Pointing Fingers

Is the Media to blame for the success of the AfD?

Alexander Beyer,
Denver McNeney &
Steve Weldon

Simon Fraser University

Pundits

München 8°

Süddeutsche Zeitung

SZ.de Zeitung Magazin

Shop Jobs Immobilien Anzeigen

Profil Abo

Politik Wirtschaft Panorama Sport München Bayern Kultur Gesellschaft Wissen Digital Karriere Reise Auto Stil mehr...

Medienberufe

stern

NEON NIDO VIEW STERN TV

VIDEO SPIELE ABO FOTOGRAFIE

Panorama Politik Kultur Digital Lifestyle Wirtschaft Sport Familie Genuss Gesundheit Reise Auto

Home > Kultur > TV > Warum die Medien eine Mitschuld tragen am Aufstieg der AfD

olg der

KOMMENTAR Bundestagswahl

25. September 2017 21:22 Uhr

Feuilleton 〉 Medien 〉 Der AfD-Erfolg sorgt für Verwirrung

E-Paper ABONNEMENT

Frankfurter Allgemeine

Feuilleton

Frankfurt am Main 8°

RUBRIKEN DEBATTE BÜCHER MEDIEN BÜHNE FILM POP KUNST KUNSTMARKT FORSCHUNG UND LEHRE GEISTESWISSENSCHAFTEN

ıgen am

ßzumachen, klagte CSU-Politiker

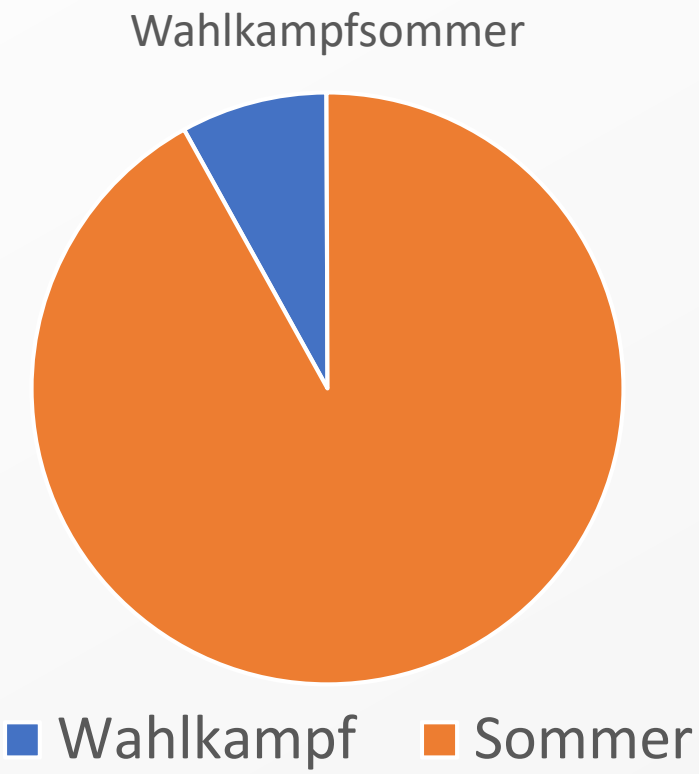
Drucken

WAHLERFOLG DER AFD

Die Journalisten sind schuld!

VON FRANK LÜBBERDING - AKTUALISIERT AM 28.09.2017 - 17:46

Truthiness


Wahlkampfsommer
Wahlkampf
Sommer

AfD and not AfD
AfD
Nicht-AfD

What we're doing today.

Why could "the Media" be at fault?

The Data.

Campaigning in the Media

Special Election &
everchanging Communications.

Two possible Mechanisms of Media Effects

Persuasion

Read and learn.

Priming

Can't tell people *what* to think, but stunningly successful in telling people what to think *about*.

