

Faculté de philosophie, arts et lettres

Appendix

Political Communication on Social Media: An Analysis of the 2019 United Kingdom General Election

Understanding Agenda-setting Strategies on Facebook

Author: Clémence De Coster
Thesis supervisor: Mr. Paul Arblaster
Academic year 2020-2021
Master [120] in Multilingual Communication
with a Professional Focus in Languages for Business Communication

Appendix

Political Communication on Social Media: An Analysis of the 2019 United Kingdom General Election

Understanding Agenda-setting Strategies on Facebook

Author: Clémence De Coster

Thesis supervisor: Mr. Paul Arblaster

Academic year 2020-2021

Master [120] in Multilingual Communication

with a Professional Focus in Languages for Business Communication

Table of Contents

Appendix A	6
1. Labour Party, 30 October – 6 November 2019.....	6
2. Conservative Party, 2 December 2019.....	7
3. Conservative Party, 7-11 December 2019	8
4. Labour Party, 4 December 2019	9
5. Labour Party, 12 December 2019	9
6. Labour Party, 6 December 2019	10
7. Labour Party, 14 November 2019	10
8. Labour Party, 28 November – 3 December 2019	11
9. Conservative Party, 26 November 2019.....	11
10. Conservative Party, 7 November 2019.....	12
11. Labour Party, 9 December 2019	12
12. Labour Party, 6 November 2019	13
13. Conservative Party, 6-12 December 2019	14
14. Labour Party, 26 November 2019	15
15. Conservative Party, 9 November 2019.....	15
16. Labour Party, 7 December 2019	16
17. Conservative Party, 9 December 2019.....	16
18. Labour Party, 20-25 November 2019	17
19. Labour Party, 8 December 2019	17
20. Conservative Party, 11-12 December 2019	18
21. Conservative Party, 4-5 December 2019	19
22. Labour Party, 25 November 2019	19
23. Labour Party, 5 December 2019	20
24. Labour Party, 23 November 2019	20
25. Conservative Party, 1 December 2019.....	21
26. Conservative Party, 14 November 2019.....	22
27. Conservative Party, 11 December 2019.....	22
28. Conservative Party, 8 November 2019.....	23
29. Conservative Party, 22-24 November 2019	24
30. Conservative Party, 24-27 November 2019	25
31. Conservative Party, 1 December 2019.....	26
32. Conservative Party, 11 December 2019.....	26
33. Conservative Party, 11 December 2019.....	27
34. Labour Party, 28 November 2019	28

35. Labour Party, 4 December 2019	28
36. Labour Party, 6 December 2019	29
37. Conservative Party, 8 December 2019.....	29
Appendix B	30
1. Issues covered on Facebook by the Conservative Party during the 2019 general election campaign, in order of importance	30
2. Issues covered on Facebook by the Labour Party during the 2019 general election campaign, in order of importance	31

Appendix A

1. Labour Party, 30 October – 6 November 2019

Inactive

30 Oct 2019 - 6 Nov 2019

ID: 518872535357355

f

...

**The Labour Party**
Sponsored • Paid for by The Labour Party

A General Election has just been called for 12 December.

We're ready to rebuild and transform our country. Are you with us?



 **4 ads** use this creative and text

See summary details

2. Conservative Party, 2 December 2019



Conservatives

2 December 2019 · 🌐



Only a Conservative majority government will get Brexit done so the country can move on.

