MAY

| 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 29 30 31 |

EMR #01

PRESIDENTIAL DEBATE

JUNE 14
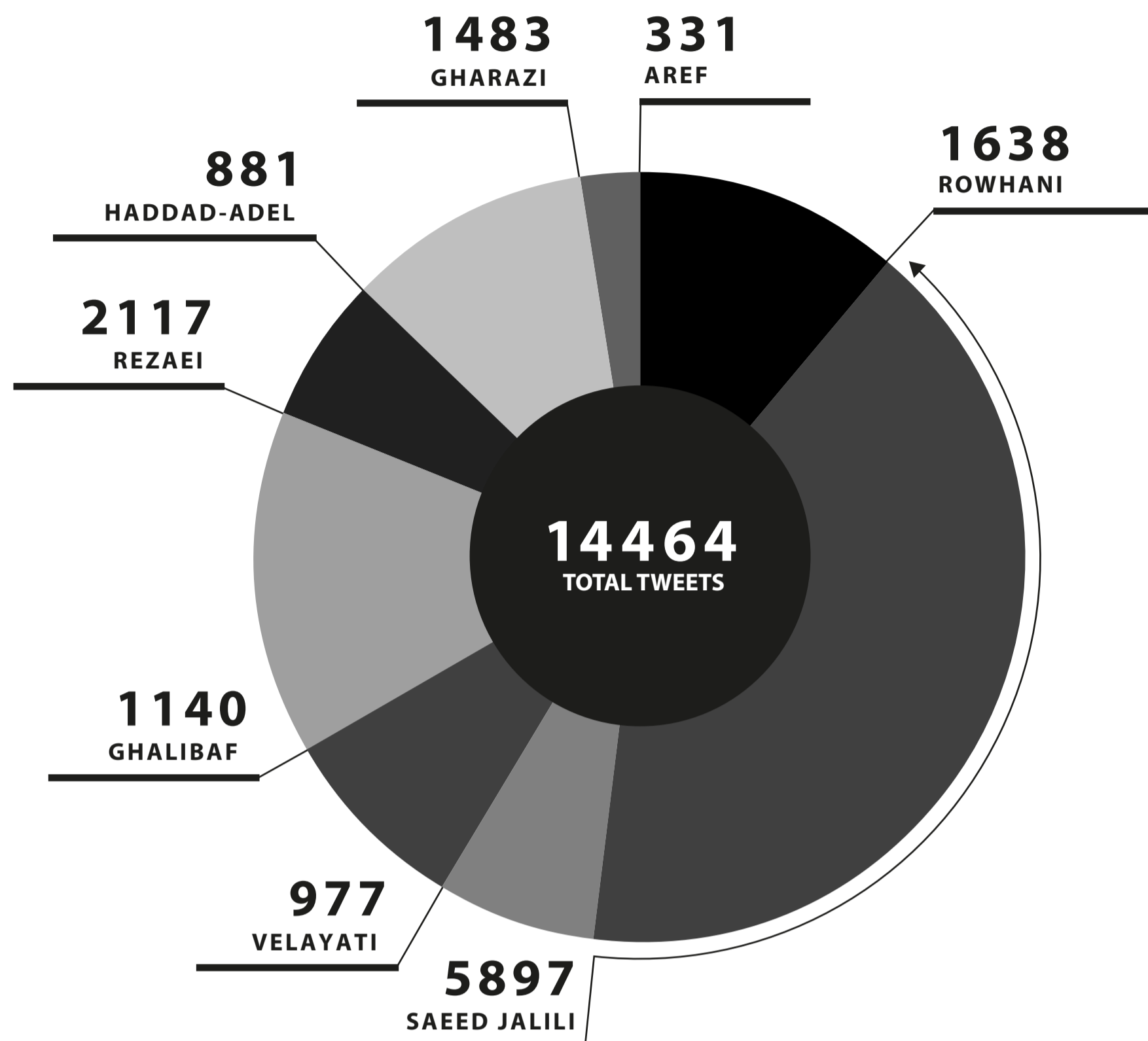ELECTION DAY

1 2 3 4 5 6 7 8 9 10 11 12 13 14

02 ELECTION MONITORING REPORT

TWITTER DATA

OVERALL TWEET FREQUENCY

ABOUT THE DATA

This report draws on data collected on social media between May 22 and May 27. There were 14,464 tweets that included the Iranian presidential candidates' names. The most tweeted about candidate was Saeed Jalili, Iran's nuclear negotiator.

1483 GHARAZI

331 AREF

1638 ROWHANI

881 HADDAD-ADEL

2117 REZAEI

14464 TOTAL TWEETS

1140 GHALIBAF

977 VELAYATI

5897 SAEED JALILI

ABOUT THE DATA

We've been keeping an eye on a few influential people as well, including disqualified candidates Rafsanjani (who already had two terms as president in the 1990s) and Mashaei, and the well known reformist Mohammad Khatami. Will fervour for them fade?

