

ECIPE PRESENTATION » 19. November 2014

TTIP Storytellers and Storytelling

PRESENTATION OF PRELIMINARY FINDINGS ON
Online Media Coverage of TTIP

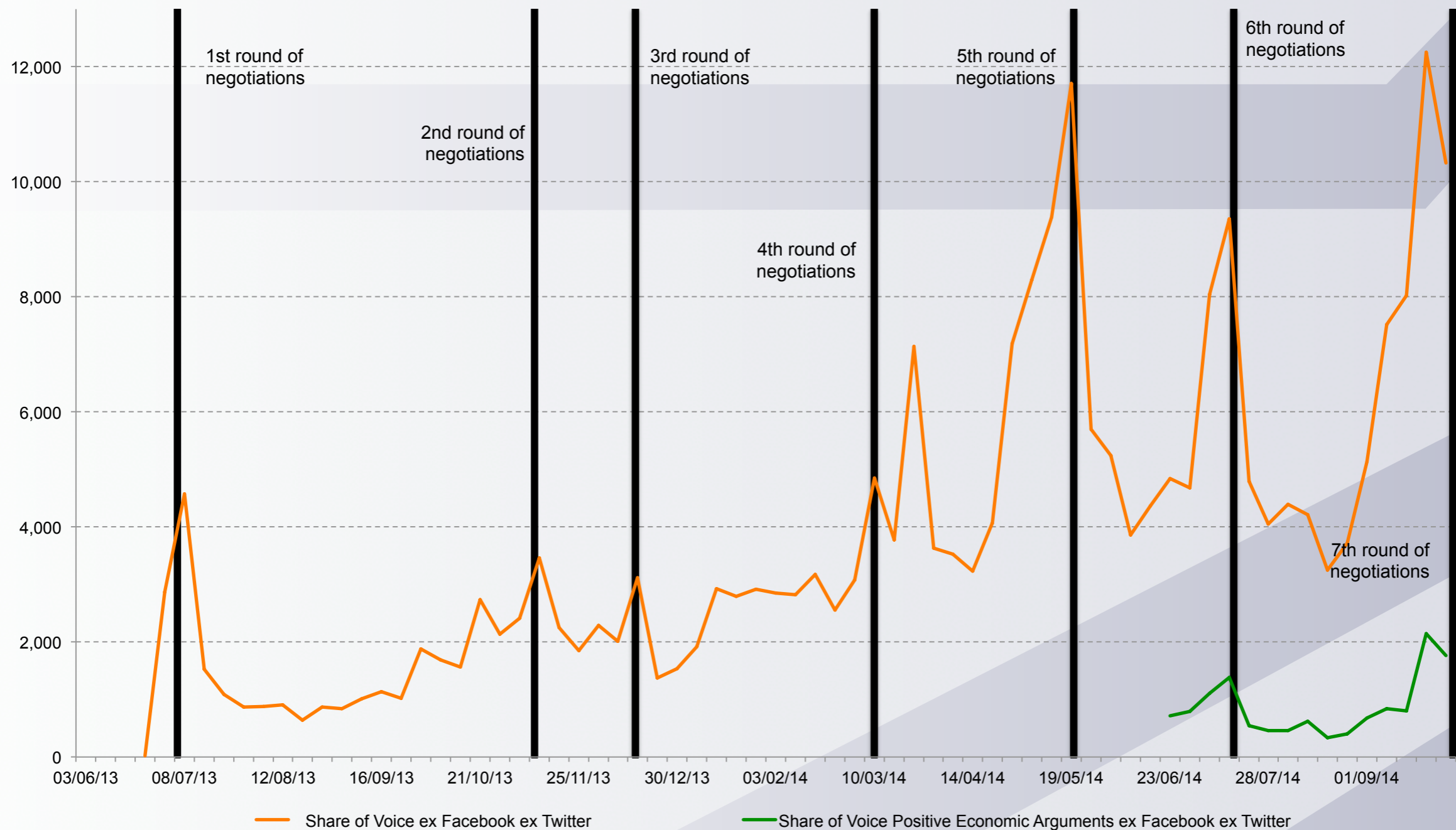
Matthias Bauer

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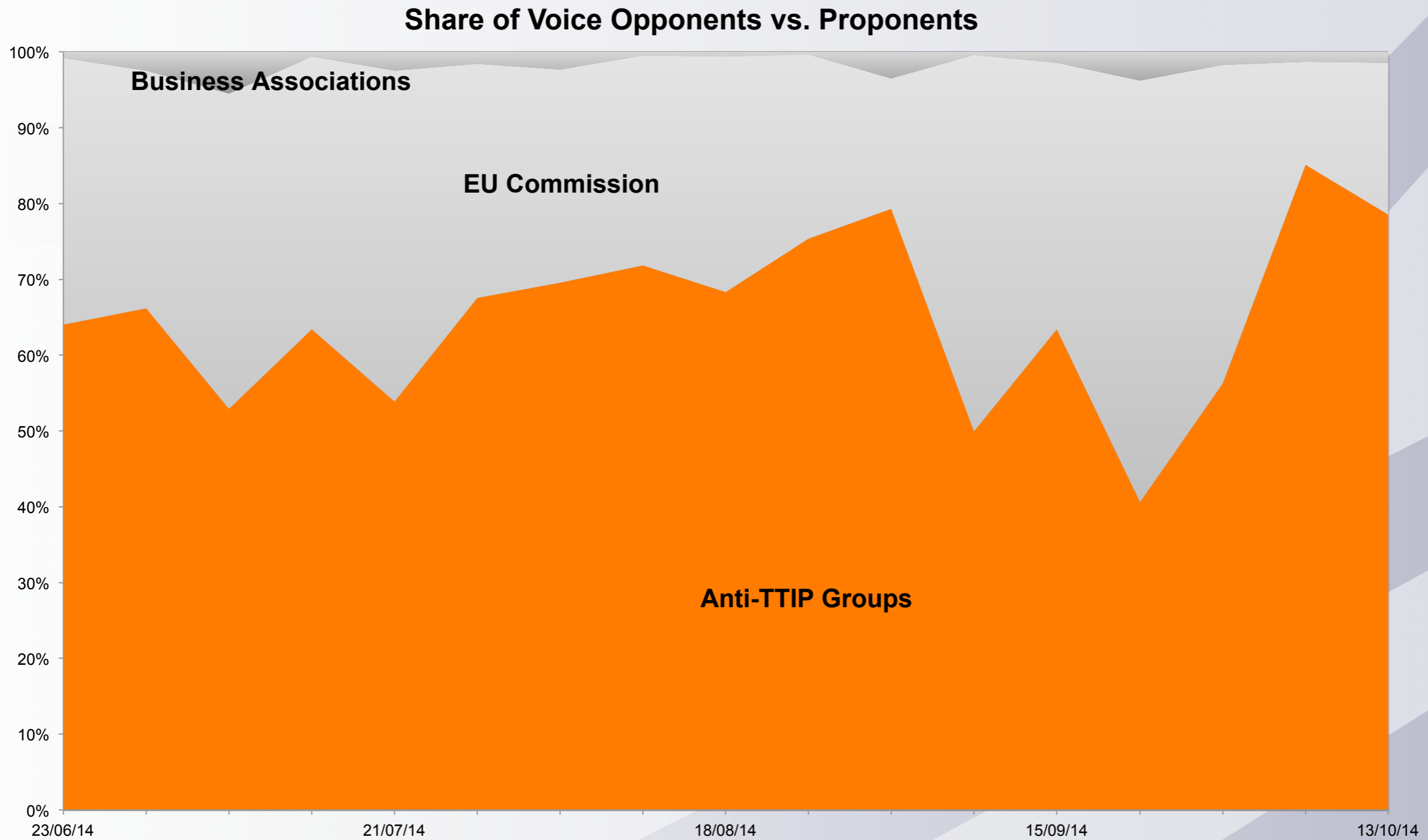
TTIP Online Media Coverage ex Facebook ex Twitter