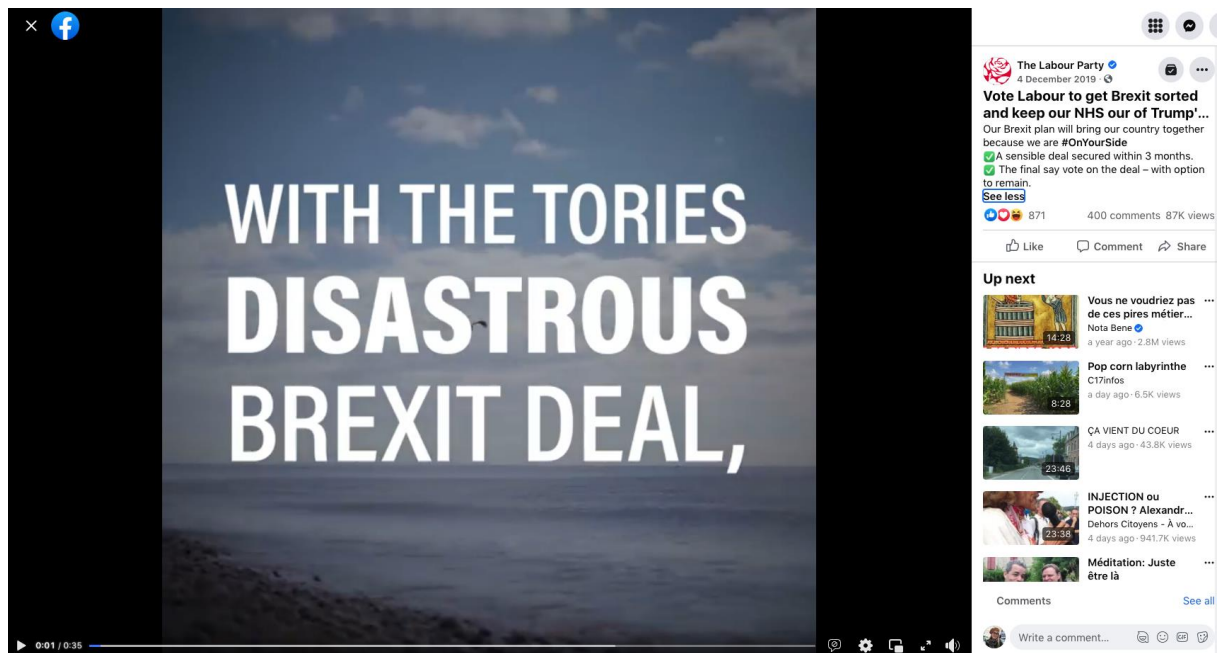


VOTE CONSERVATIVE 

3. Conservative Party, 7-11 December 2019



4. Labour Party, 4 December 2019



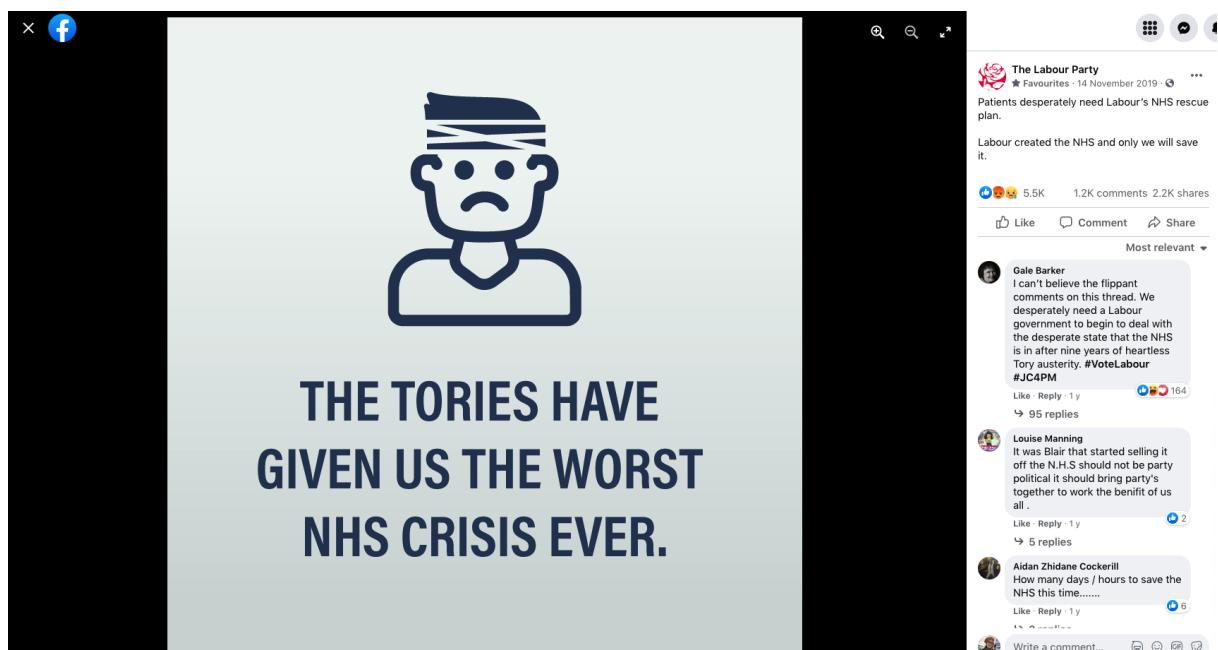
5. Labour Party, 12 December 2019



6. Labour Party, 6 December 2019



7. Labour Party, 14 November 2019



8. Labour Party, 28 November – 3 December 2019



The Labour Party

Sponsored • Paid for by The Labour Party

EXPOSED: Leaked government documents show that Boris Johnson has put our NHS up for sale.