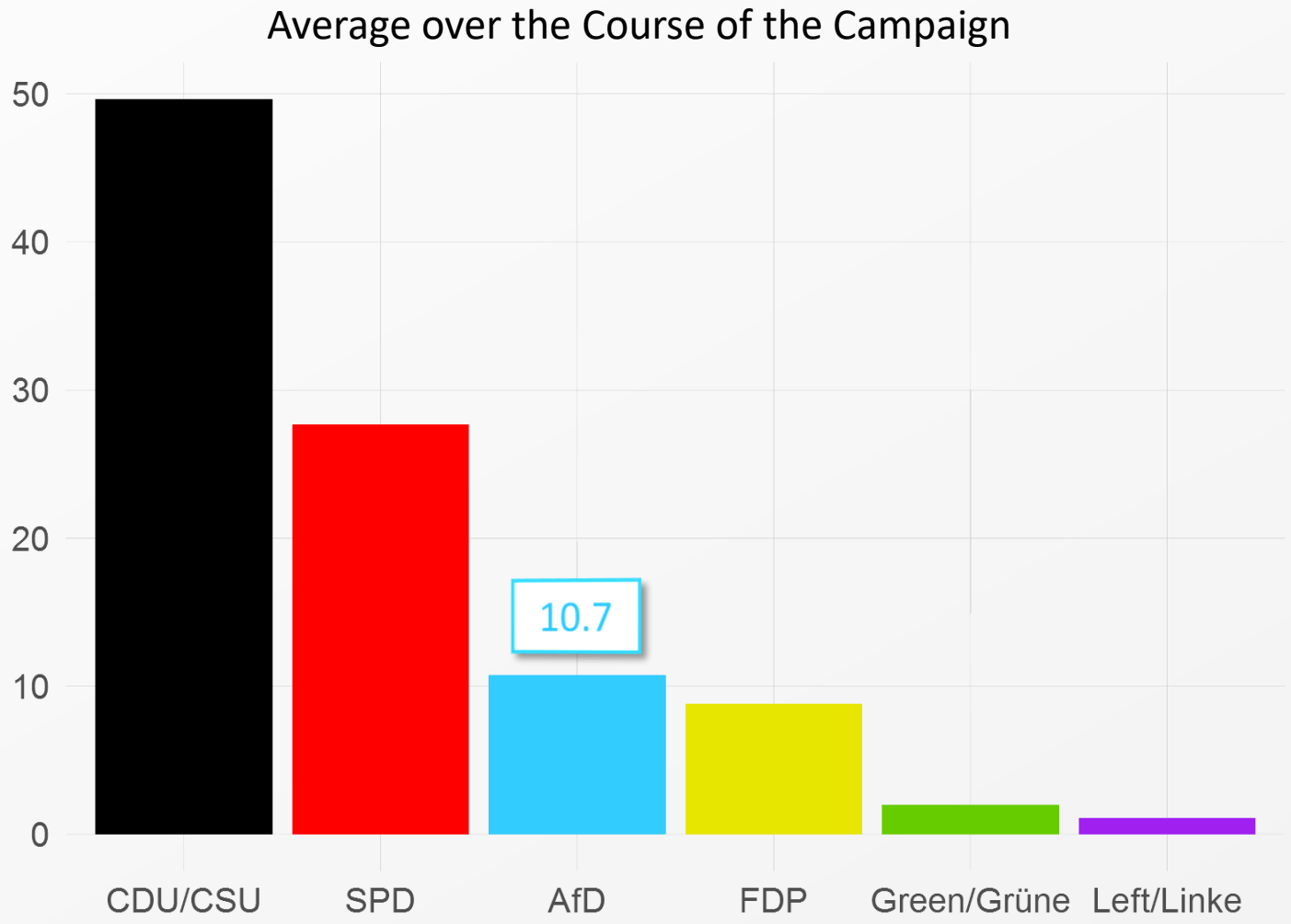
Data

Text-as-Data with Natural Language Processing

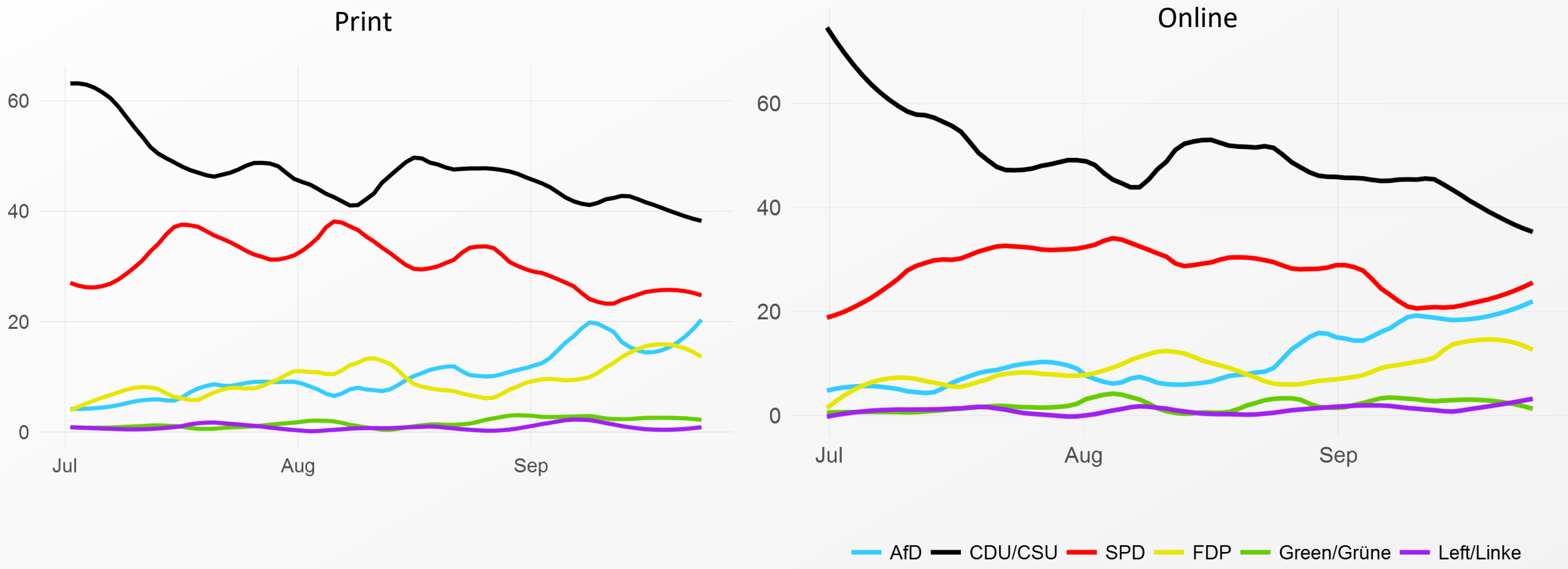
~ 8.500 Articles through computerized methods
from focus.de | bild.de | welt.de | spiegel.de

