Study on method of social scientific analysis of calculation of political media information

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A study on political communication began with an attempt to quantitatively grasp the public's interest in politics by content analysis of Laswell et al. 'S political text in 1948 [1]. Since then, research methods have been advanced to capture the relationship between mass media, politics and the public from election activities, the National Assembly, voice data at local councils, minutes of minutes and video data. However, although the vast amount of information currently being delivered by the mass media has come to hand, there are not many cross-cutting studies that combine humanities and information science methods in relation to the political situation. In this research, Twitter data on the general election due to the dissolution of the House of Representatives in Japan from 2017/9/28 to 2017/10/22 was collected and analyzed. Topics of collected data sets are hash tags co-occurring in Tweet including "election"

Fig.1 Increase rate at Tweet's co-occurring hash tag rate (%) including "election" in one week (10 / 15-10 / 22) just before the election.
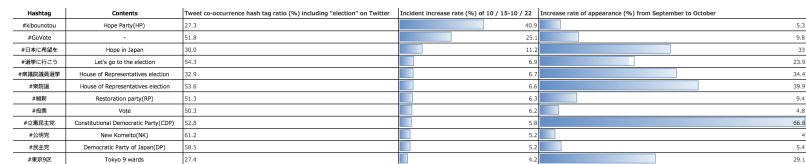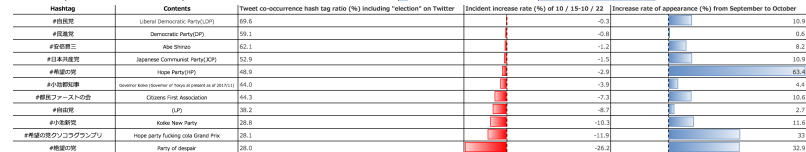
Fig.2 Decrease rate at Tweet's co-occurring hash tag rate (%) including "election" in one week (10 / 15-10 / 22) just before the election

Hashtag	Contents	Tweet co-occurrence hash tag ratio (%) including "election" on Twitter	Incident increase rate (%) of 10 / 15-10 / 22	Increase rate of appearance (%) from September to October
#kibounotou	Hope Party(HP)	27.3	40.9	5.3
#GoVote		51.8	25.1	9.8
#日本に希望を	Hope in Japan	30.0	11.2	33
#選挙に行こう	Let's go to the election	54.3	6.9	23.9
#衆議院議員選挙	House of Representatives election	32.9	6.7	34.4
#衆院選	House of Representatives election	53.6	6.6	39.9
#維新	Restoration party(RP)	51.3	6.3	9.4
#投票	Vote	50.3	6.2	4.8
#立憲民主党	Constitutional Democratic Party(CDP)	52.8	5.8	66.8
#公明党	New Komeito(NK)	61.2	5.2	4
#民主党	Democratic Party of Japan(DP)	58.5	5.2	5.4
#東京9区	Tokyo 9 wards	27.4	4.2	29.1

Hashtag	Contents	Tweet co-occurrence hash tag ratio (%) including "election" on Twitter	Incident increase rate (%) of 10 / 15-10 / 22	Increase rate of appearance (%) from September to October
#自民党	Liberal Democratic Party(LDP)	69.6	-0.3	10.9
#民進党	Democratic Party(DP)	59.1	-0.8	0.6
#安倍晋三	Abe Shinzo	62.1	-1.2	8.2
#日本共産党	Japanese Communist Party(JCP)	52.9	-1.5	10.9
#希望の党	Hope Party(HP)	48.9	-2.9	63.4
#都民ファーストの会	Governor Koike (Governor of Tokyo at present as of 2017/11) Citizens First Association	44.0	-3.9	4.4
#自由党	(LP)	44.3	-7.3	10.6
#小池新党	Koike New Party	38.2	-8.7	2.7
#希望の党クソコラグランプリ	Hope party fucking cola Grand Prix	28.8	-10.3	11.6
#絶望の党	Party of despair	28.1	-11.9	33
		28.0	-26.2	32.9

As shown in Figure 1, hashtag of new party such as hope party and constitutional Democratic Party stands out. Also, the speech to encourage voting is also conspicuous, and it turns out that the hash tag including meaning as cheering different from the real result   increased just before. From April 2013 Japan has been lifted election campaign on the Internet, but inferred that there are a lot of hash tags related to politicians with comparatively inexperienced parties and political parties on the net there is a lot of spreading . As a result, the number of constituents in the House of Representatives election has been reduced by 10 from this time as an actual result. LDP decreased seven seats from 291 seats in the previous election in 2014, but exceeded an absolute stable majority (261 seats) by itself, monopolizing the post of each standing committee chairman alone. Both CDP and HP are 18 seats in both constituencies. Proportionality was 37 seats in constitutionality and 32 seats in hope. However, as the second party, the Constitution was a result that the scale was smaller than the former Democratic Party who was 73 seats last time. As shown in Fig. 2, unlike Figure 1, hash tags related to the ruling party tend to decrease immediately before the election. Also, hash tags with a negative image in the new party tended to decrease. In the election campaign on Twitter in the general election of the Japanese House of Representatives in 2017, from the background that the new party appeared newly, the use of Twitter is conspicuous especially in relation to the new party as urging floating votes as shown in Fig. 1 and Fig. 2 It was. Conversely, with regard to the ruling party, there is a tendency that aggressive hashtag spreading can not be seen, and in order to estimate the cause of change of floating votes and fixed votes in Twitter, not only the diffusion tendency of the hash tag, We believe that it is necessary to consider static votes and maintainability.

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