

## 2019 Canadian Election According to Twitter/TrendifyLive

According to TrendifyLive, if tweets were converted into votes, on Election Day, the Prime Minister might see a different political landscape, his sunny days covered with cloudy patches. In election terms, if tweets are telling the truth, we might see a minority government On October 21. Throughout the election period, TrendifyLive monitored Twitter activities at local and national levels. (Figures 1&2 show the influence chart, as monitored by TrendifyLive.)

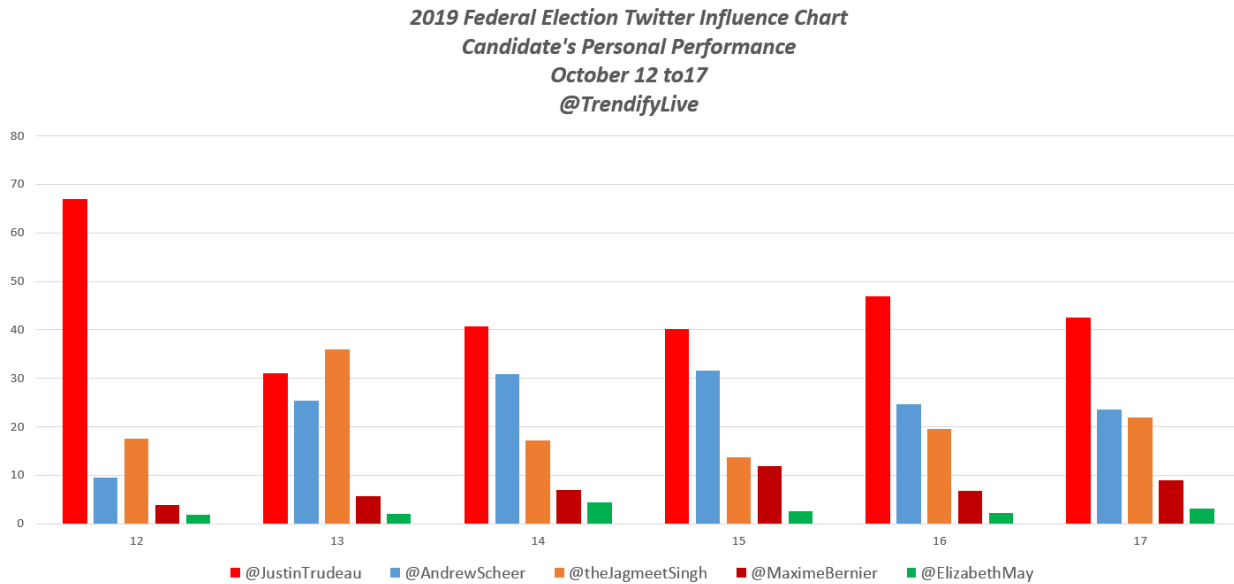


Figure 1 Real Time Analysis, TrendifyLive

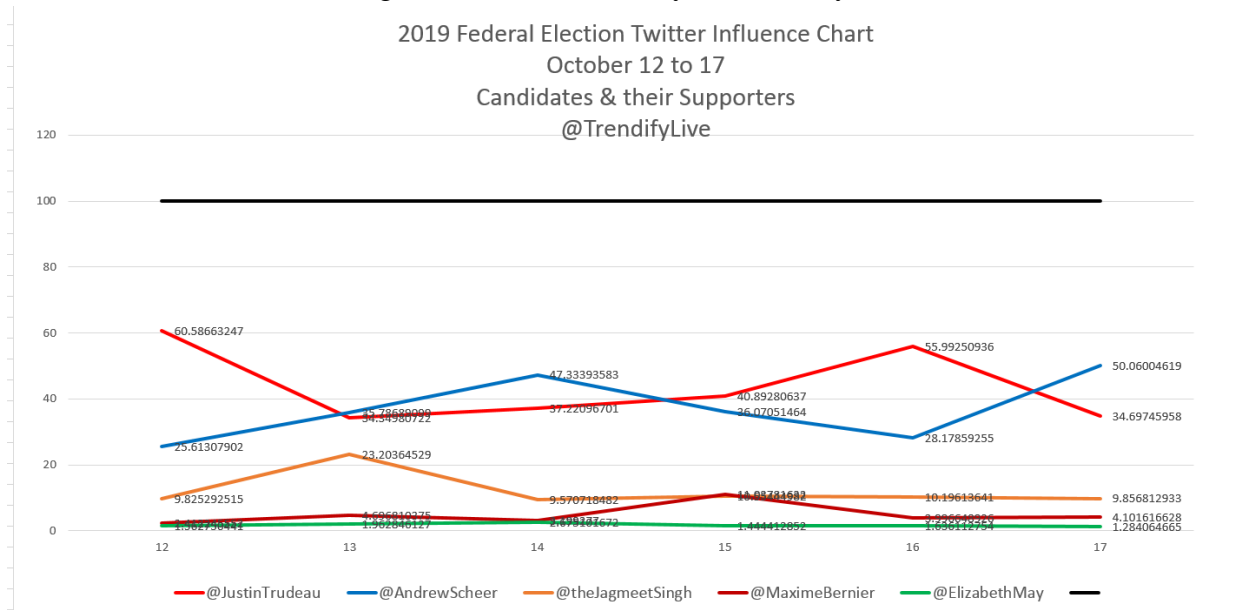


Figure 2 Real Time Analysis, TrendifyLive

Candidates	Tweets	Following	Followers	Likes
@JustinTrudeau	26K	953	4.6M	108
@Andrewscheer	13K	385	196K	109
@Thejagmeetsingh	11.6K	1420	239K	2559
@Elizabethmay	76K	6616	331K	24K
@Maximebernier	15.6K	3.500	102K	18K

Table 1 Candidates Twitter Profile

TrendifyLive is an AI/machine learning driven analytics software developed in Ottawa. The software tracks social media activities in any topics and provides public sentiments and influencers stats in real-time.

The screen shot below, taken from the Trendifylive twitter account, indicates how twitter users expressed their support and disapproval during the election period. Firstly, we start with Sample Comment by Mike Lake during the Federal Debate on October 7. Mike Lake is a Canadian conservative Candidate from Edmonton-Wetaskiwin and an MP since 2006.



Figure 3 Real Time Analysis, TrendifyLive

Secondly, we examine the following analysis accumulated from over 2 million posts (impressions in 100 millions) where TrendifyLive monitors the samples taken from the tweets in the past 10 days alone. We present the following observations:

- Canadians have maximized the use of twitter more than any previous elections. According to TrendifyLive, in 2015 the five major parties posted 600k tweets 10 days before election. This year, the 5 candidates & their supporters generated over two millions tweets in just under 10 days.
- All political parties have made an effective use of twitter.
- As a candidate, the Prime Minister continues to enjoy strong personal influence over twitter. However, comments on SNC Lavalin and others remain a major headache.