🔥🔥🔥 Unique dataset. 🔥🔥🔥

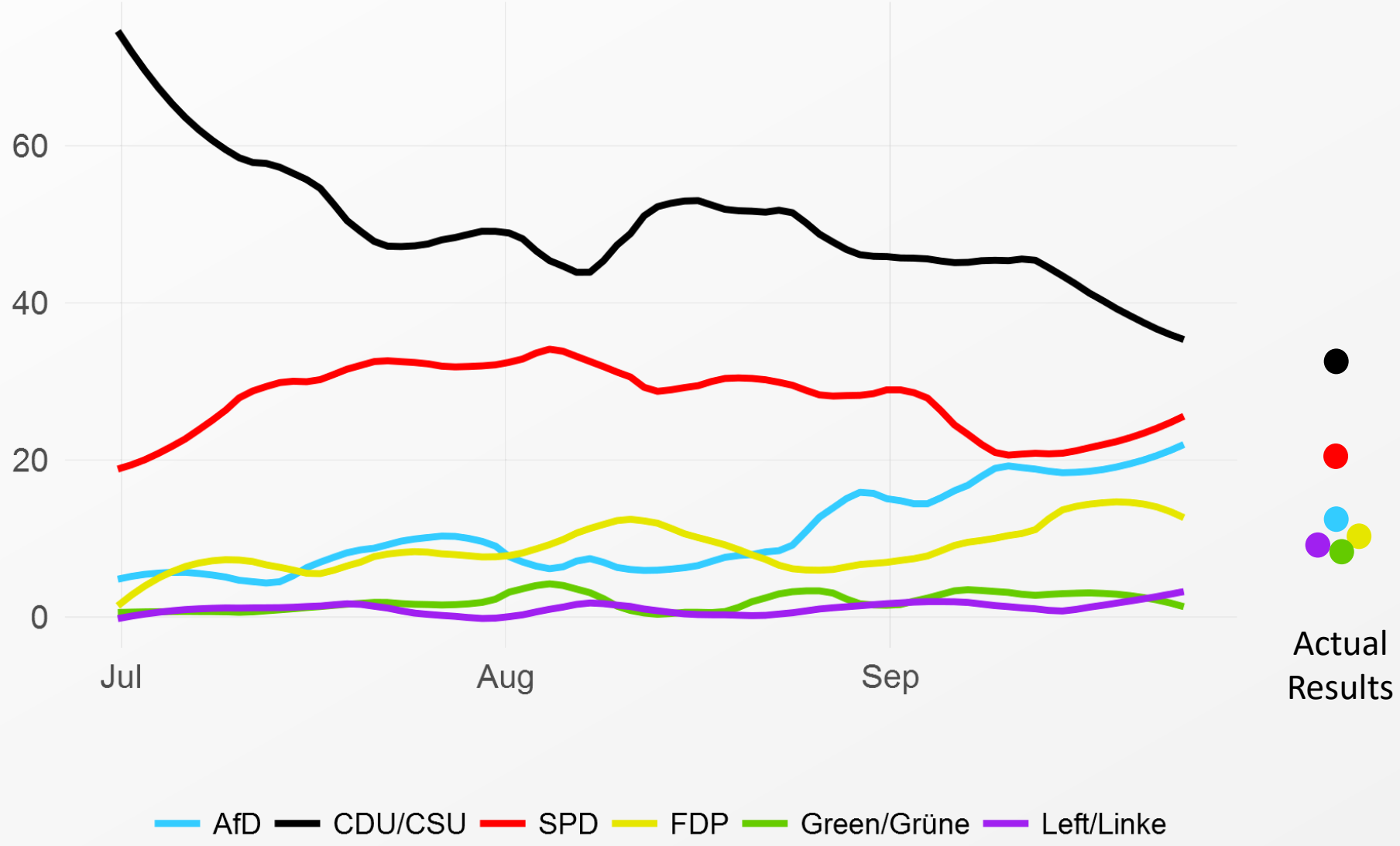
Share of Party Mentions in Online News