Share of Voice over the Period 1 July 2013 to 29 September 2014



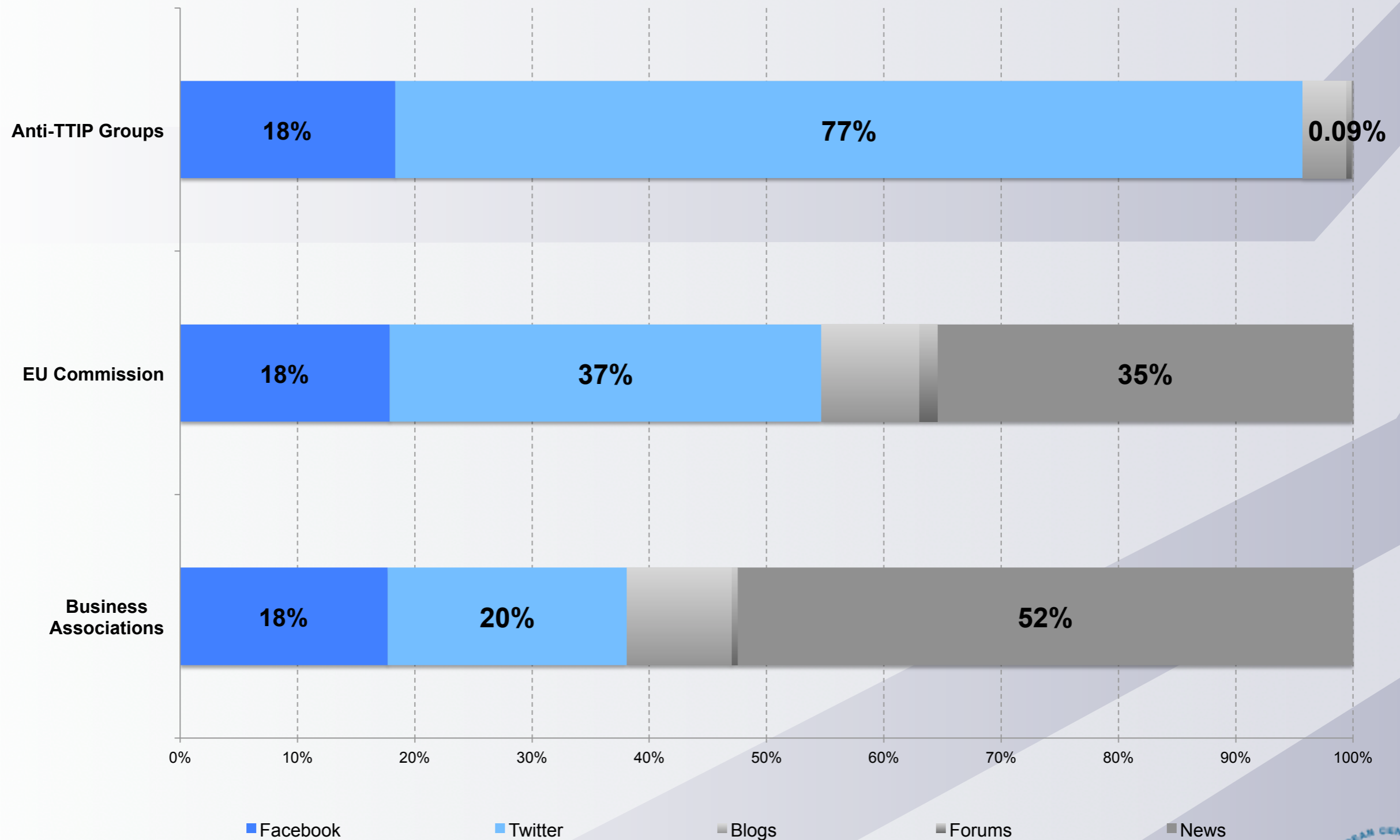
Note: News covered comprise blogs, forums, online news portals.

Share of Online Media Coverage: Opponents vs. Proponents



Note: The Period under review is January 2014 to October 2014. Results include Facebook and Twitter.

