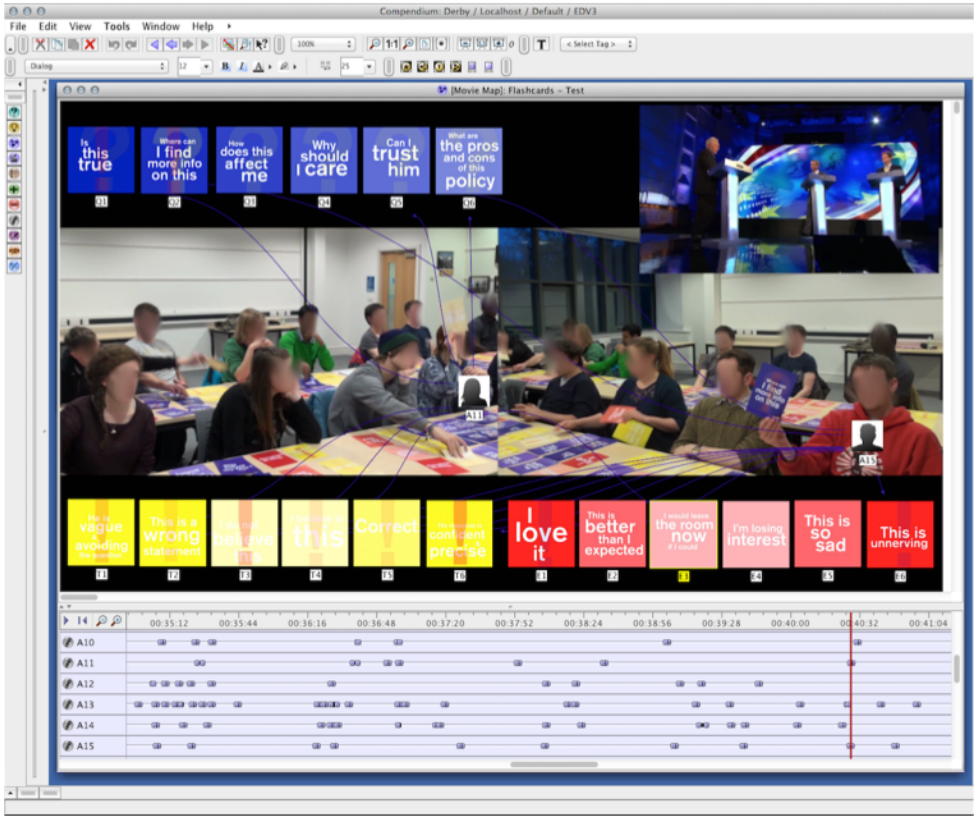


Compendium Annotations

- 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

Qualtitative analysis:
- Engagement with the cards
- Ease of use
- Peer pressure

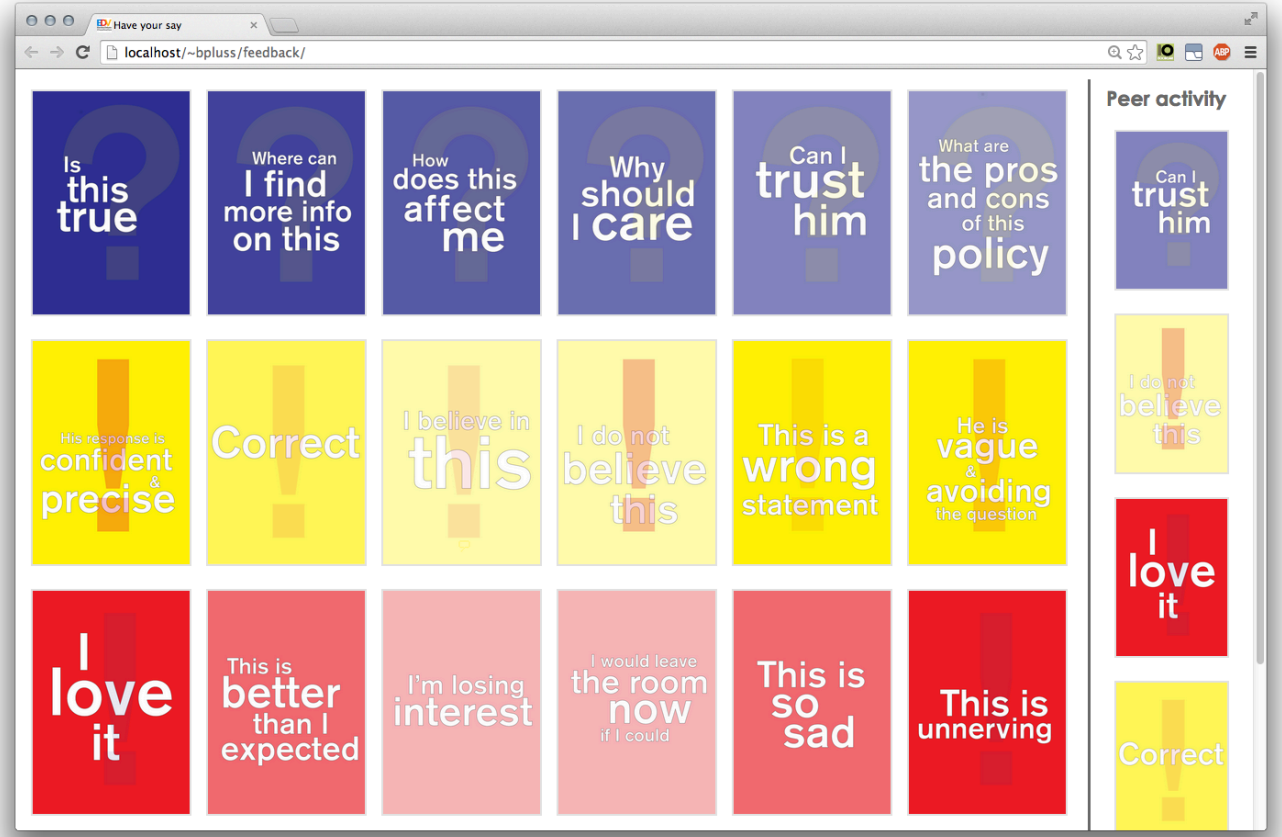
Quantitative analysis:
- Most/least frequently used cards
- Most/least frequently used categories
- Comparison with other feedback elicitation methods