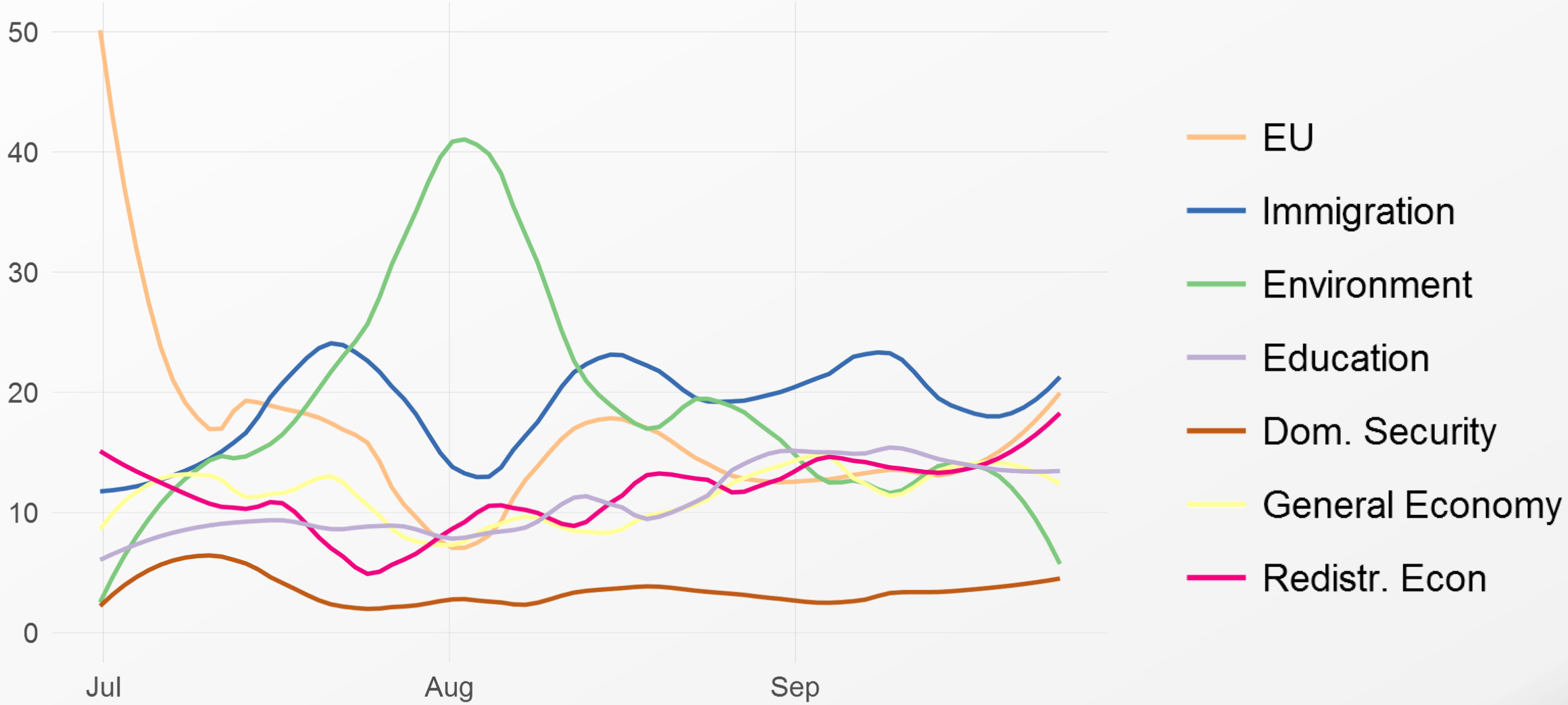
Comparing Share of Party Mentions



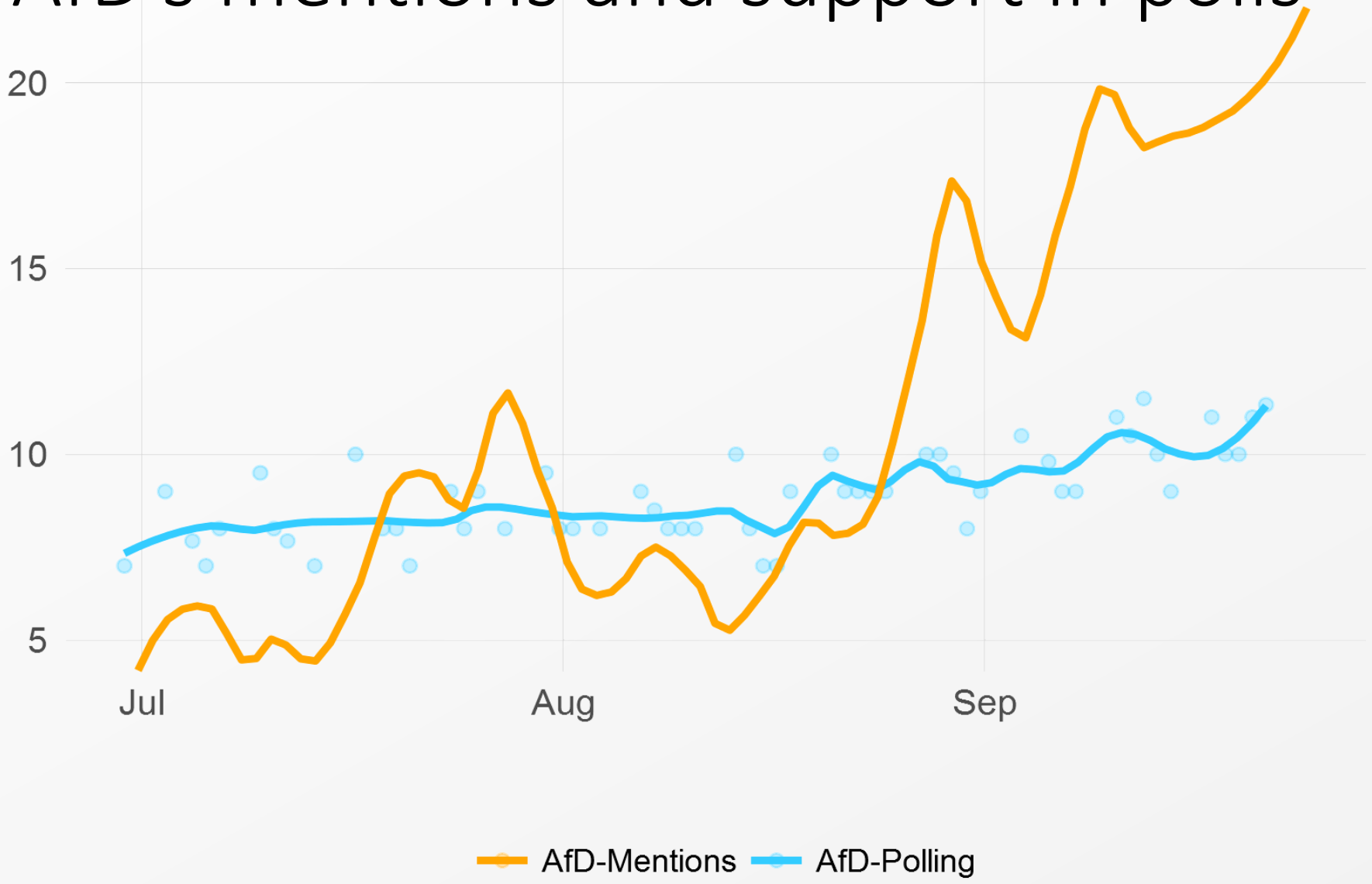