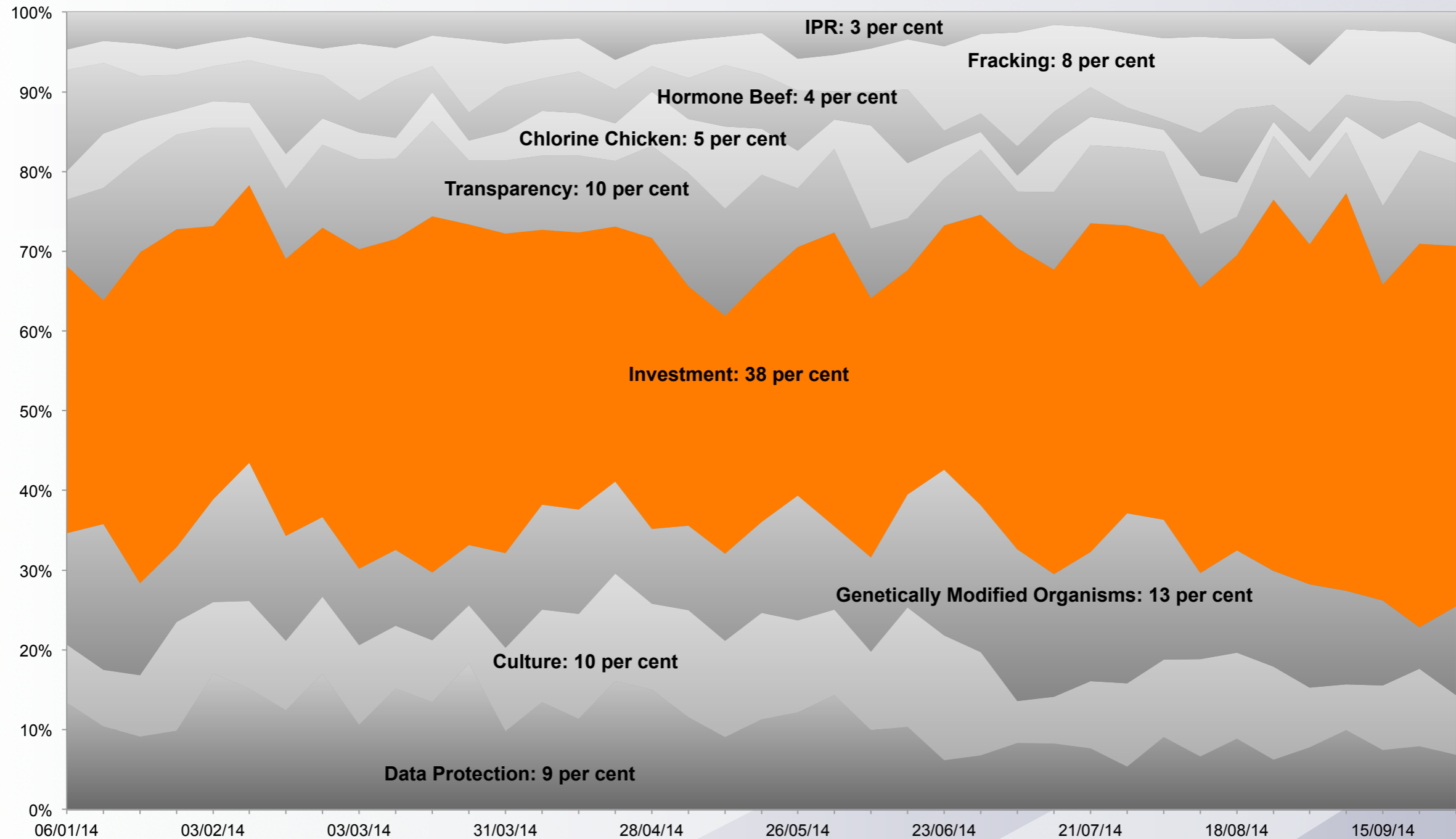
Dominant Types of Online Media Coverage



Note: The Period under review is June 2014 to October 2014. Results include Facebook and Twitter.

Overall Online Media Coverage of Sensitive Issues

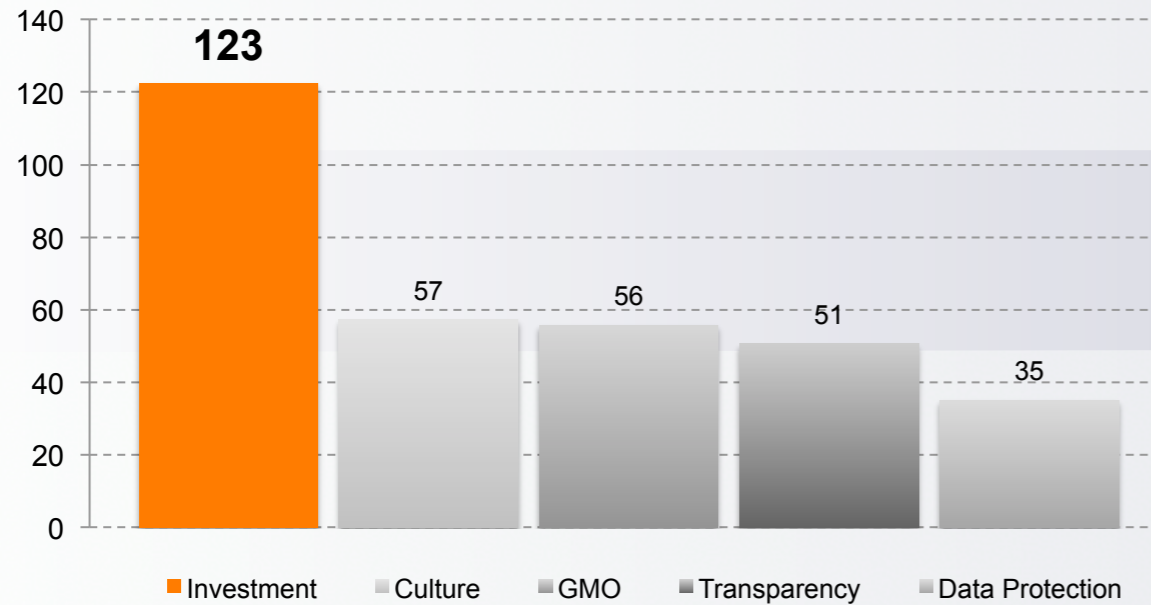
Media Coverage of Sensible Issues



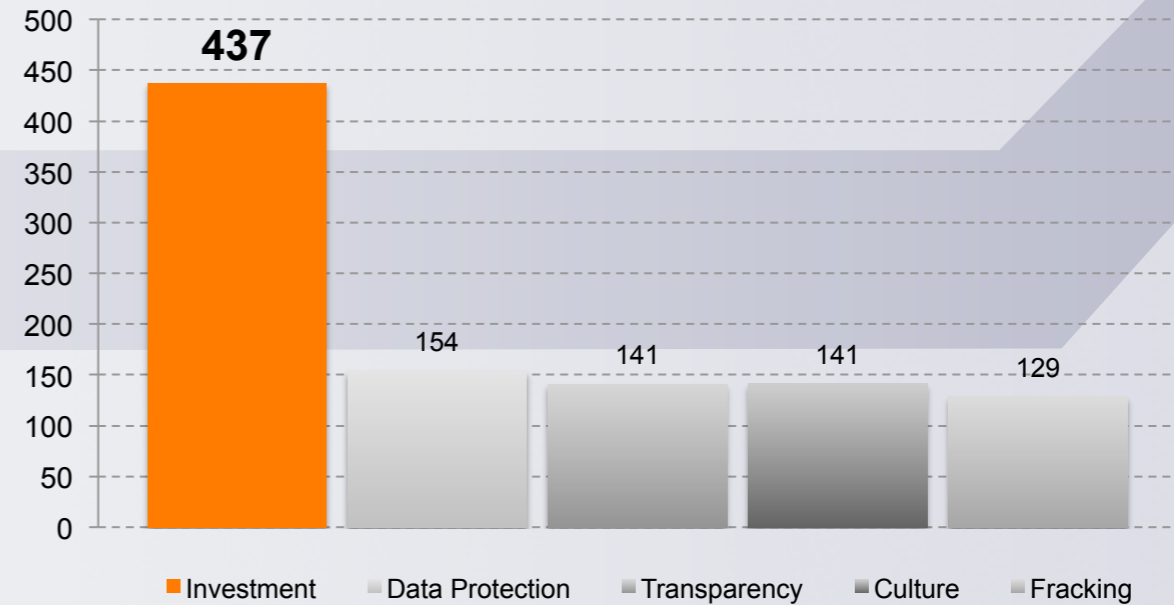
Note: The Period under review is January 2014 to October 2014.

