‘Digital Frontiers Series: 1’

Seminar on

“Assessing the Rationality of Political Online Space: Man and Machine”

Wednesday, 11 February 2015
Conference Room, Level 1, Oei Tiong Ham Building
Introduction

Tan Tarn How

11 February 2015
Introduction

• IPS Digital Frontiers Series
  – Digital village
  – GovCom: 1 to 1

• Why this project?

• Why should online space be rational?
1 Research question
How can we quickly and reliably know, track and anticipate public political opinion?

2 What is public opinion?
- Assumption that people have an opinion
- Hawthorne effect, Heisenberg effect
- Question/priming effects
- Fear of political reprisal
- Social acceptance
- Spiral of silence
- Recall effects

3 Tools for sensing public opinion
- Voting
- Surveys (online, offline)
- Content analysis: Human coding, machine

Each tells us different things of a picture

4 Public opinion sensing criteria
- Accurate
- Fast, even real-time
- Emergent, trending

5 Applications
- Predict and manage election/referendums
- Day to day sensing, tracking, prediction
- Longer-range forecasting: emergent phenomenon

6 How do the different tools compare in criteria and applications? How can we use these tools together to develop ways of sensing that are accurate, fast, predictive?