Share of Party Mentions in Online News



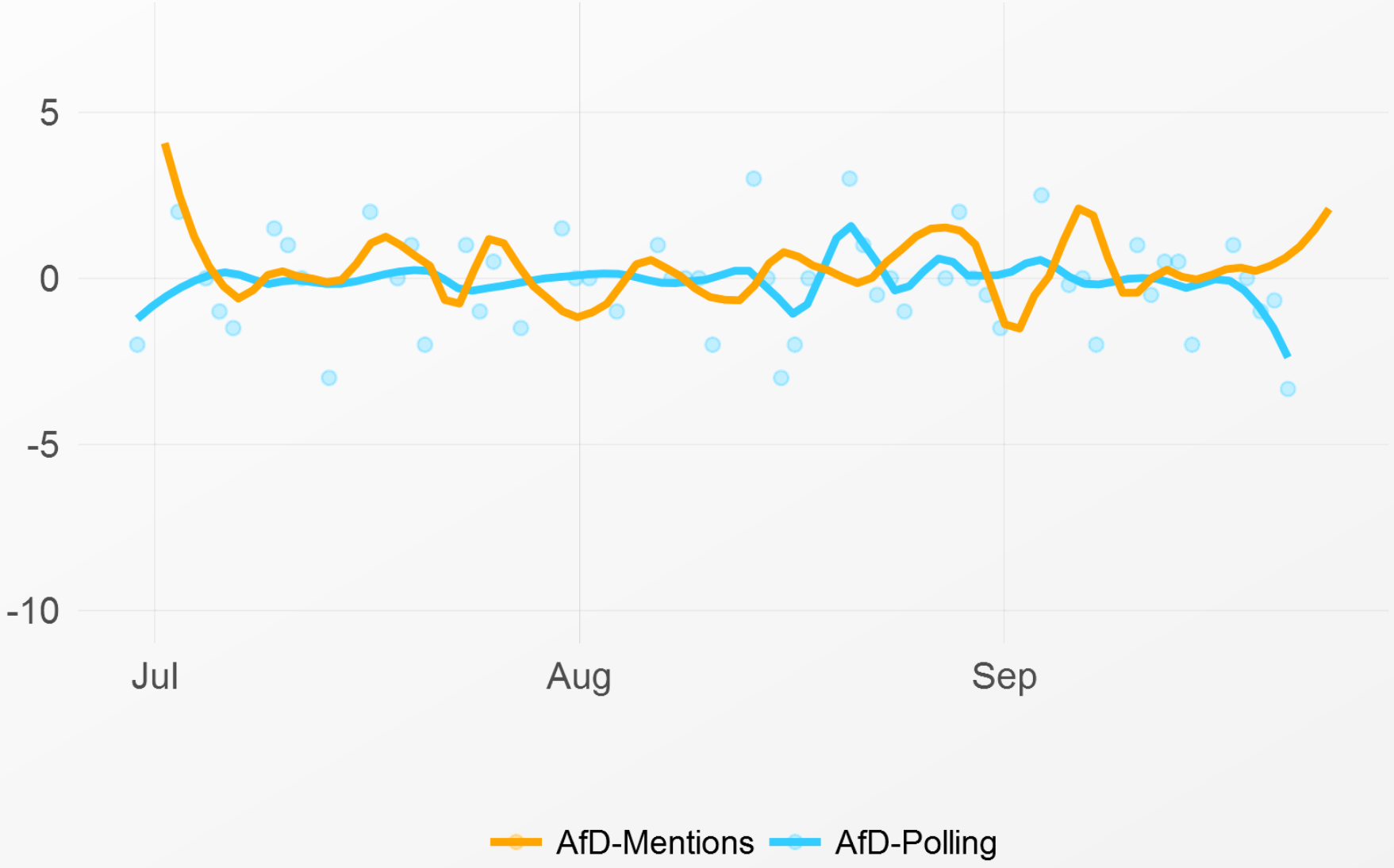
Share of Topics mentioned in Online News