Top 5 Country Issues, population adjusted

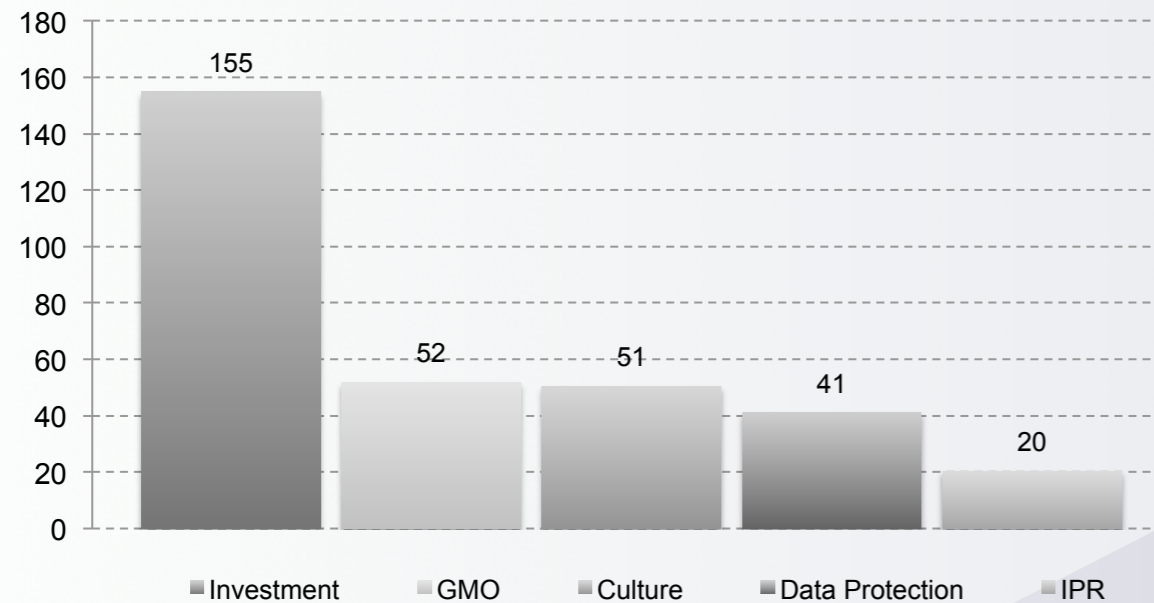
Top 5 Issues France



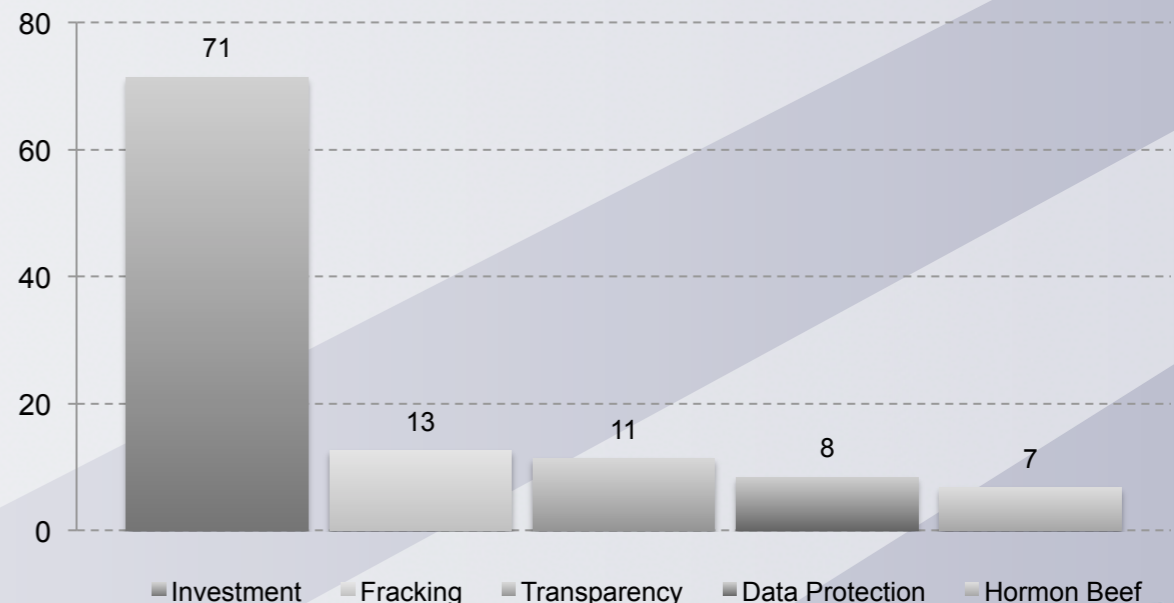
Top 5 Issues Germany



Top 5 Issues Italy



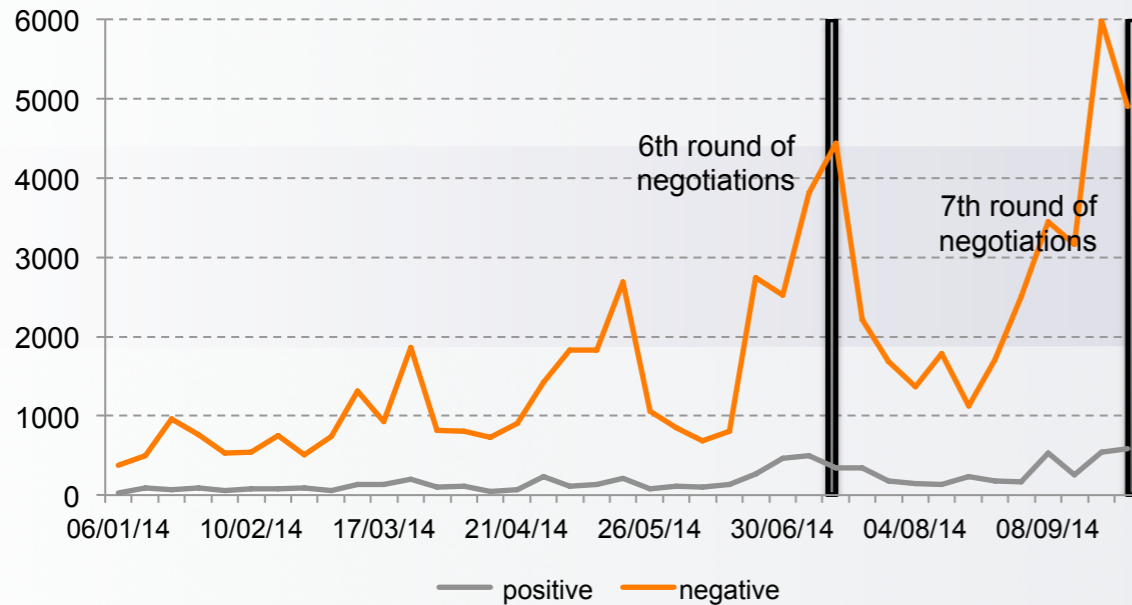
Top 5 Issues United Kingdom



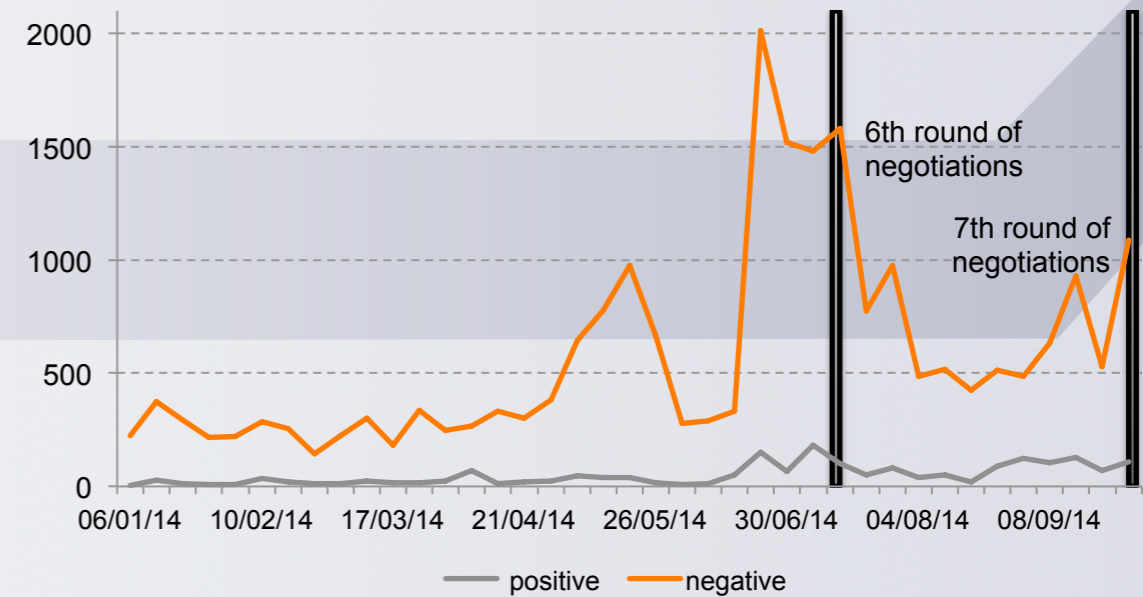
Note: All graphs represent population-adjusted shares of voice. The indicator along the y-axis is calculated as country- and sector-specific shares of voice divided by national population size and multiplied by 1,000,000. The period covered is January 2014 to October 2014.