We will never ever treat our NHS as a bargaining chip in trade talks with anybody. We will never let Donald Trump get his hands on our NHS.



9. Conservative Party, 26 November 2019

Conservatives
★ Favourites • 26 November 2019

Vote for a Prime Minister.
Not a Prime Ditherer

1.8K likes • 589 comments • 240 shares

Like Comment Share

Most relevant

Jo Ellaway
Crikey, Boris used to be quite amazing. Past tense!
Like Reply 1 y

Rebecca Jackson
Meanwhile BJ just spouts pure garbage.
Like Reply 1 y

Stephen Hughes
At he wants to do good things for the people of this country. Unlike you lot who will sell us out
Like Reply 1 y

All Might
Boris Johnson is a twit , is a twit , is a twit , Boris Johnson is a twit , vote for corbyn
Like Reply 1 y

Nicholas Youngs
Boris will get my vote 100%..
Like Reply 1 y

Jaxxine Bark
Dithering over Brexit between three prime ministers. Vote for honesty and trust, justice,
Write a comment...

We'll get Brexit done. Vote Conservative

10. Conservative Party, 7 November 2019



11. Labour Party, 9 December 2019



12. Labour Party, 6 November 2019

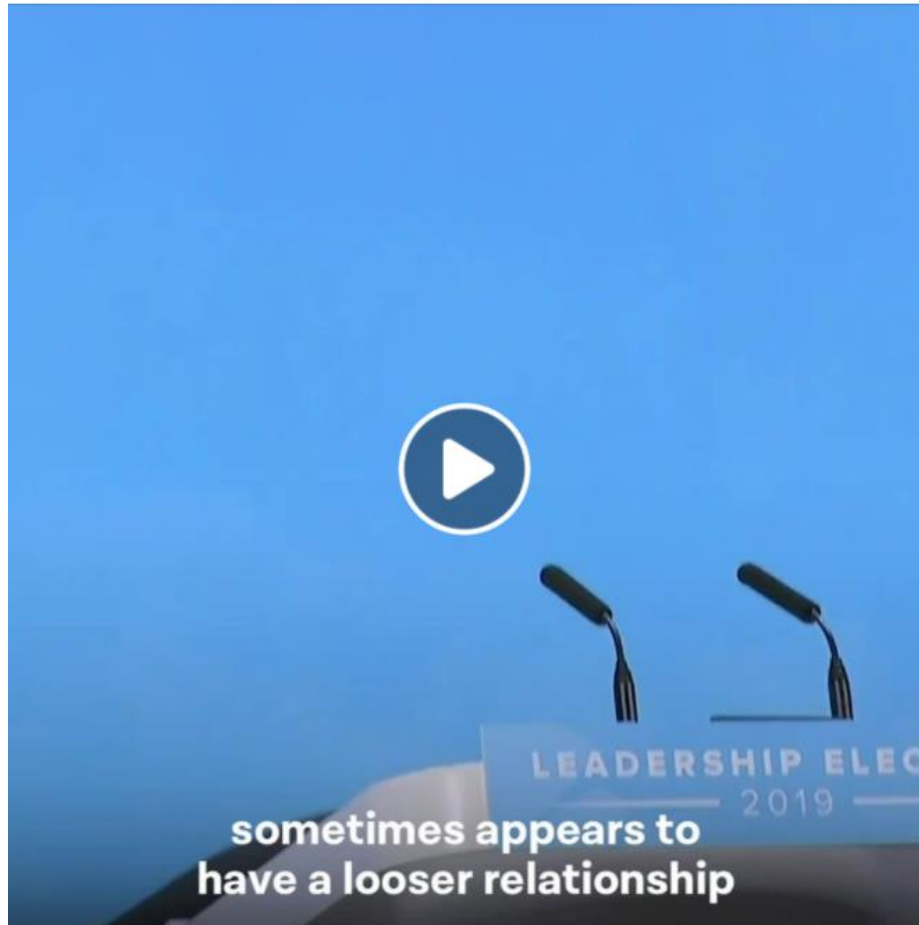


The Labour Party

6 November 2019 · 🌐



Ten of Boris Johnson's most disgraceful lies.
You're going to want to watch this 'til the end.