AfD’s mentions and support in polls

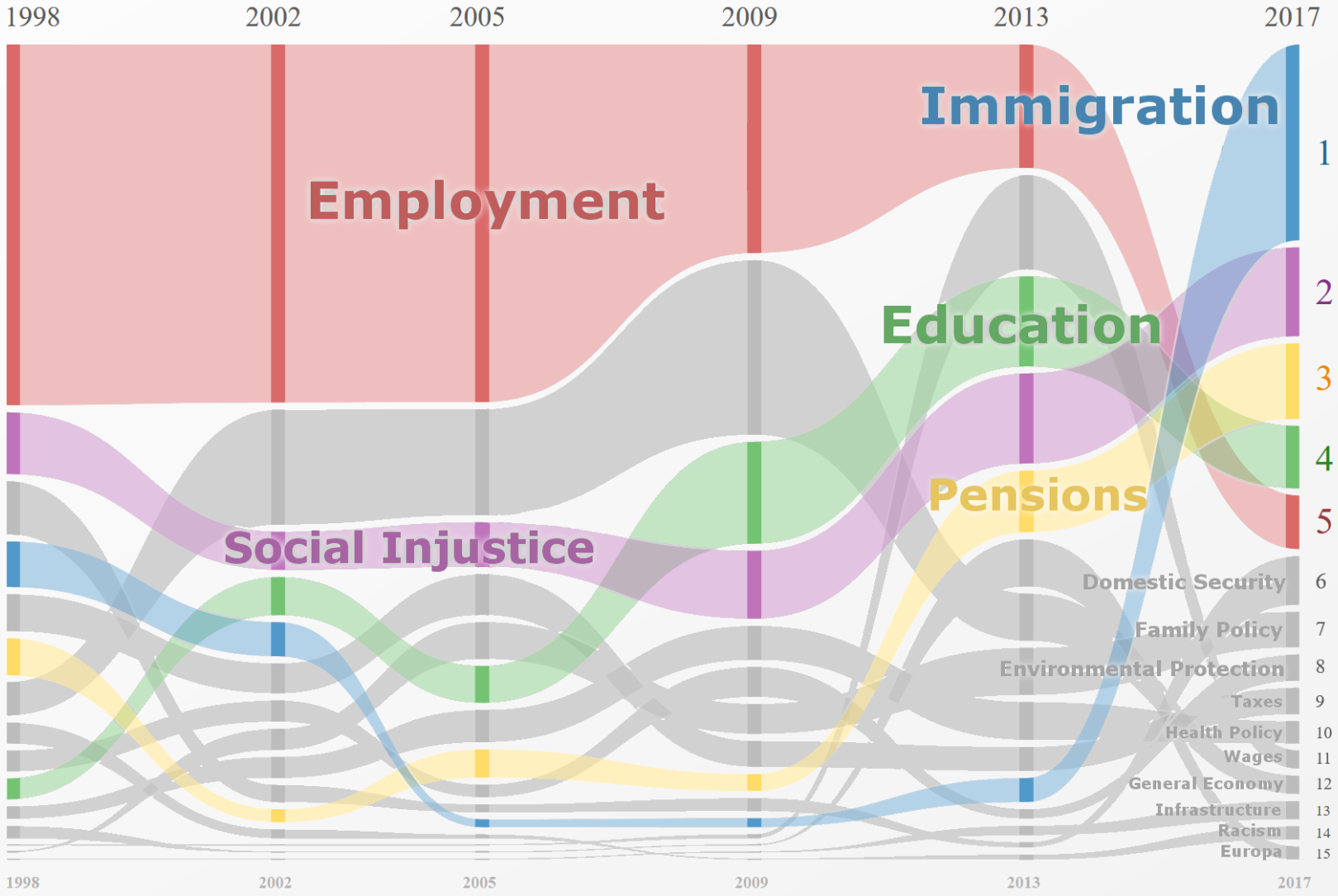


Change of mentions and support in polls



Did the media just give the people what they wanted?