Development of Sentiment of Top 4 Sensitive Issues

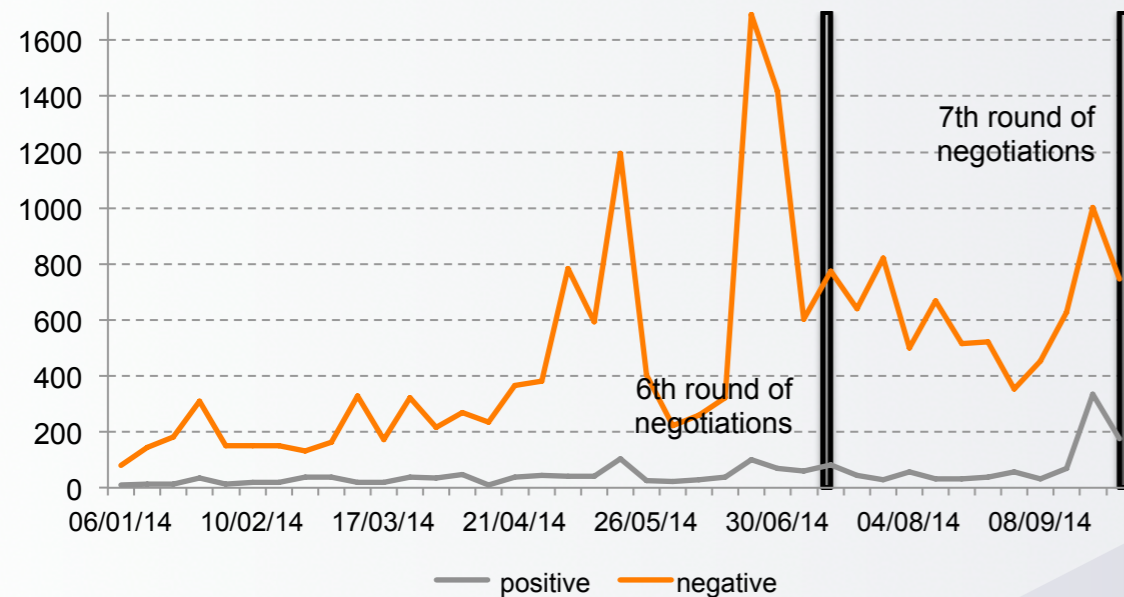
ISDS



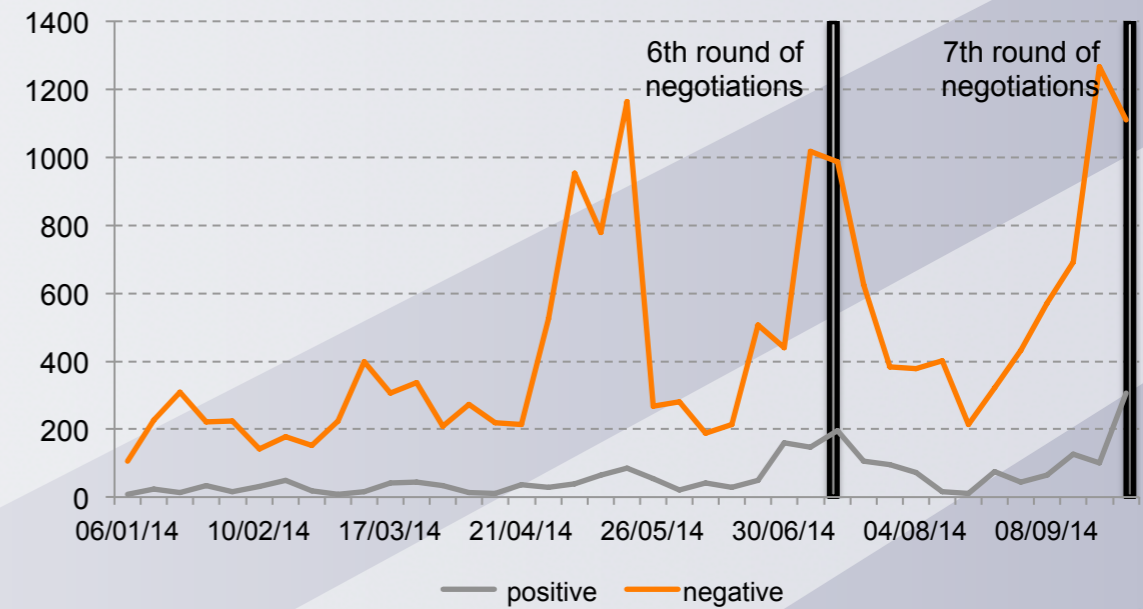
Genetically Modified Organisms



Culture



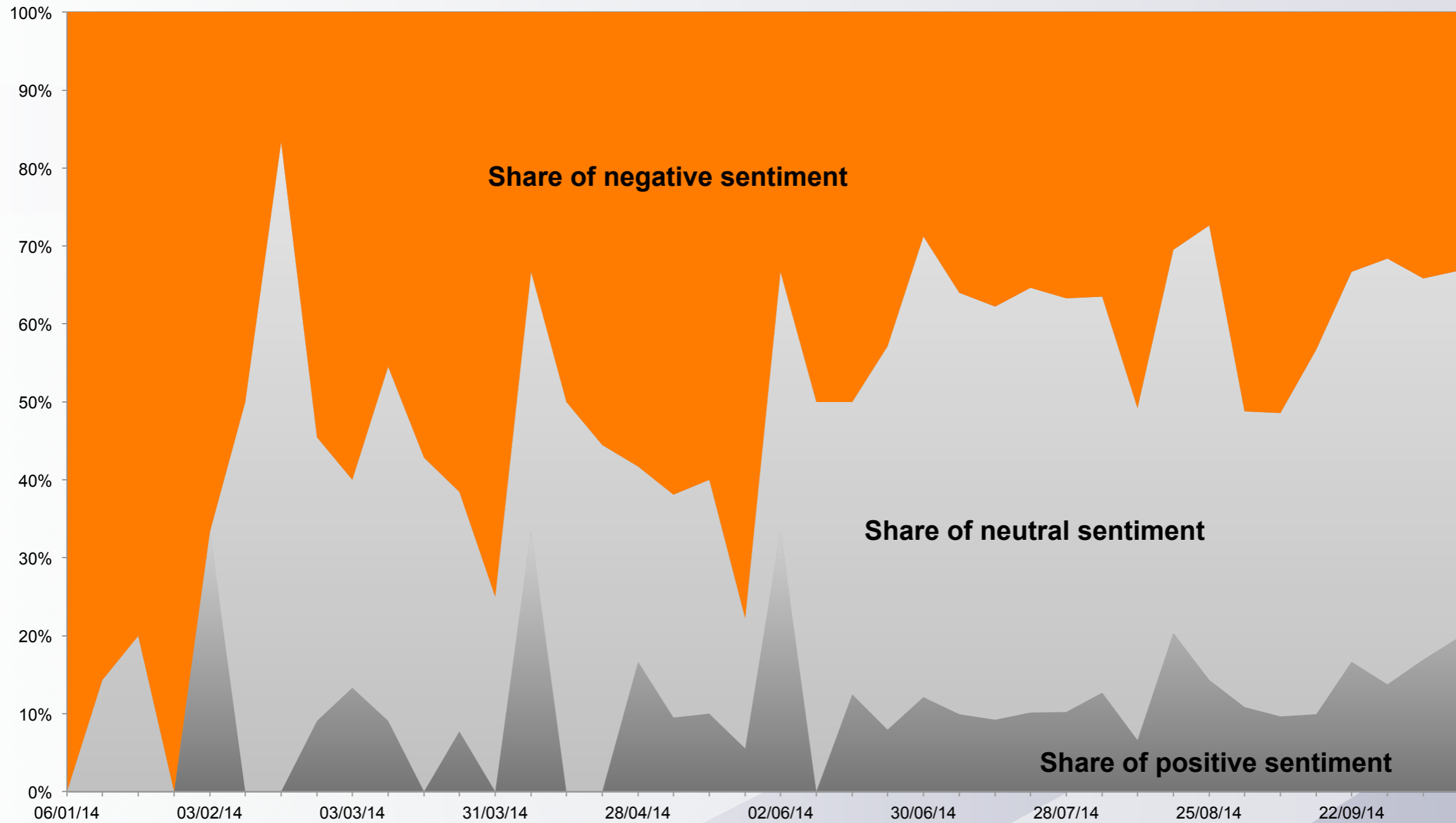
Transparency



