

US Election 2008 Campaign Draws to an End – What Can We Learn from Online Media?

(Vienna, 4 November 2008). The latest analyses of the US Election 2008 Web Monitor shed light on fundamental differences in the online media coverage about the Democratic and Republican candidates. In the home stretch of the campaign, Barack Obama manages to defend his lead by capturing 42% of media attention (John McCain: 35%). The nominations of Sarah Palin and Joe Biden as running mates have clearly intensified the race. While Senator Biden's activities resulted in comparably few (5%) but consistently favorable articles, Sarah Palin managed to attract remarkable 18% of news media attention by the end of October. Various reports about her family, alleged abuse of authority and several controversial interviews explain not only the high attention values, but also the deteriorating media sentiment.

"Our recent media statistics underline the dominance of the major parties", explains Prof. Arno Scharl from the Department of New Media Technology at MODUL University Vienna. "Neither the official Anglo-American news media nor political bloggers, Fortune 1000 companies or environmental activist organizations devote significant attention to smaller political groups. The Green Party's McKinney/Clemente ticket, for example, is virtually non-existent on the Web sites of the mentioned stakeholder groups. In the rare cases that they are indeed mentioned, however, it is usually in a positive context."

The recent trends can be tracked via the US Election 2008 Web Monitor, a Web portal available at www.ecoresearch.net/election2008 that has recently been awarded the First Prize in the category "Online Communities, Web 2.0 and Social Networks" of the Austrian National Award for Multimedia and e-Business. The project, which processes more than 800,000 documents per week, is funded by FIT-IT Semantic Systems and operated by MODUL University Vienna, the Vienna University of Economics & Business Administration, and Graz University of Technology.

ONLINE RESOURCES

US Election 2008 Web Monitor | www.ecoresearch.net/election2008

Press Material | www.ecoresearch.net/election2008/download

IDIOM FIT-IT Project | www.idiom.at

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US Election 2008 Web Monitor
SCREEN CAST

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MEDIA WATCH

New Media MBA
www.moda.ac.at/nmtmba

EDITED BOOK
The Geospatial Web
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US Election 2008 Web Monitor

Parties and Candidates Next Update: 5 Nov 2008

Data Sources: ALL, US, UK, CA, AU/NZ
Eco-NGOs, Pol-Blogs, Fortune

Selection Mode: Multiple Candidates, One Source



User Poll

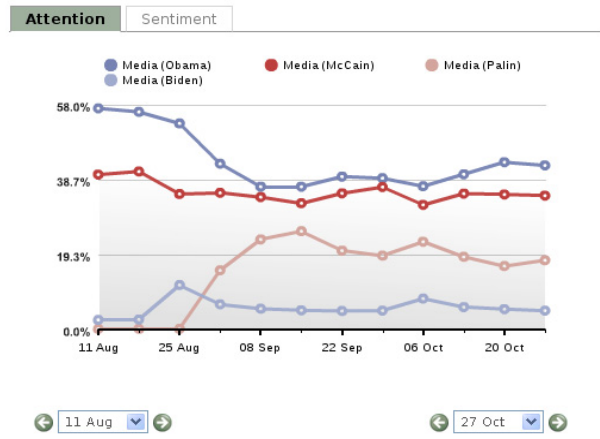
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user profile

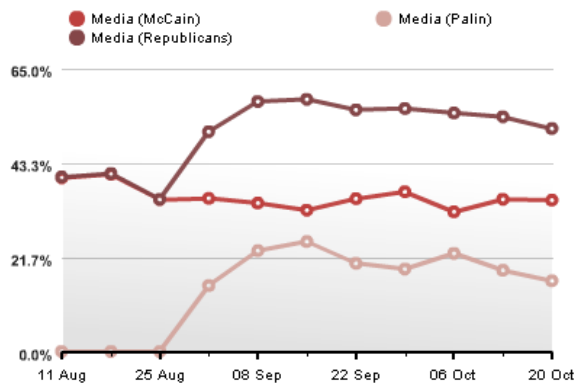
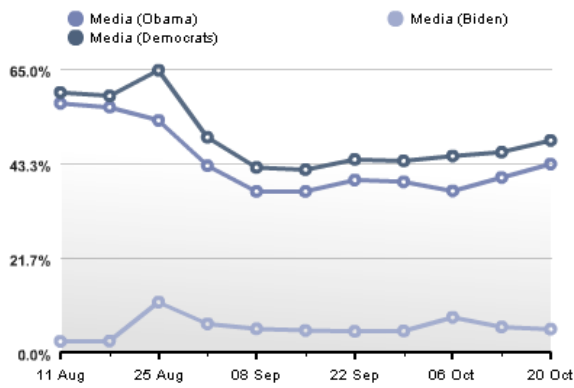
Cast your vote

About

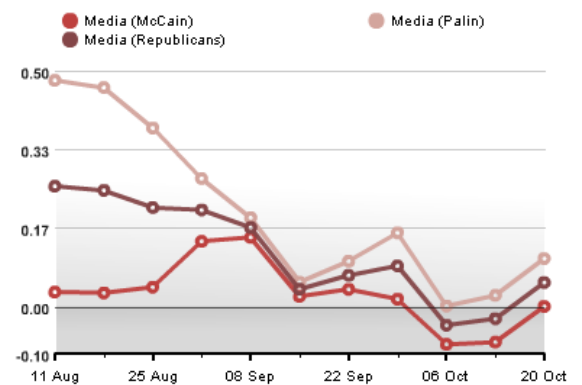
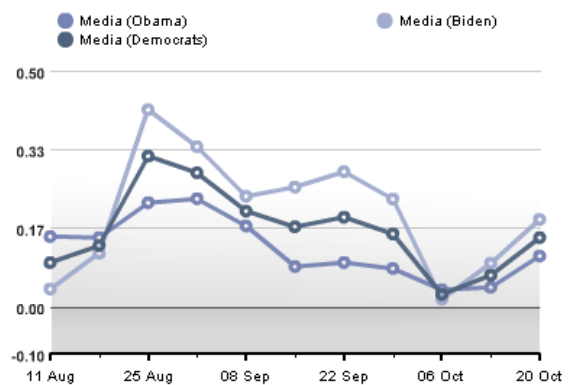
The US Election 2008 Web Monitor provides weekly snapshots of global Web coverage. The results reflect attention and sentiment towards the US presidential candidates. Lists of keywords summarize the most important issues associated with each candidate [more].



US Election 2008 Web Monitor Homepage | www.ecoresearch.net/election2008



Relative Frequency of Candidate References in Anglo-American News Media (08/2008 – 10/2008)



Sentiment towards Democratic and Republican Candidates by Anglo-American News Media (08/2008 – 10/2008)