PEOPLE WORTH FOLLOWING

2420 ESFANDIAR RAHIM MASHAEI

684 MOHAMMAD KHATAMI

11642 TOTAL TWEETS

8538 ALI-AKBAR HASHEMI RAFSANJANI
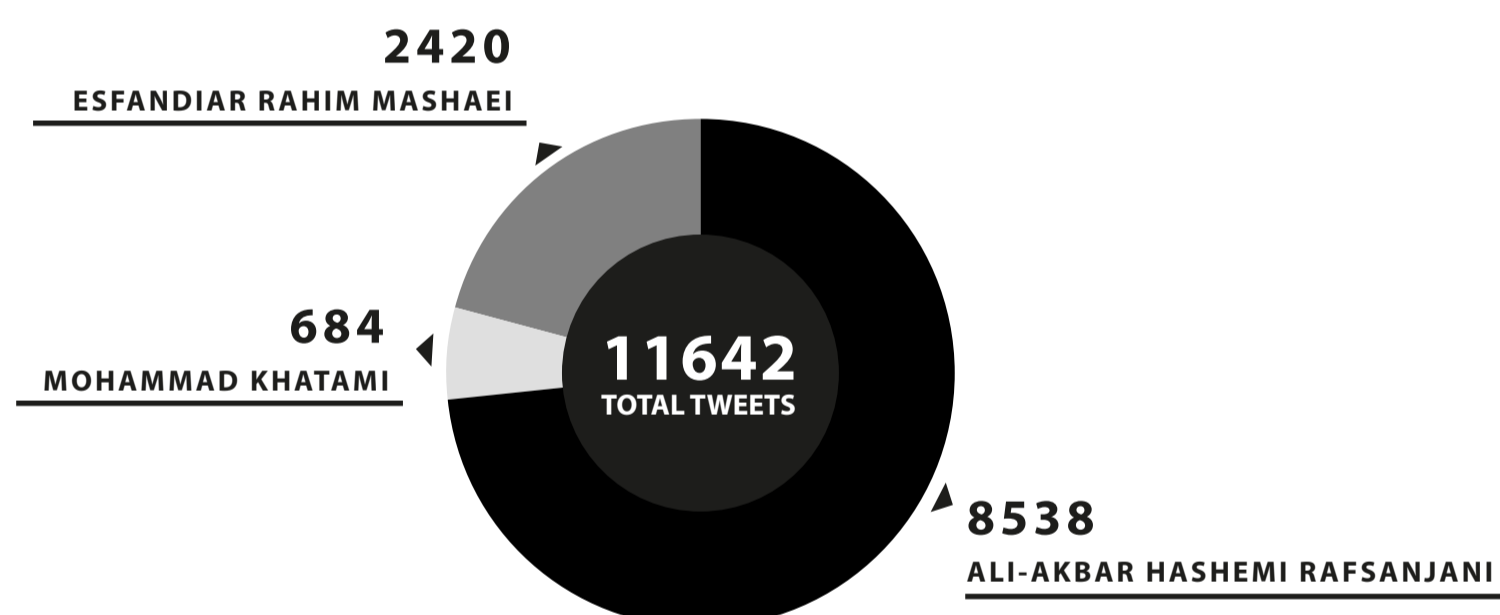
WORD FREQUENCY

This comparison shows the comparison between the top words from the previous reporting period and the data gathered during this period. We'll continue to follow the word frequency on Twitter as we move through to the elections, and map out the transformations in narrative.

MAY 21

HASHEMI
DISQUALIFIED
IRAN
PRESIDENTIAL
JALILI
MASHAEI
RAFSANJANI
ANNOUNCED
VOTE

MAY 22-27

IRAN
ROWHANI
VOTE
PRESIDENCY
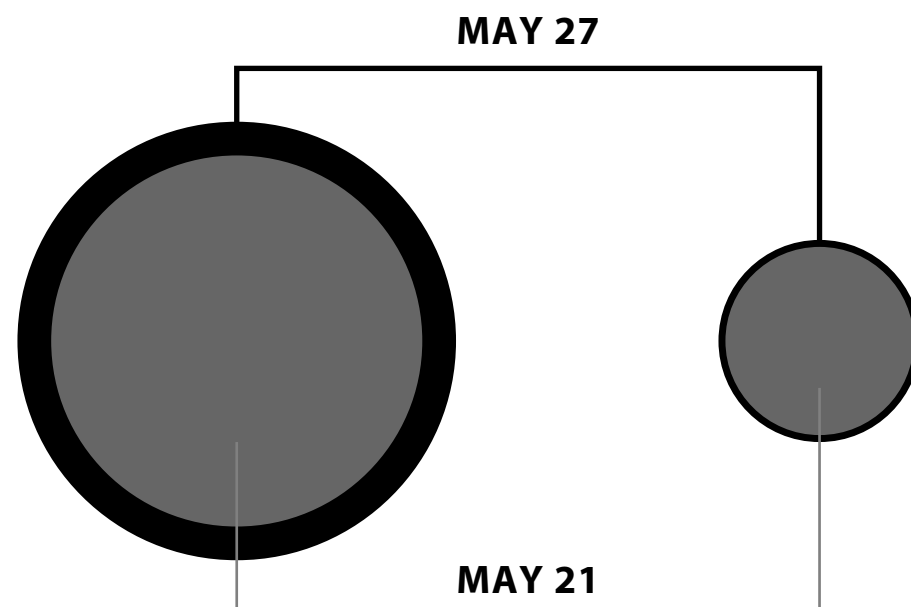### ELECTORAL
JALILI
PLAN
PEOPLE
CANDIDATE

MOHAMMAD REZA AREF

Politician and academic. The vice president under President Mohammad Khatami from 2001-2005, and also served as Minister of Technology in Khatami's first cabinet.