Note: The Period under review is June 2014 to October 2014. Results include Facebook and Twitter.

Sentiment of Anti-TTIP Groups Online Media Reporting

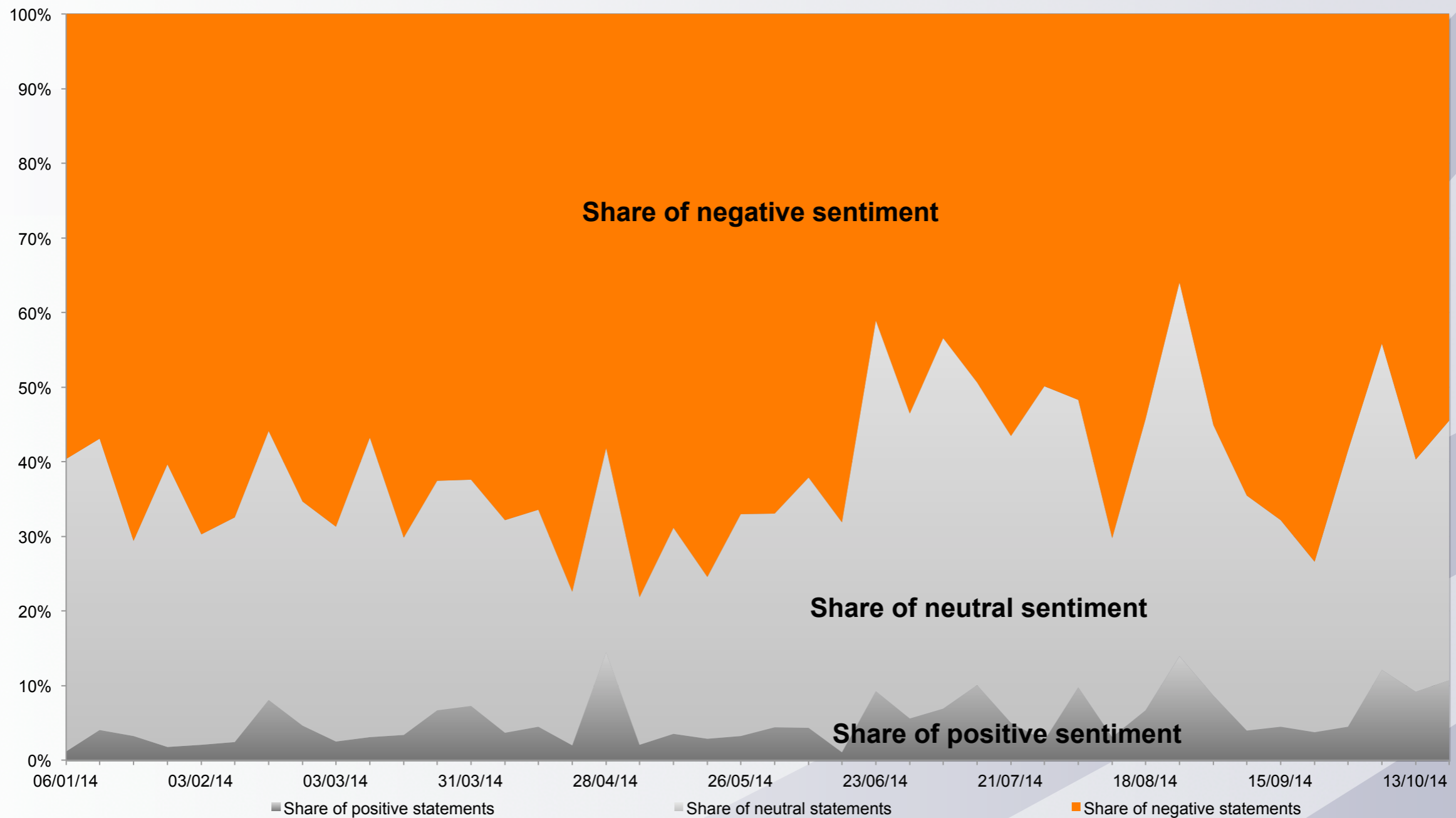
Sentiment of Anti-TTIP Groups Media Reporting



