The 2017 French Presidential Campaign on Twitter

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\section*{Context}

- 5 main political parties:
  - (FI) France Insoumise [far-left]
  - (PS) Parti Socialiste [left]
  - (EM) En Marche! [center]
  - (LR) Les Républicains [right]
  - (FN) Front National [far-right]

- Monitored from Nov. 2016 to May 2017
- 22,050 profiles annotated by experts based on their displayed support
- These profiles published 2,313,548 tweets and 7,488,710 retweets

\section*{Nature of the profiles}

- Number of retweets
- Number of tweets

\section*{Seniority}

Number of tweets by profile:

- Male
- Female
- Undetermined / Other

\section*{Publications during the campaign}

- 22/04 & 06/05: rounds of the 2012 French Presidential Election
- 01/12: Holland declares he will not be a candidate
- 02/03: Macron’s program publication
- 20/04: TV interviews / Attack on the Champs-Élysées
- 04/04: 2nd presidential debate
- 07/05: 2nd round of the presidential election
- 20/03: 1st presidential debate
- 29/01: FillonGate
- 05/02: Melenchon’s hologram
- 22/01: 1st round for left-wing primaries
- 29/01: 2nd round for left-wing primaries
- 22/04 & 06/05: rounds of the 2012 French Presidential Election

\section*{Interactions between profiles}

- The bigger the profile, the more retweets / mentions emanated from it
- Profiles interacting frequently together appear close to one another

\section*{Mention network}

Average number of mentions by profile:

- Intra-party: 281
- Inter-party: 14

\section*{Retweet network}

Average number of retweets by profile:

- Intra-party: 149
- Inter-party: 4

\section*{References}