13. Conservative Party, 6-12 December 2019

 **Conservatives**
Sponsored • Paid for by The Conservative Party

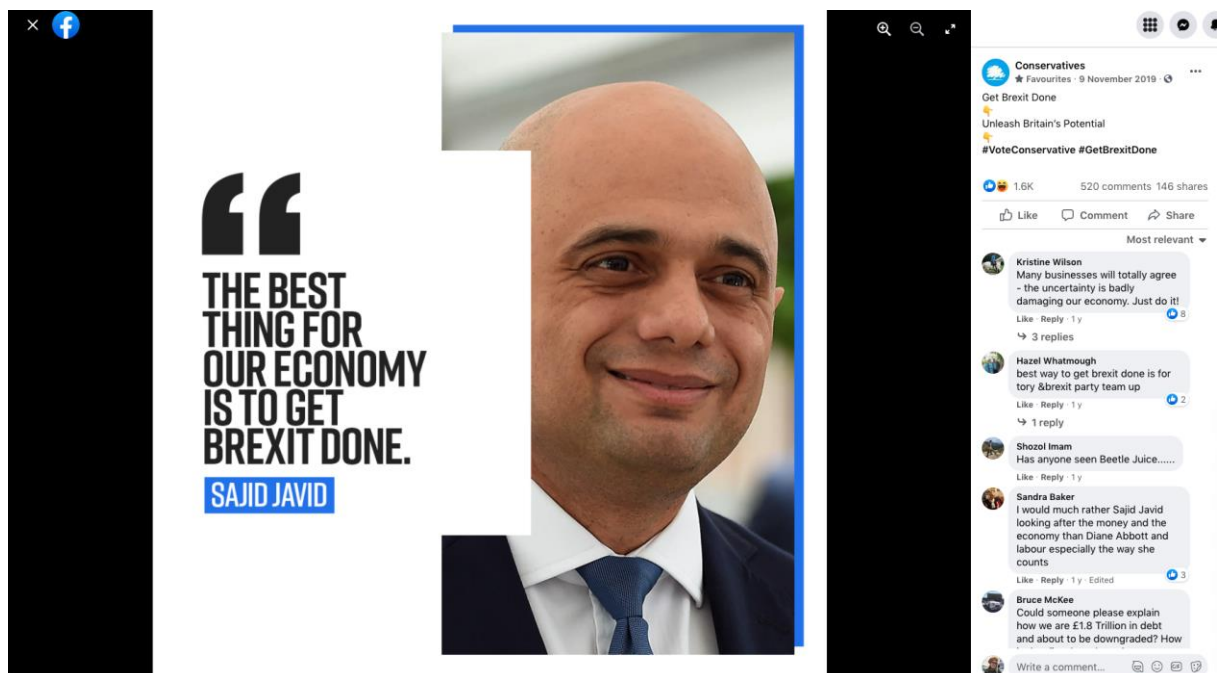
Labour's reckless spending plans would hand an additional £2,400 bill to every hardworking taxpayer every year.



14. Labour Party, 26 November 2019



15. Conservative Party, 9 November 2019



16. Labour Party, 7 December 2019



The Labour Party

7 December 2019 · 🌐

We know that small businesses and high streets are struggling. Here's our plan to make sure small businesses are thriving 🙌
www.labour.org.uk/20-pledges-for-business/



17. Conservative Party, 9 December 2019



Conservatives

Sponsored · Paid for by The Conservative Party

9 years ago Labour left us a note saying there was no money left. Don't let it happen again. Vote Conservative.



18. Labour Party, 20-25 November 2019



19. Labour Party, 8 December 2019

The Labour Party
★ Favourites • 8 December 2019 • ...

Conservatives fail to deliver.
Since 2010, the Tories have cut £3.6 billion in funding for the police and cut more than 20,000 police.
Vote Labour to give our police the resources they need to keep people safe.
Vote for real change, not more of the same.
Labour is on your side.