Note: The Period under review is June 2014 to October 2014. Results include Facebook and Twitter.

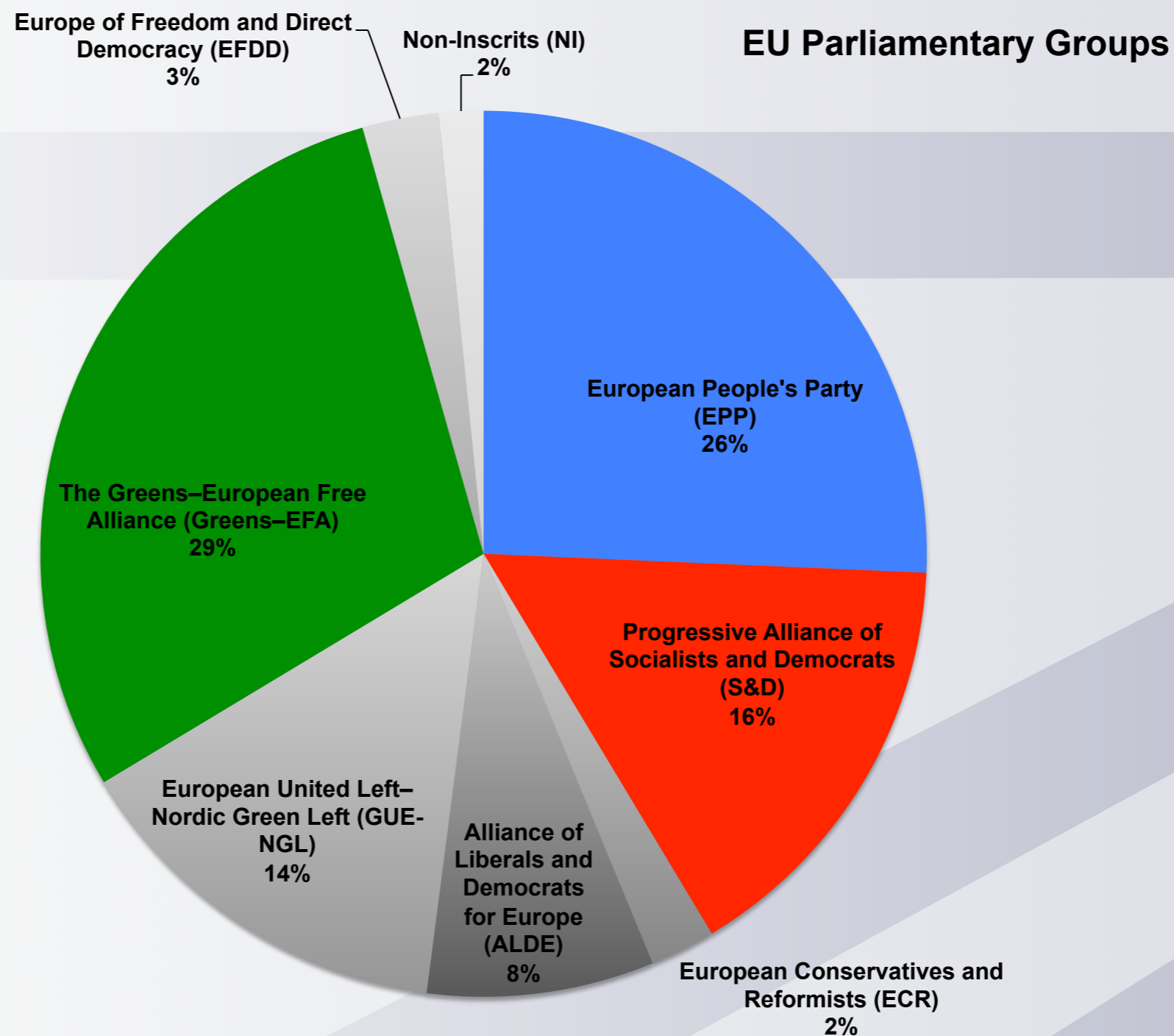
Sentiment of EU Commission Online Media Reporting

Sentiment of EU Commission Media Reporting



Note: The Period under review is June 2014 to October 2014. Results include Facebook and Twitter.