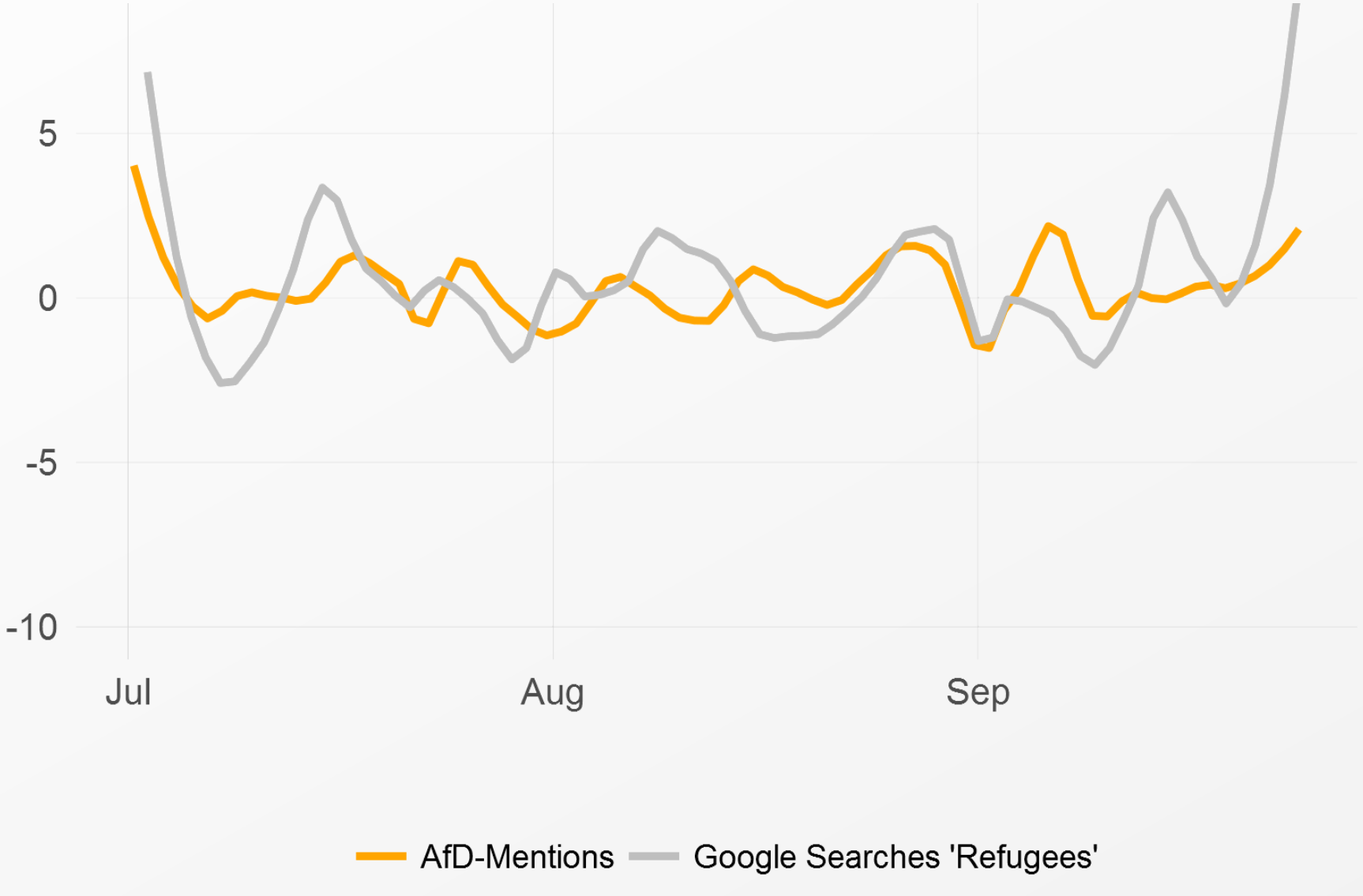
BuTaWa 2017 – A special Case



Adapted from: Berliner Morgenpost

Infratest Dimap

The Demand Side



Media – public good vs. business

Business with measurable outcome.

