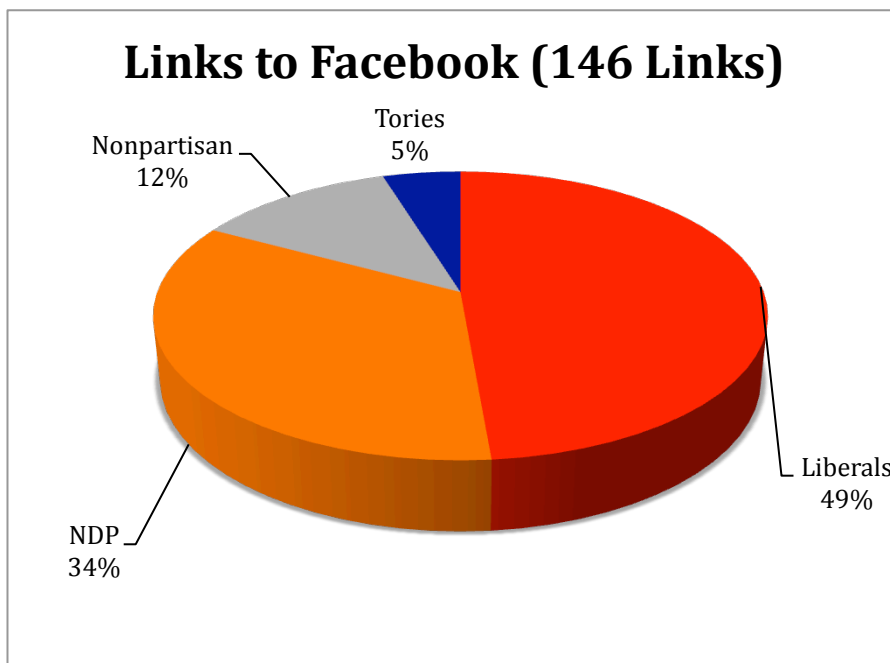




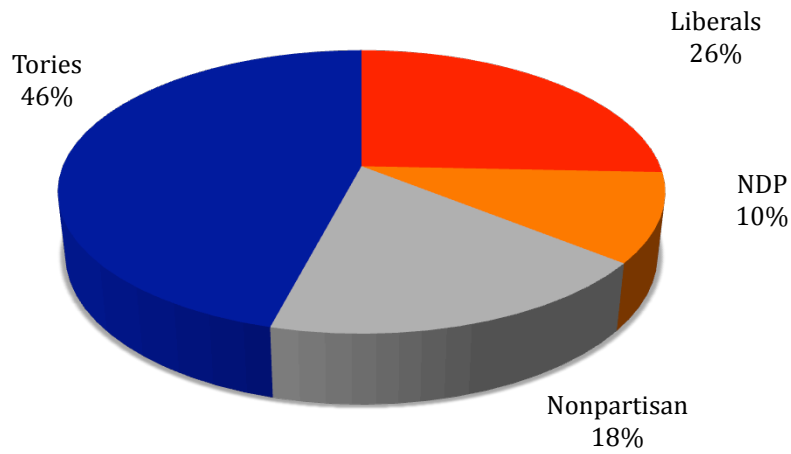
*PROROGATION ONLINE: PARTISANS CARVE UP
CANADIAN SOCIAL MEDIA*

Key findings from our study of social media and the Canadian political blogosphere since Harper's prorogation (December 30-January 12):

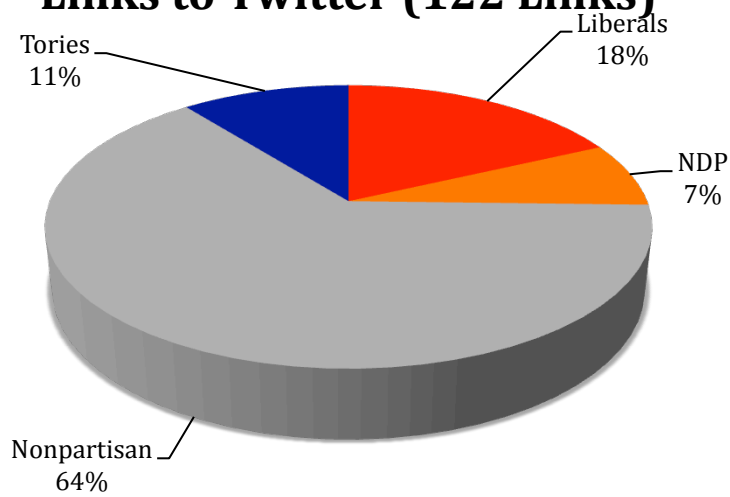
- Unlike last year's coalition crisis, Conservative bloggers have largely abandoned promoting Facebook groups. 83% of all links to Facebook in the blogosphere came from Liberal (49%) or NDP (34%) bloggers.
- Tories meanwhile spent considerably more time referencing Wikipedia entries on a diverse range of issues, though curiously very few relating to Canadian politics or the parliament. (see chart below)
- Non-partisan bloggers dominated Twitter to highlight anti-prorogation organizing. (see chart below)



Links to Wikipedia (148 Links)

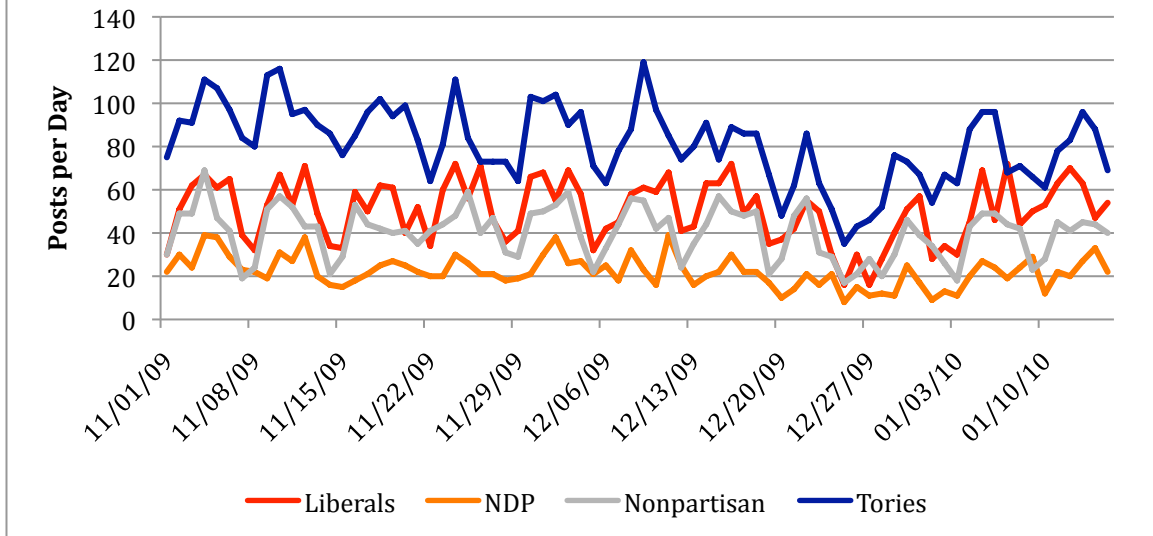


Links to Twitter (122 Links)



Conservative Bloggers continue to dominate the partisan blogosphere. The chart below shows total number of blog posts from partisan blogs (members of the political blogrolls), from November 1- January 10, 2010.

Blog Activity from November 2009 to January 2010



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