## FACEBOOK DATA

MAY 27

facebook.com/
DRMOHAMMADREZAAREF

facebook.com/
CAMPAIGN OF HOPE

MAY 21

ABOUT THE DATA

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their 'likes' over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.
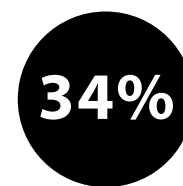
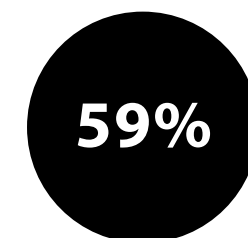## TWITTER DATA

MOST SHARED TWEET

TWEET SENTIMENT

331
TOTAL TWEETS
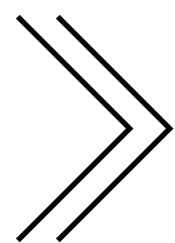
@SAYEHFEYZI

"LAST TIME THE REFORMISTS' CANDIDATE WAS MOEEIN, THIS TIME ITS AREF!"

34% POSITIVE

✕ NEGATIVE

59% NEUTRAL

7% SATIRICAL

WORD FREQUENCY MAY 22 - MAY 28

MOEEIN (Previous Candidate)
REFORMIST
LAW
DISCONNECT
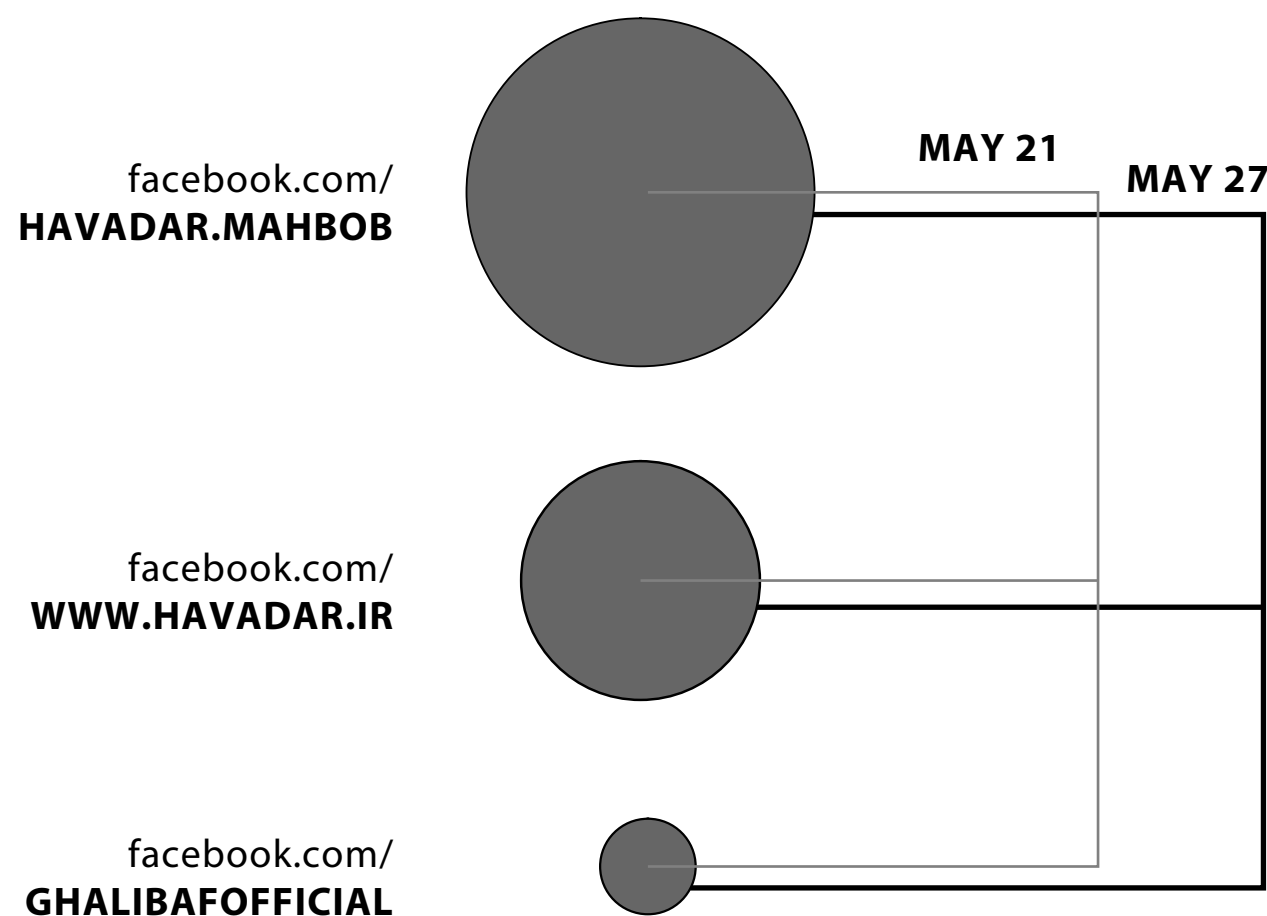### ROWHANI
PLAN

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical. The most re-shared tweets are typically satirical and make fun of the elections and the prevailing attitude is quite negative among those on Twitter.