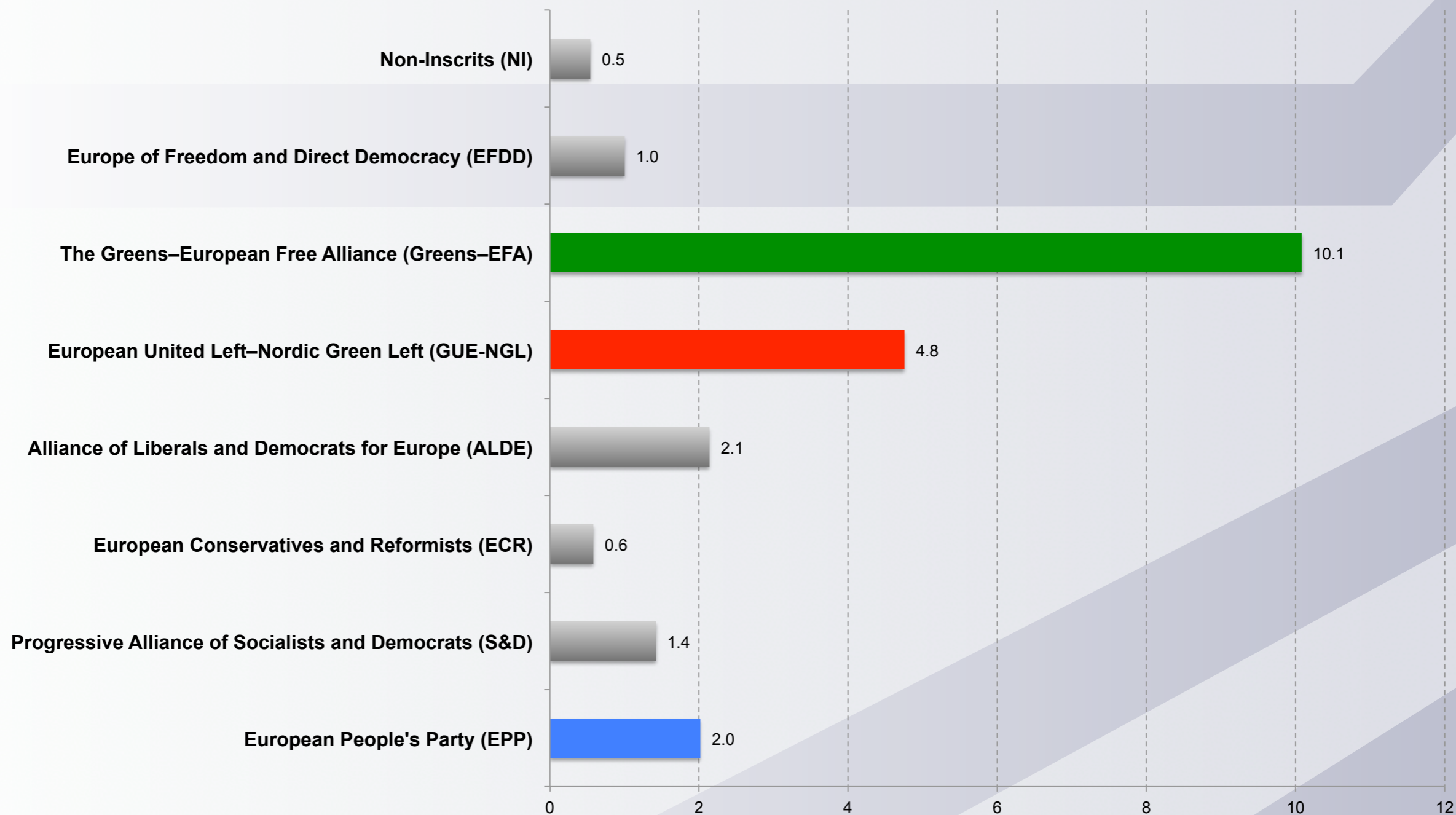
EU Parliamentary Groups Engaged in TTIP Debate



Note: The Period under review is June 2014 to November 2014. Results include Facebook and Twitter.

EU Parliamentary Groups Engaged in TTIP Debate

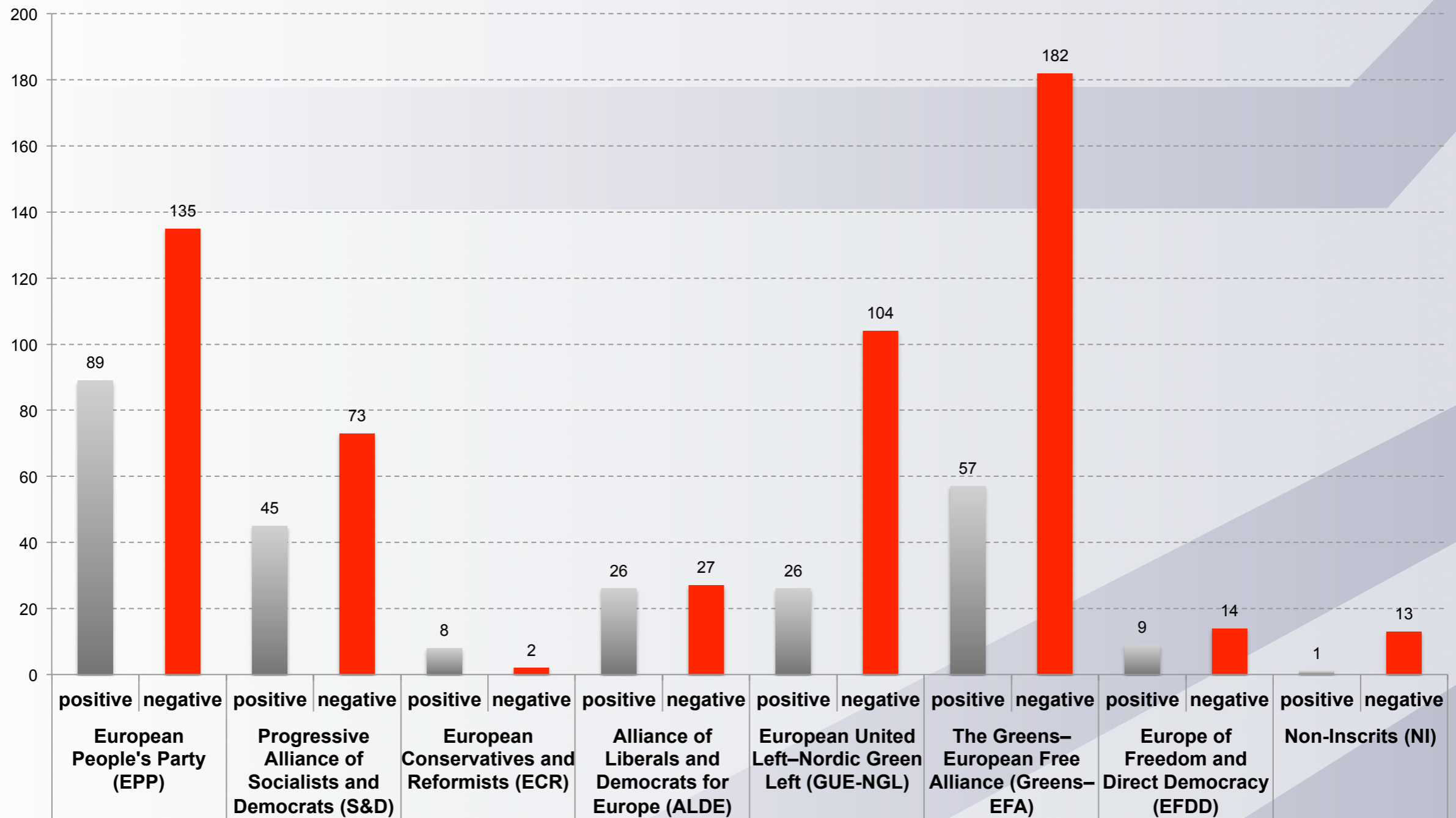
Number of Statements per MEP



Note: The Period under review is June 2014 to November 2014. Results include Facebook and Twitter.

TTIP Sentiment by Parliamentary Group

EU Parliamentary Group Sentiment about TTIP



Note: The Period under review is June 2014 to November 2014. Results include Facebook and Twitter.

Conclusions and Outlook