- Reinforced by gender bias, the Minister of Environment is the most negatively attacked candidate.
- Mr. Bernier seems to have done a good job using the platform to connect with his supporters. Support for his party is greater at national level than it is in Quebec. Bernier is trending over twitter via TrendifyLive regarding the recent revelation by Globe and Mail.
- Ms. May message is resonated with some supporters for speaking about the need for ambitious #ClimateAction.
- The social media connections with popular artists such as Rihanna seems to help Mr. Singh to mobilize his supporters and communicate his messages
- Mr. Scheer benefitted from mobilizing his influential & celebrity supporters including investor and CBC Dragon Emeritus W. Brett Wilson, Warren Kinsella (since October 20, the Twitter accounts was deactivated according to his website)

The following tables show public engagements on various elections issues supporting or criticizing the candidates:

The screenshot shows a Twitter feed interface with a green header bar. The header includes 'Sort By: Followers' and 'Time' with a dropdown arrow. A blue progress bar indicates '4 / 50' tweets. Three tweets are visible:

- Tweet 1:** User: SAM\_IAM @ShellyMoberg (28 retweets). Text: "@cathmckenna has had to bring in Jean Chretien to stump for her in her riding. Desperation reigns in the Liberal Party!" Time: 10/20/2019, 2:21:51 PM.
- Tweet 2:** User: jacques merde @merde\_jacques (641 retweets). Text: "@cathmckenna (thats climate barbie) hint: if you scream loud enough and often enough people will think you are an idiot! <https://t.co/tdqOpHVhUd>" Time: 10/20/2019, 2:15:49 PM.
- Tweet 3:** User: Amanda Harvey-Sánchez @amanda\_harveysa (376 retweets). Text: "#OttawaCentre, there is a very real chance we could defeat @cathmckenna, one of the key people responsible for all Canadians now owning a pipeline. Go pull the vote for @EmilieTaman & get us a real climate leader in office! #elxn43 #cdnpoli #NDP" Time: 10/20/2019, 2:01:09 PM.

Figure 4 Sample tweets Real Time Analysis, TrendifyLive (Ms. Mckenna)





Figure 5 Sample tweets Real Time Analysis, TrendifyLive (Ms. May)

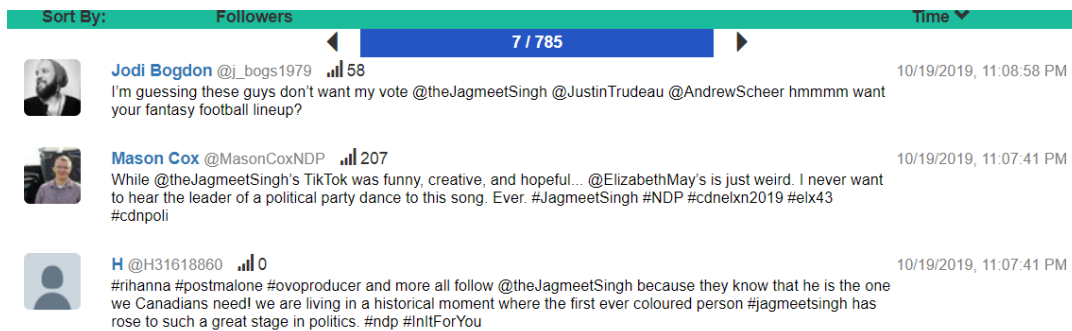


Figure 6 Sample tweets Real Time Analysis, TrendifyLive (Mr. Singh)