MOHAMMAD-BAGHER GHALIBAF

Politician, professor and former military/police commander. He has been mayor of Tehran since 2005, when the previous mayor, Mahmoud Ahmadinejad, left the role for his presidency.

FACEBOOK DATA

facebook.com/
HAVADAR.MAHBOB

facebook.com/
WWW.HAVADAR.IR

facebook.com/
GHALIBAFOFFICIAL

MAY 21

MAY 27

ABOUT THE DATA

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their 'likes' over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

TWITTER DATA

1140
TOTAL TWEETS

MOST SHARED TWEET

@ANBARBAZAN

"WOOD IS BECOMING AN IMPORTANT ICON FOR THE ELECTIONS. FIRST GHALIBAF, WHO BEAT PEOPLE WITH A TRUNCHEON DURING THE [1998 STUDENT] PROTESTS, NOW JALILI, WHO THINKS WE CAN BUILD OUR ECONOMY ON ICECREAM STICKS"

TWEET SENTIMENT

19% POSITIVE

41% NEGATIVE

11% NEUTRAL

15% SATIRICAL

WORD FREQUENCY MAY 22 - MAY 28

JALILI
ELECTION
VOTE
VELAYATI
PRESIDENT
TRUNCHEON

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical. The most re-shared tweets are typically satirical and make fun of the elections and the prevailing attitude is quite negative among those on Twitter.
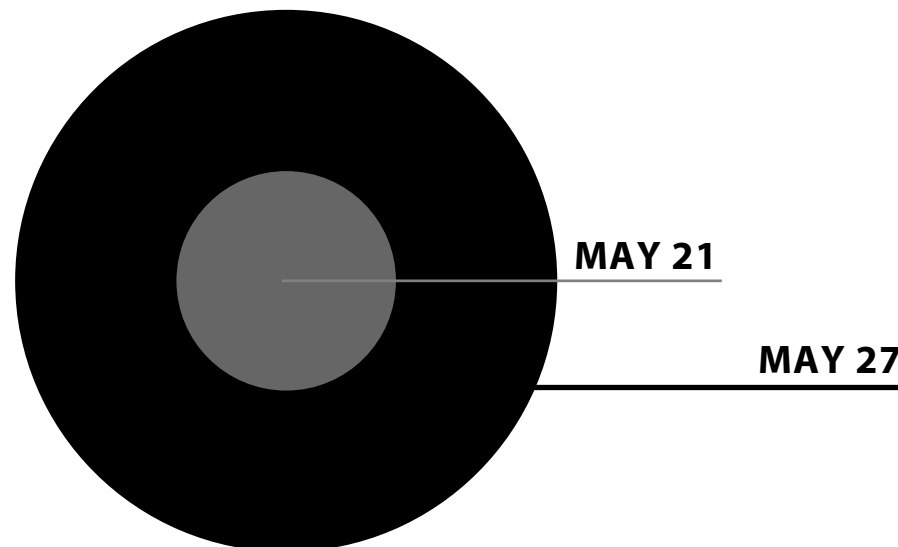
MOHAMMAD GHARAZI

Allegedly a member of the MEK until 1983, he served as Minister of Petroleum and Minister of Post and belonged to the Iranian parliament. He has been relatively absent from politics for the past decade.

FACEBOOK DATA

facebook.com/
**KMPYNHMAYTAZMHNDSM
HMDGHRDYDRANTKHABAT92**

MAY 21

MAY 27

ABOUT THE DATA

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their 'likes' over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

TWITTER DATA

MOST SHARED TWEET

TWEET SENTIMENT

**1483
TOTAL TWEETS**

@AMMARHZR

"I'M PRETTY SURE GHARAZI GIVES HIS MOBILE PHONE TO HIS WIFE AND ASKS HER TO FILM HIM SPEAKING AND THEN USES THOSE CLIPS AS HIS CAMPAIGN VIDEOS"

