

Beat: Politics

## 2016 U.S. ELECTION DATA VISUALIZATION TRACKS CANDIDATE SOCIAL BUZZ

### WHICH PRESIDENTIAL CANDIDATE WINS ONLINE

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**USPA NEWS** - Brandwatch, the industry flagship for social intelligence, today launched its 2016 U.S. Presidential Election Data Visualization which analyzes, illustrates and interprets the public's online conversation around each presidential candidate...

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It allows the general public to examine :

- Individual Candidate Conversations: Each candidate's conversation will be broken down across sentiment and volume of mentions to showcase fluctuations in their respective campaigns.
- Candidates Within Their Party: As candidates fight to win their party's nomination, the visualization will reveal how each candidate's social presence compares to those against whom they are currently running.
- Popular Issues: Major topics and issues being addressed within each party will be highlighted to expose which platforms and policies the candidates and their supporters address the most online.
- Momentum Shifts: Each graphic will allow viewers to adjust the data timeframe between three months, two weeks or the past day to show how each candidate's conversation has gained or lost momentum online.

Brandwatch's live visualization will allow anyone to witness the public social media reaction to every aspect of a modern day presidential campaign. For example, statements and comments to the media, new campaign and social ads, late-night television appearances and debate commentary will be reflected in the data visualization.

In addition, Brandwatch will publish a monthly newsletter summarizing the major trends in online conversations for each candidate and political party. It will provide subscribers with a month-over-month look at how each candidate is fairing online, and who is losing or gaining ground in their pursuit of the Oval Office.

The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world's most admired brands and agencies to make insightful, data-driven business decisions.

Source : Brandwatch

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