522 106 comments 131 shares

Like Comment Share

Most relevant ▾

Tony Holland
"delivered"
Like · Reply · 1 y

Valerie Masters
You're doomed. Well-done
Like · Reply · 1 y

Stanislaw W. Grutzmacher
They paid off the World Debt that Labour Govt. of Blair and Brown accumulated to the International Monetary Fund, that is why we have had a period of "Austerity", many people didn't know that or didn't really know or care?
Like · Reply · 1 y
10 replies

Alex Finlayson
Social responsibility or barbarism. It's our taxes don't spaff it on American drug companies or gift it to tax dodgers.

Write a comment... 🗨️ 🌟 🍌 🍷

20. Conservative Party, 11-12 December 2019

 **Conservatives**
Sponsored • Paid for by The Conservative Party

Labour supports the RMT strikes that will cause chaos for you over Christmas. A vote for anyone but the Conservatives risks Corbyn in charge and more misery for commuters.



quasi national rail strike

21. Conservative Party, 4-5 December 2019



22. Labour Party, 25 November 2019



23. Labour Party, 5 December 2019

toryfi

Quotes to define your decade:

- 1 Muslim women
"look like letterboxes"
- 2 Children of single mothers
"ill-raised, ignorant, aggressive and illegitimate children".
- 3 Gay men are "tank topped bumboys"
- 4 Black people are
"piccaninnies with watermelon smiles"
- 5 Working class men are
"drunk, criminal, aimless and feckless"
- 6 Grenfell Tower victims lack
"common sense"
- 7 "Feminists are obnoxious bigots"

The Labour Party
★ Favourites · 5 December 2019 · ...

1.5K 803 comments 5K shares

Like Comment Share

Most relevant

Scott Courtney
You can't argue with number 7 tbtf
Like Reply · 1 y 38 6 replies

Duncan Robson
Number 7 is spot on! 🙌🙌🙌
Like Reply · 1 y 25 3 replies

Cameron Michael Tero
Friendly reminder that the Watermelon Picaninnies was a satire of Blair's opinion, not representative of Boris' own views. Obviously the other comments are reprehensible, but continuing to quote that as if it's a thing he legitimately thinks makes you look bad.
Like Reply · 1 y 28 15 replies

Steve Williams
Looks ok to me 🙌
Like Reply · 1 y 27

Nikola Ljubek
1 3 4 7 i agree 🙌🙌🙌
Write a comment...

24. Labour Party, 23 November 2019

BORIS JOHNSON IS NOT ON YOUR SIDE

I'm speaking for the WASPIs, and you know who the WASPIs are,

The Labour Party
23 November 2019 · ...

Boris Johnson and the Tories had a choice

Boris Johnson and the Tories had a choice - helping people, like those women who had their pensions stolen, or handing tax giveaways to the tune of £100bn to corporations and the super-rich. They chose the corporations. The Tories are not on your side.

See less

2.3K 1K comments 62K views

Like Comment Share

Up next

ÇA VIENT DU COEUR
3 days ago · 43.4K views

INJECTION ou POISON ? Alexandr...
Dehors Citoyens - À vo...
4 days ago · 913.3K views

This is AMAZING!!
Taylor Watson
5 days ago · 1.2M views

EN DIRECT : 20210723 SE SONT...
Bruce DUVIC
5 days ago · 306.9K views

Resident Evil Village | ...

Comments See all

Write a comment...

25. Conservative Party, 1 December 2019



Conservatives

1 December 2019 · 🌐



Only Boris Johnson and the Conservatives can be trusted to keep Britain safe.



26. Conservative Party, 14 November 2019

LABOUR'S POLICY.

OPEN BORDERS

LABOUR'S IMMIGRATION SYSTEM

CONSERVATIVES POLICY.

AUSTRALIAN STYLE IMMIGRATION SYSTEM

SKILLS QUALIFICATION EDUCATION LANGUAGE ABILITY

Under Labour, immigration will surge and put pressure on our schools, NHS, and public services.

We will implement an Australian style points-based immigration system so we can control our borders and protect our public services, while remaining open and flexible to the highly skilled people we need, such as scientists and doctors.

3.8K 1.2K comments 1K shares

Like Comment Share

Most relevant

Frankie O'Mahoney
Hopefully non brexit voters come out in force, i honestly think it should of been remain automaticly, if people wanted to leave they would of voted to leave, simple as. Brexit voters are a minority.

Gabby MadHatter Markthree
About time we only took in skilled workers

Mash Westhighland
Free movement from Europe enriches our communities in many ways. European citizens contribute to our culture - and many have become our friends and family. They also take care of our sick and

27. Conservative Party, 11 December 2019

BORIS VS. CORBYN ON IMMIGRATION

Australian-style points-based system to control immigration.

