UNICEPTA
the information people

Merkel ahead of Steinbrück

UNICEPTA and *pr magazin*'s social media chancellor duel goes into the second round

German chancellor Angela Merkel outperformed her adversary Peer Steinbrück in May on two accounts. She continues to be ahead in terms of buzz – and she is also doing better in terms of how people are talking about her ("tonality"), reveals the second round of the social media chancellor duel. As part of its cooperation with *pr magazine*, UNICEPTA – a leading European media information and research service provider – is keeping an eye on both the quantitative and qualitative dimension of posts on social media.

With 11 percent of positive posts each, Merkel and Steinbrück are level in the comment columns of high-reach online media and on influential blogs. However, the challenger is losing when it comes to the proportion of negative posts, which in his case account for 67 percent of total posts. This figure is 10 percentage points higher than the corresponding figure for Merkel.

It is clear from looking at the individual topics that Steinbrück is still unable to positively occupy the (SPD) topic of "social justice." This is also the case for "transport policy", despite Merkel being negatively linked to "Stuttgart 21" for a long period of time. The chancellor, for her part, is struggling to positively boost her profile when it comes to the topic of "energy/environment." However, Steinbrück has not yet been able to capitalize on this.

As was the case in the previous month, the chancellor manages to outperform her rival in the "Twitter barometer", one of the components of the chancellor duel. On only four occasions did Steinbrück manage to generate more buzz on Twitter than Merkel: his calls for separate PE lessons for boys and girls, his reaction on ARD's "Morgenmagazin" show to a critical question about the SPD's slogan for its election campaign "Das Wir entscheidet" (loosely translated as "We as a collective decide", to which he replied "should've, would've, could've"), his appearance at the SPD party conference in Augsburg ("tame capitalism", "social justice") and his accusation that new party Alternative für Deutschland (AfD) is populist.

"Based on the social media content, no representative predictions can be made for the German general election," notes Theres Essmann, Managing Director at UNICEPTA. This is because the general population and social media users are not one and the same, she points out. One of the exciting issues regarding the

chancellor duel is finding out to what extent conclusions or even predictions can be made.

Twitter-Barometer online

The mood on Twitter at a glance: Follow the latest developments of UNICEPTA and *pr magazin*'s "Twitter barometer." It measures how much the two candidates are being "talked" about. Head to http://www.prmagazin.de/meinung-analyse/hintergrund/taegliches-twitter-barometer.html.

About UNICEPTA

UNICEPTA is a leading global provider for monitoring, media analysis, research competence and communication consulting services. Around 550 specialists in Cologne, Berlin, Stuttgart, Shanghai, Krakow and Washington, D.C., structure the newsflow 24/7. UNICEPTA compiles and presents highly relevant information from print and online media, TV, radio and social media sources at short notice. This day-to-day work serves as a platform for the company to provide analysis and research-based advice for issues related to strategic communication.

Contact
UNICEPTA Gesellschaft für Medienanalyse mbH
Salierring 47-53
50677 Cologne
Germany

Georg Stahl
Tel.: +49 (0)221 99 02-143
georg.stahl@unicepta.de

www.unicepta.com