8% POSITIVE

17% NEGATIVE

21% NEUTRAL

54% SATIRICAL

WORD FREQUENCY MAY 22 - MAY 28

VOTE
ELECT
JALILI
QUALIFICATION
REZAEI
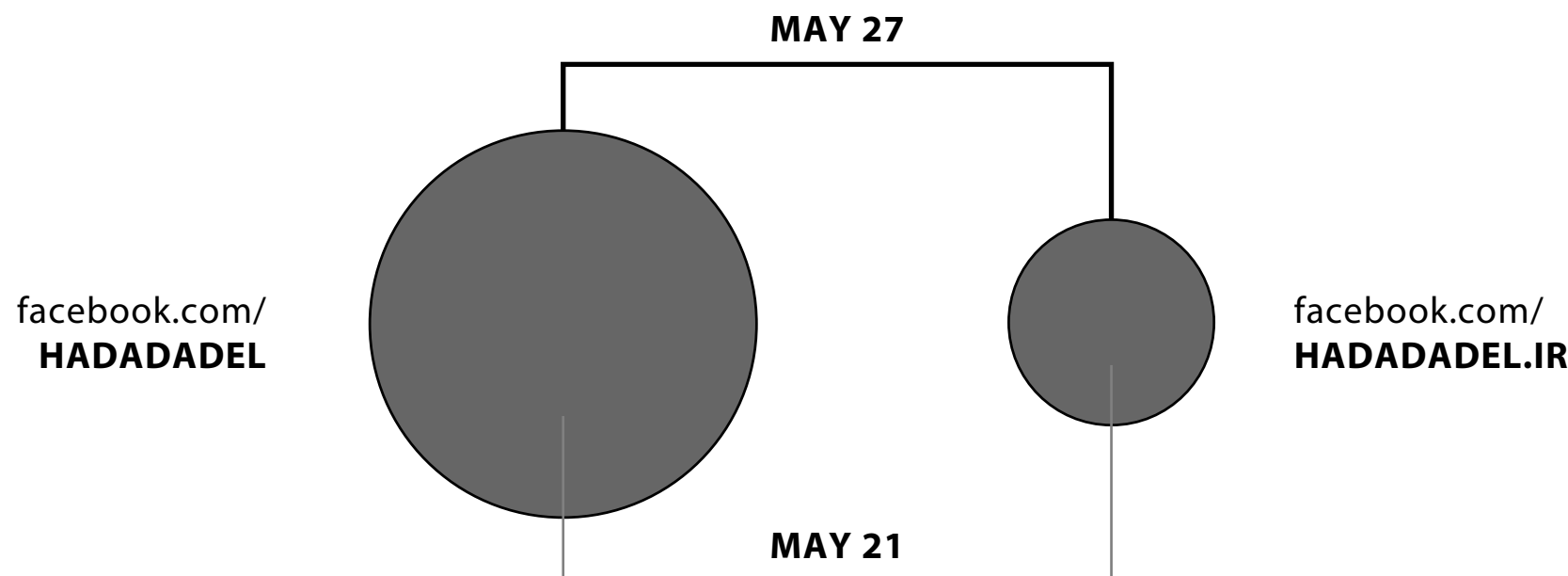### PLAN

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical. The most re-shared tweets are typically satirical and make fun of the elections and the prevailing attitude is quite negative among those on Twitter.

GHOLAM-ALI HADDAD-ADEL

Member of the Society of Devotees of the Islamic Revolution, he is a philosopher, politician, and is the former chairman of the Iranian parliament. His daughter is married to the son of the Supreme Leader of Iran.

FACEBOOK DATA

MAY 27

facebook.com/
HADADADEL

facebook.com/
HADADADEL.IR
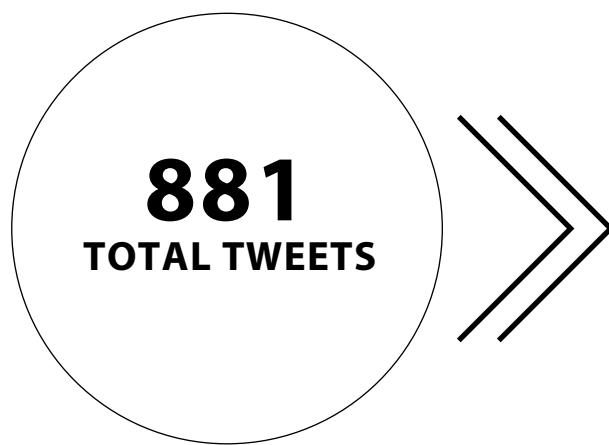
MAY 21

ABOUT THE DATA

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their 'likes' over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

TWITTER DATA

881
TOTAL TWEETS

MOST SHARED TWEET

@VAHID

"MEDIA FRENZY SAYS:
POLITICAL BACKBENCHERS ARE
USELESS, HADAD IS USELESS"

TWEET SENTIMENT

6% POSITIVE

56% NEGATIVE

6% NEUTRAL

33% SATIRICAL

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical. The most re-shared tweets are typically satirical and make fun of the elections and the prevailing attitude is quite negative among those on Twitter.

WORD FREQUENCY MAY 22 - MAY 28

HASHEMI
RACE
JALILI
ELECTION
WRESTLE
VOTE

SAEED JALILI

Is known as a 'living martyr', having lost his leg during the Iran-Iraq War. and runs his campaign under the slogan "Resistance". He is currently the Secretary of the Supreme National Security Council and the country's chief nuclear negotiator.