Maintain and extend freedom of movement.

Source: Labour Party policy passed at their conference 2019.

SHARE THIS.

Labour's uncontrolled immigration will put a strain on our public services like our NHS and schools.

Don't vote Labour. Vote Conservative tomorrow.

2.3K 926 comments 1.7K shares

Like Comment Share

Most relevant

Christoph Nikovich
Ignore the labour attempts to convert you. Vote conservative. They are on the brink of extinction and they know it!

Steve Flaherty
Cons: hate, Labour: don't hate

James Frame
No problem with anyone coming to

28. Conservative Party, 8 November 2019



Conservatives

8 November 2019 · 🌐



#BREAKING: SNP confirms they would demand another Independence Referendum NEXT YEAR to support Corbyn and Labour in a coalition.



29. Conservative Party, 22-24 November 2019



Conservatives

Sponsored • Paid for by The Conservative Party

Your vote has never been more important. Vote Conservative in St Albans to end the gridlock and get Parliament working for you again.

A vote for anyone else, including the Lib Dems, risks a hung Parliament - with more chaos, more indecision, and more delay - or Jeremy Corbyn as Prime Minister, which would b...



30. Conservative Party, 24-27 November 2019

 **Conservatives**
Sponsored • Paid for by The Conservative Party

Your vote has never been more important. Vote Conservative in Taunton Deane to end the gridlock and get Parliament working for you again.

A vote for anyone else risks a hung Parliament - with more chaos, more indecision, and more delay - or Jeremy Corbyn as Prime Minister, which would be a disaster for Britain.



31. Conservative Party, 1 December 2019



32. Conservative Party, 11 December 2019



33. Conservative Party, 11 December 2019



Conservatives

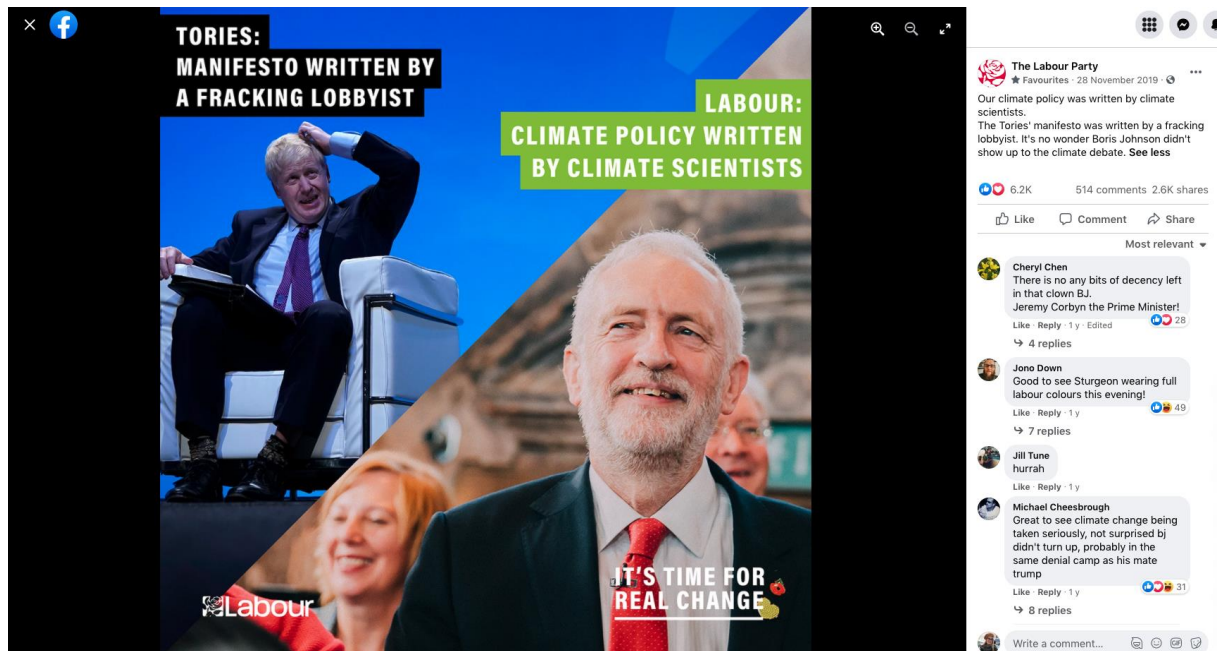
11 December 2019 · 🌐



Vote Conservative to get Brexit done and get Parliament working again for you.