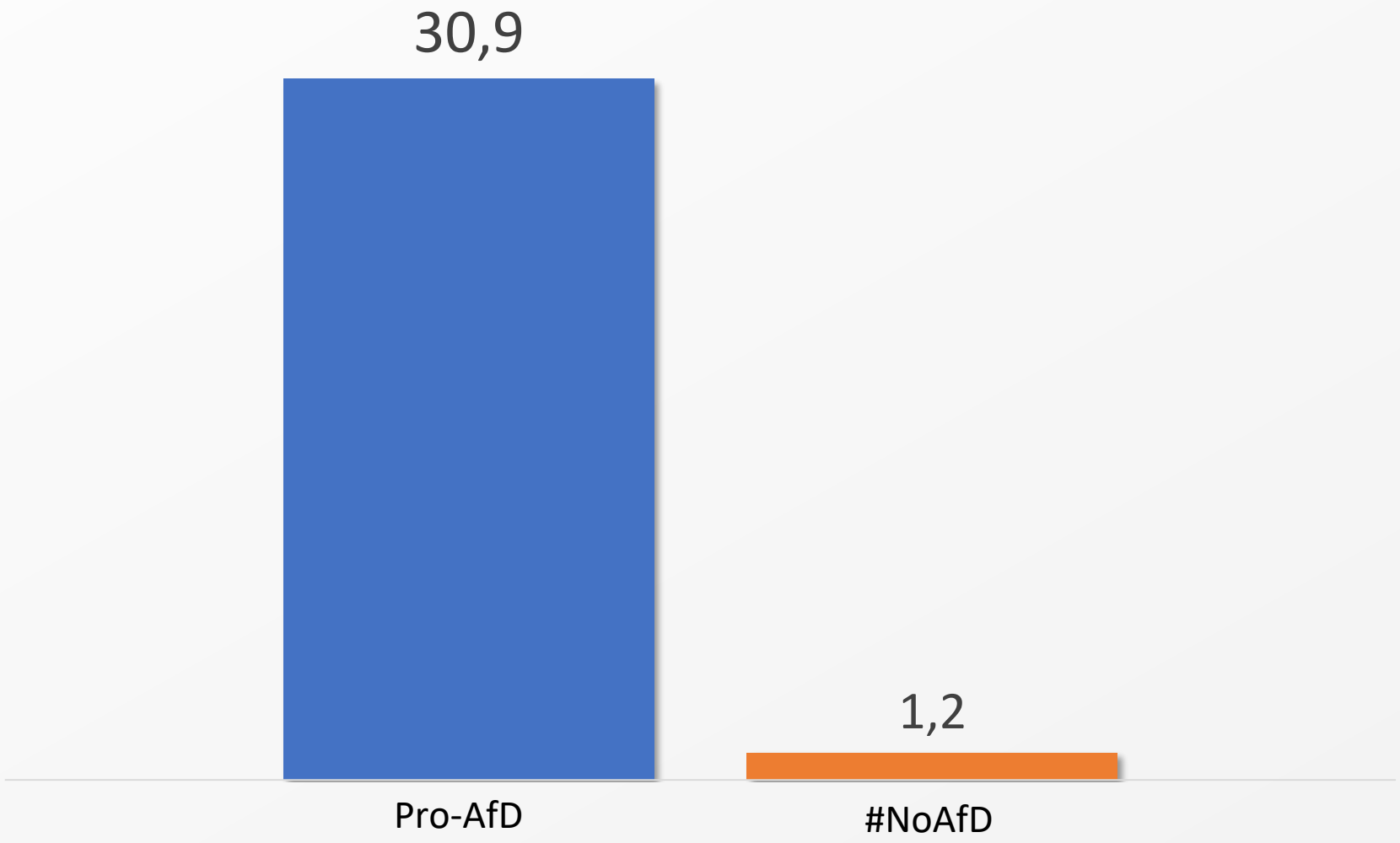
Consumer?

→ Demand-Side

Twitter

4.5 m Tweets

Of all Tweets containing one of the Top 200 #Hashtags…



Campaign Season on Twitter

Conclusion

Special Election

What does “it’s the journalists fault!” really mean?

Thank you!

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