FACEBOOK DATA
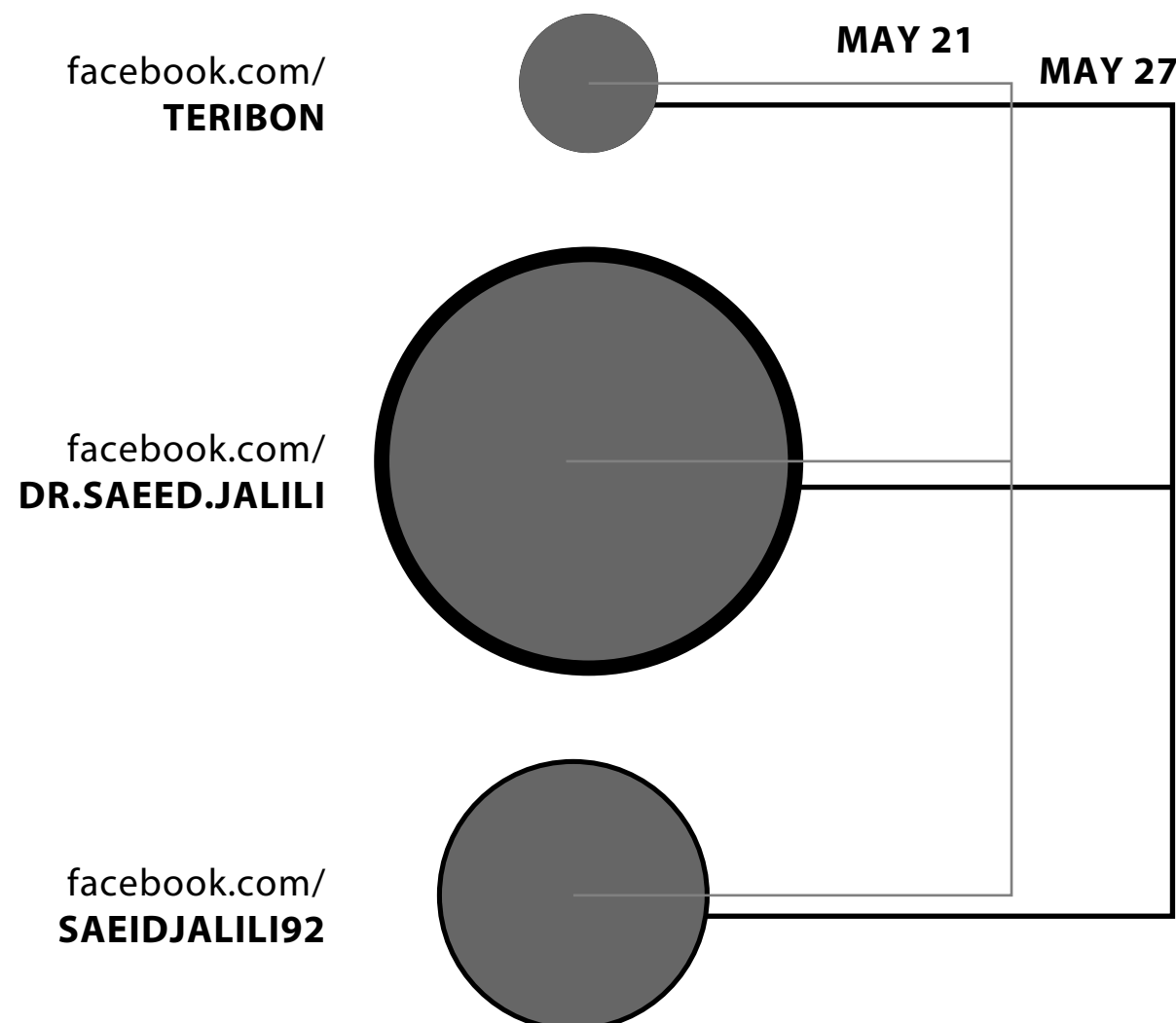
facebook.com/
TERIBON

facebook.com/
DR.SAEED.JALILI

facebook.com/
SAEIDJALILI92

MAY 21

MAY 27

ABOUT THE DATA

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their 'likes' over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

TWITTER DATA

MOST SHARED TWEET

TWEET SENTIMENT

5897
TOTAL TWEETS

@AMIRAZAD_

"GIVEN THE FACT THAT JALILI'S ACADEMIC EXPERTISE IS ON INTERNATIONAL RELATIONS DURING THE EARLY YEARS OF ISLAM, I THINK THE FIRST THING ON HIS AGENDA AS PRESIDENT OF IRAN SHOULD BE TO BUILD A MOAT [REFERRING TO THE BATTLE OF KHANDAQ] AROUND IRAN"

21% POSITIVE

46% NEGATIVE

12% NEUTRAL

21% SATIRICAL

WORD FREQUENCY MAY 22 - MAY 28

PRESIDENT
CATHERINE ASHTON
HASHEMI
VOTE
#### AHMADINEJAD
RACE

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical. The most re-shared tweets are typically satirical and make fun of the elections and the prevailing attitude is quite negative among those on Twitter.

MOHSEN REZAEI

Politician, economist, and former military commander who is currently the secretary of Iran's Expediency Discernment Council. He is closely affiliated with the news website Tabnak. He focuses on economic issues for his campaign.