Figure 7 Sample tweets Real Time Analysis, TrendifyLive (Mr. Scheer)



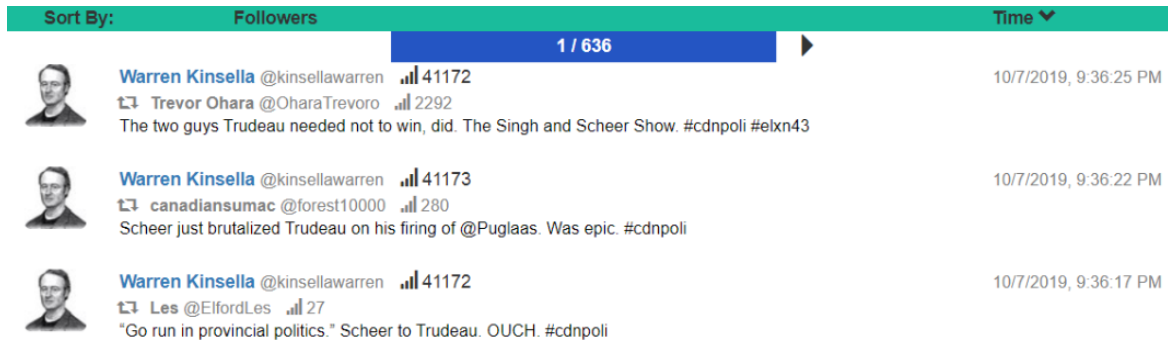


Figure 8 Sample tweets Real Time Analysis, TrendifyLive (Mr. Scheer's supporter)

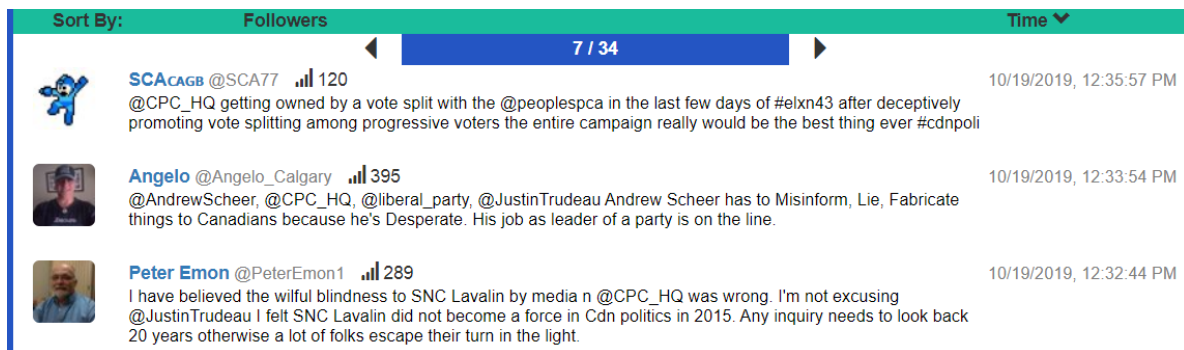


Figure 9 Sample tweets Real Time Analysis, TrendifyLive (Mr. Bernier)

Given the above observation, we can safely say that tweets are the pulses that tell us where the heart is leaning in an election. This time, in an election characterized as polarized, nasty and contentious, the Canadian heart has not found a party to lean on completely. In the event of a minority government, the tweets will then tell us, once more, whether this was the best we could have done.

An innovative AI driven software that has consistently predicted election results from the US and Canada, TrendifyLive is uniquely equipped to speak of twitter activities as signs of what is to come at the end of election. This is possible because of three unique TrendifyLive features:

- Collect data in real time, provide live analysis & ranked sentiments
- Is simple and easy to use powerful tool
- Predict hidden data to engage users instantly

TrendifyLive Inc. is a high tech company in Ottawa, Canada. We have been identified by Invest Ottawa, City of Ottawa Innovation Team, Carleton University, Algonquin College and local



businesses as a promising start-up with an innovative and exciting product. Our Team develops and markets TrendifyLive as a AI/ machine learning driven social media monitoring and measurement tool that allows clients to quickly see ranked and relevant insights/ opinions about their reputation online and in real-time. We work at present time with municipalities, colleges, brand managers, public relation agencies, marketers and political campaigns.

Not in one of those sectors? We are more than willing to explore opportunities to meet your needs!



Strategizing. Tracking. Analyzing. Reporting.

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