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

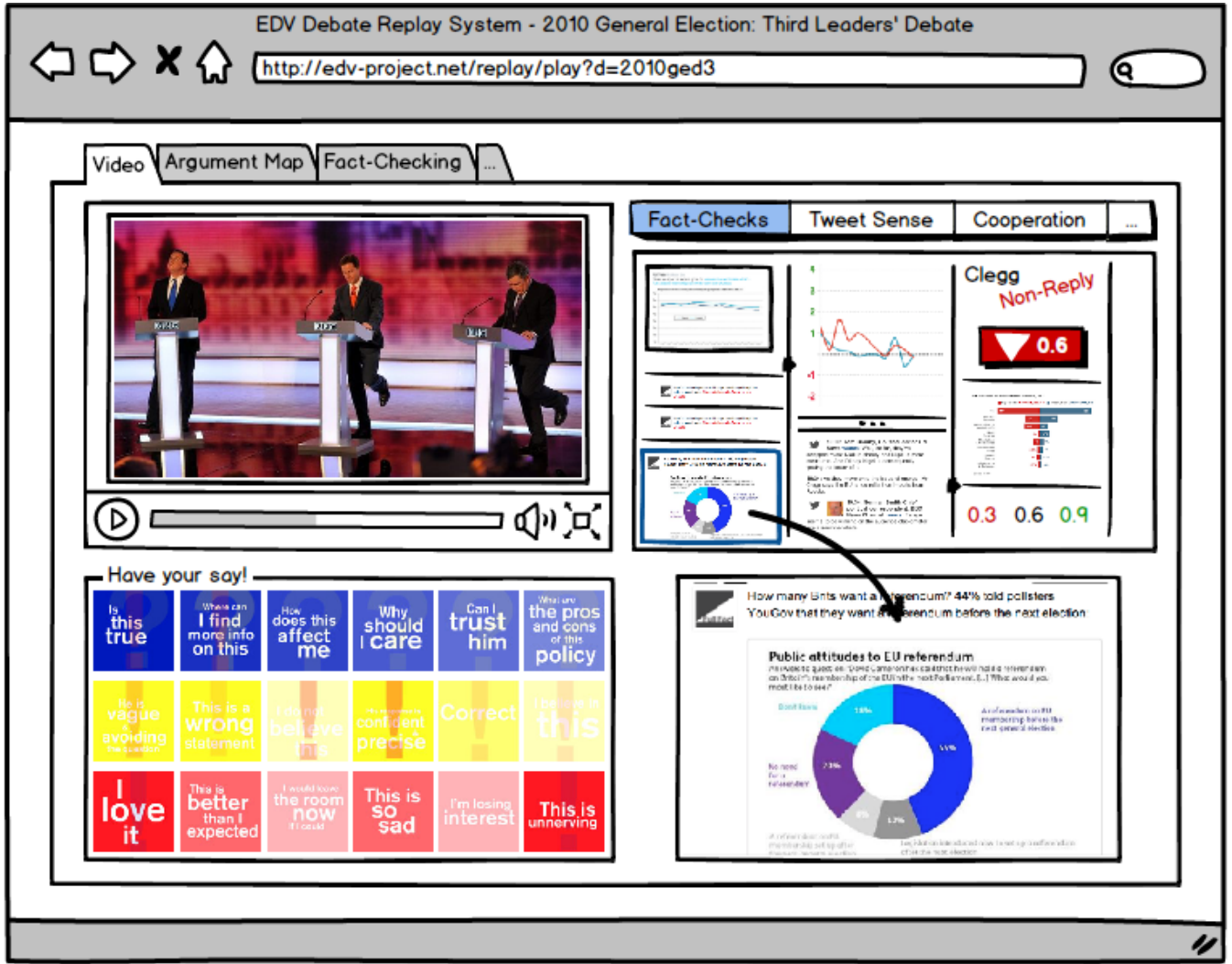
A digital prototype



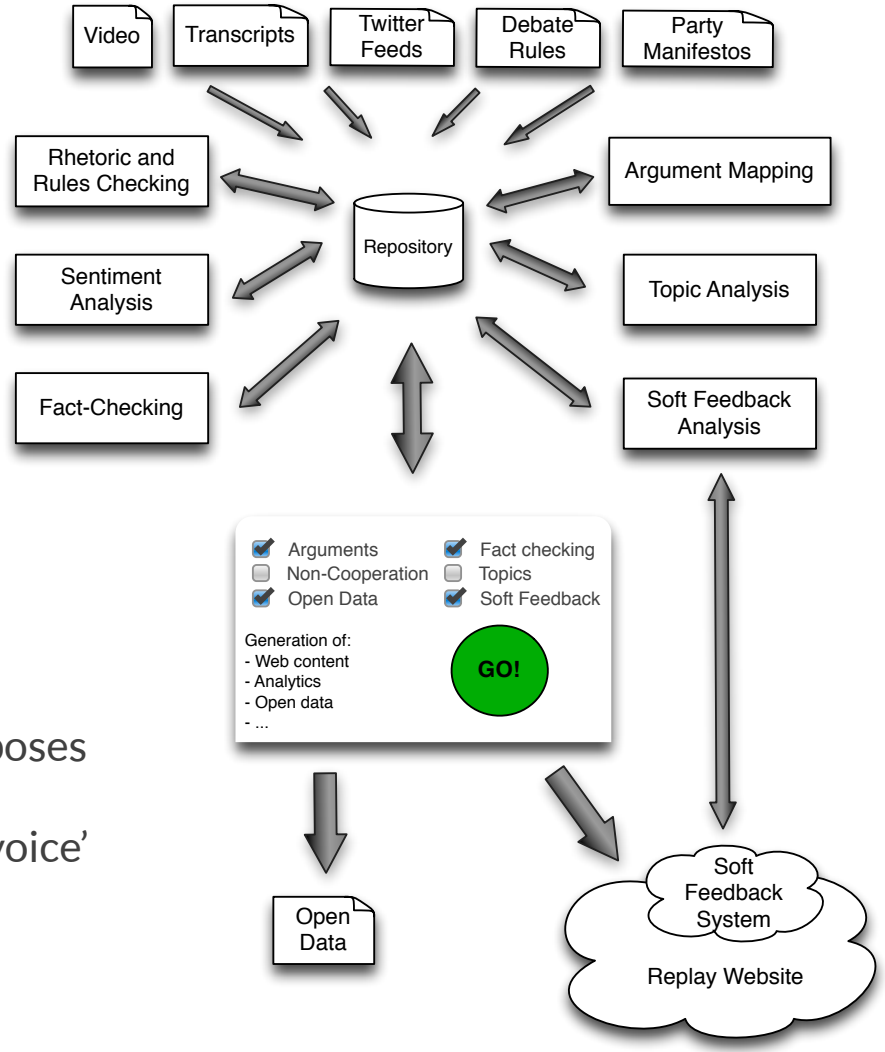
Debate Replay Platform

- 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



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/

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