FACEBOOK DATA

MAY 27

facebook.com/
WWW.REZAEE.IR
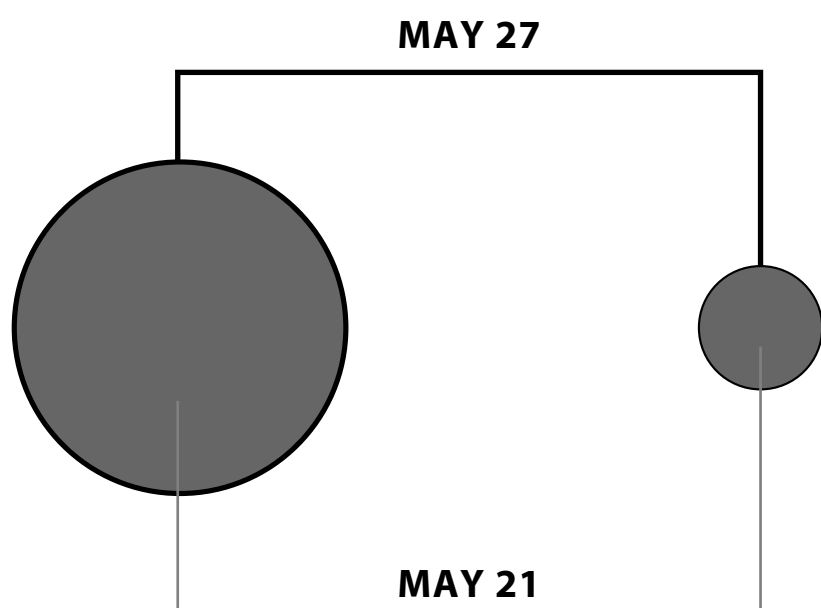
facebook.com/
MREZAEI.IR

MAY 21

ABOUT THE DATA

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TWITTER DATA

MOST SHARED TWEET

TWEET SENTIMENT

2117
TOTAL TWEETS

@MOHAM_MADR

"MOHSEN REZAII WILL NEVER BE DISQUALIFIED AND WILL NEVER BE ELECTED, HE WILL JUST MOVE FROM ONE ELECTION TO ANOTHER / ACCORDING TO THE LAW OF CONSERVATION OF ELECTIONS [REFERRING SATIRICALLY TO THE LAW OF CONSERVATION OF ENERGY]"

13% POSITIVE

13% NEGATIVE

14% NEUTRAL

61% SATIRICAL

WORD FREQUENCY MAY 22 - MAY 28

VOTE
QUALIFICATION
DISQUALIFICATION
PRESIDENT
PLAN
LAW

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical. The most re-shared tweets are typically satirical and make fun of the elections and the prevailing attitude is quite negative among those on Twitter.
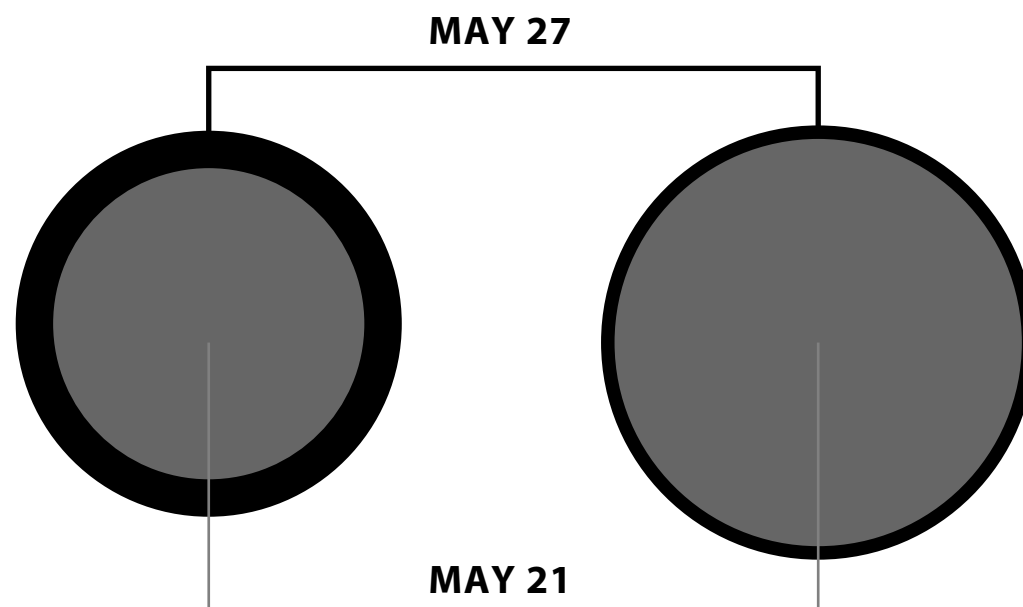
HASSAN ROWHANI

Cleric and mujtahid (qualified to exercise ijtihad in the evaluation of Islamic law). He has centrist views and close ties to Iran's ruling clerics. If elected, he claims he will seek 'constructive interaction with the world'.

FACEBOOK DATA

MAY 27

facebook.com/
DR.ROUHANI.FANPAGE

facebook.com/
CAMPAIGNERS FOR THE PRESIDENCY OF THE 'SHEIKH REPUBLIC'