34. Labour Party, 28 November 2019



35. Labour Party, 4 December 2019



36. Labour Party, 6 December 2019

CONSERVATIVE GOVERNMENTS FAIL.

IN 2015, THEY PROMISED TO BUILD 200,000 STARTER HOMES

THEY'VE BUILT ZERO.

A VOTE FOR LABOUR IS A VOTE TO BUILD 1 MILLION GENUINELY AFFORDABLE HOMES, AND TO END HOMELESSNESS.

VOTE FOR REAL CHANGE, NOT MORE OF THE SAME.

The Labour Party
 ★ Favourites · 6 December 2019 · ...
 Conservatives fail to deliver. They broke their promise to deliver 20,000 starter homes and built ZERO. Vote Labour for 1 million genuinely affordable homes and to end homelessness. Vote for real change, not more of the same.

1.2K · 286 comments · 468 shares

Like · Comment · Share

Most relevant ▾

Karl Limbert
200,000
Like · Reply · 1 y

Stuart Eaves
Empowering councils to build will not only create jobs and new houses directly, it will push developers to use the land they have as they will be pressured to capture it's value sooner as the market is reigned in.
Like · Reply · 1 y

Avraham Sie Joseph
1m for how many and how fast will it be build
Like · Reply · 1 y

Alex Nieora
Mass immigration is the cause of the housing crisis and it's Labour's fault. Can Labour handle the truth? Nah they'd rather pretend it wasn't because it's too painful for their egos to admit it.
Like · Reply · 1 y

Write a comment... 🗨️ 📧 📧 📧

37. Conservative Party, 8 December 2019

VOTE CONSERVATIVE

50,000 MORE NURSES

Conservatives
 ★ Favourites · 8 December 2019 · ...
 We will deliver 50,000 more nurses so that you can get the attention and care that you deserve when you need it.

3.7K · 1K comments · 199 shares

Like · Comment · Share

Most relevant ▾

Lawrence Edward Lord
These are the buggers that caused the shortage in the first place

Rhiannon Nikki McFarling
Deliver?

Sarah Fender
We're currently 44,000 nurses short (and the 19,000 you want to retain don't want to stay), so how many nurses are we getting again...?

Cameron Holmes
But you've already got 19,000 nurses, so your only really getting 31,000 new nurses
Like · Reply · 1 y · Edited · 30

Richard Shattock
But Diane Abbott tho...

Kelly Bridgwater
You could get 50 million nurses but still wouldn't be any use as theres no beds for them to work

Write a comment... 🗨️ 📧 📧 📧

Appendix B

1. Issues covered on Facebook by the Conservative Party during the 2019 general election campaign, in order of importance

Issues	Conservative Party
Constitutional issues	31,71%
Brexit	20,63%
Health	17,08%
Opposition	12,86%
Taxation	11,62%
Economy	3,00%
Manifesto	0,83%
Defence/terrorism	0,34%
Immigration	0,32%
Events	0,24%
Electoral process	0,24%
Employment	0,20%
Scotland	0,16%
Environment	0,12%
Crime/order	0,11%
Transport	0,09%
Social security	0,08%
Public services	0,07%
Minorities/religion	0,03%
Scandals	0,03%
Sport	0,01%
Other issues	0,23%

2. Issues covered on Facebook by the Labour Party during the 2019 general election campaign, in order of importance

Issues	Labour Party
Electoral process	68,29%
Health	6,49%
Brexit	5,03%
Environment	4,34%
Taxation	2,23%
Manifesto	2,11%
Economy	1,92%
Employment	1,31%
Social security	1,19%
Women's issues	0,88%
Events	0,81%
Transport	0,69%
Education	0,65%
Housing	0,65%
Opposition	0,65%
Scandals	0,54%
Minorities/religion	0,50%
Public services	0,42%
Young people	0,19%
Crime/order	0,19%
Defence/terrorism	0,19%
Other issues	0,73%

UNIVERSITÉ CATHOLIQUE DE LOUVAIN
Faculté de philosophie, arts et lettres

Place Blaise Pascal, 1 bte L3.03.11, 1348 Louvain-la-Neuve, Belgique | www.uclouvain.be/fial