MAY 21

ABOUT THE DATA

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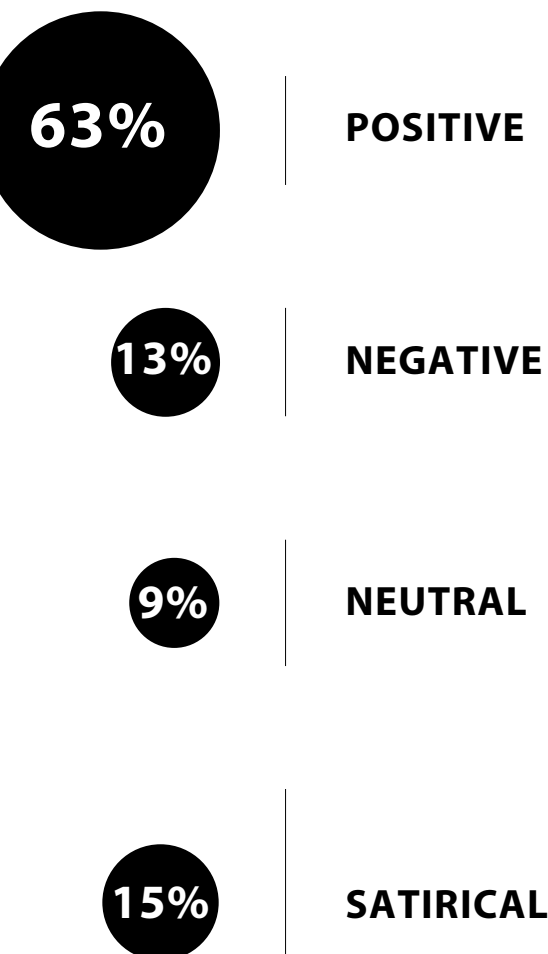
TWITTER DATA

MOST SHARED TWEET

1638 TOTAL TWEETS

@NEISANEABI

"HASSAN ROWHANI SAYS WE'VE GOT 3 MILLION UNEMPLOYED PEOPLE. GOOD SIR, WE'VE GOT 3 MILLION UNEMPLOYED ON JUST TWITTER ALONE"

TWEET SENTIMENT

63% POSITIVE

13% NEGATIVE

9% NEUTRAL

15% SATIRICAL

WORD FREQUENCY MAY 22 - MAY 28

AREF

HASHEMI

KEY

VOTE

PLAN

TV HOST

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical. The most re-shared tweets are typically satirical and make fun of the elections and the prevailing attitude is quite negative among those on Twitter.
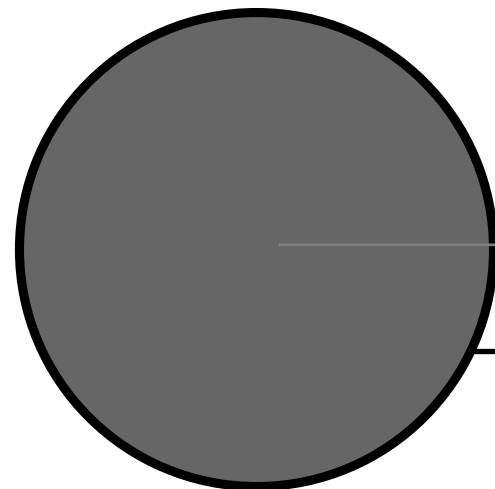
ALI AKBAR VELAYATI

Politician, academic and diplomat. The Minister of Foreign Affairs for 16 years. In 1981, Iran's current Supreme Leader (then president), recommended Velayati for the position of prime minister, but the Parliament voted against him.

FACEBOOK DATA

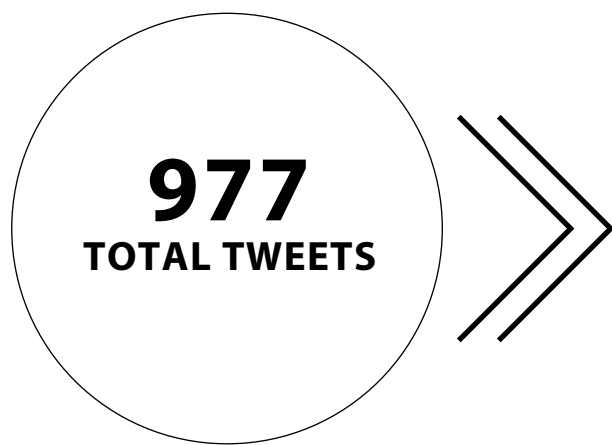facebook.com/
DR.A.A.VELAYATI

MAY 21

MAY 27

ABOUT THE DATA

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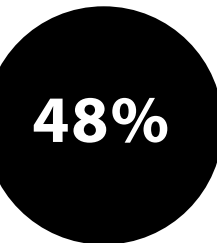
TWITTER DATA
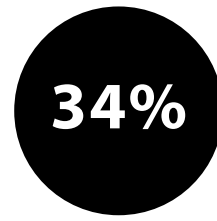
MOST SHARED TWEET

@ALOOCHE

977
TOTAL TWEETS

"VELAYATI: 'I'M GOING TO RESOLVE THE INFLATION CRISIS DURING THE FIRST 100 DAYS OF MY TERM'. GREAT STUFF! BUT, HE ONLY MEANS HE'LL DECREASE THE INFLATION OF HIS OWN BODY"

TWEET SENTIMENT

48% POSITIVE

34% NEGATIVE

9% NEUTRAL

9% SATIRICAL

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical. The most re-shared tweets are typically satirical and make fun of the elections and the prevailing attitude is quite negative among those on Twitter.

WORD FREQUENCY MAY 22 - MAY 28

JALILI
AKBAR
GHALIBAF
VOTE
HADDAD ADEL
PLAN