The best Tweets from #Polis2015

Polis Conference 2015 on Journalism and Elections was held in 27th March. A discussion on twitter with the hashtag #Polis2015 was unfolding during the conference.
This is where our conference is today. Doors open 9, kickoff 9.30 #polis2015 polisconference.com
8:32 AM - 27 Mar 2015

Charlie Beckett
@CharlieBeckett

Follow
First impressions from #Polis2015: we're ready to kick off, looking forward to an exciting day!

8:44 AM - 27 Mar 2015

Here's the full programme for #Polis2015 in... analogue form: which session are you most looking forward to?

8:50 AM - 27 Mar 2015
Back at London School of Economics this morning. This time for #Polis2015
9:20 AM - 27 Mar 2015

Early Session: 'Breakfast Briefing on Digital Intermediaries and News' featuring Damian Tambini and Sharif Labo from The LSE Media Policy Project
Keynote I: ’A Post-TV Election?’ featuring Adam Boulton

Packed theatre for @adamboultonSKY keynote speech #Polis2015 great start to the conference @maryleong @CharlieBeckett http://t.co/DDeipYHlBQ

'Considerable interaction between those following politics and those entering into politics themselves' @adamboultonSKY #Polis2015

Clip from Election Night 92 to kick off #polis2015 Journalism & Elections keynote. @adamboultonSKY looking VERY young there!

Interesting note from @adamboultonSKY: there will be a Scottish specific exit poll on election night #Polis2015
2010 was peak TV election with the debates, we at @SkyNews put pressure on parties, threatened to empty chair - @adamboultonSKY #Polis2015
9:49 AM - 27 Mar 2015

Interesting: @adamboultonSKY debates are a common service. #Polis2015 #GE2015
http://t.co/YldmSPo8xz

Election TV debates: @adamboultonSKY doesn't think they hugely change voters' minds; more about informing & reinforcing views #Polis2015
9:54 AM - 27 Mar 2015

Here's the Reuters Institute 'Leaders in the Living Room' paper plugged by @adamboultonSKY at #Polis2015 reutersinstitute.politics.ox.ac.uk/sites/default/…
9:55 AM - 27 Mar 2015

Adam Boulton describes 'kitchen'-style TV coverage of election...
Adam Boulton describes ‘kitchen style’ TV coverage of election as ‘woeful’ #Polis2015
10:03 AM - 27 Mar 2015

You can read @NickAnstead's research on pre-election TV debates, including lessons from abroad, here - blogs.lse.ac.uk/mediapolicypro... #Polis2015
10:05 AM - 27 Mar 2015

New Research: How to save the 2015 televised... Just as the UK’s Prime Minister takes a strong position on televised debates LSE’s Nick Anstead announces his new research
blogs.lse.ac.uk

@adamboultonSKY bringing many audiovisual examples to outline changes in TV election coverage #Polis2015
10:07 AM - 27 Mar 2015
"Marginal" clip shows how poor the quality of political discourse is on commercial news channels #Polis2015

10:07 AM - 27 Mar 2015

"Today nobody watches the news by accident. They either decide to watch it or decide to play Minecraft."
@adamboultonsky #Polis2015

10:09 AM - 27 Mar 2015

I've never heard so many people laughing during a talk about politics @CharlieBeckett #Polis2015 #GE2015

2 YEARS AGO

.@adamboultonSKY: “Press officers' main skill is that they don't know anything, so they can't tell you anything” #Polis2015

10:22 AM - 27 Mar 2015

Leonora Merry
@leonoramerry
"We don't serve the viewers by getting too close to the politicians. We need to keep distance", says @adamboultonSKY #Polis2015

10:23 AM - 27 Mar 2015

The very talented scribing artist @silvia_alba did this inspired by @adamboultonSKY's keynote at #Polis2015: amazing!

2:15 PM - 27 Mar 2015

'Engaging Journalism: Reaching Youth' featuring Eleanor Mills, Kevin Sutcliffe, Anna Doble and Abi Wilkinson
Rita A. Tudela
@RitaTudela

#FF to @EleanorMills @KevinSutcliffe_ @annadoble @AbiWilks, talking today at #Polis2015 @PolisLSE
9:30 AM - 27 Mar 2015

Alastair Reid
@ajreid

A frankly incredible showreel of @vicenews footage after one year from @kevinsutcliffe at #Polis2015: Ukraine, Syria, Bahrain, ISIS, & more
9:41 AM - 27 Mar 2015

Fiona Anderson
@PositiveCoach

Love #radio1 Newsbeat's @annadoble showing use of animation to help radio reach young audience #Polis2015
9:52 AM - 27 Mar 2015

Zhuliyana Boyanova
@zrboyanova

If you listen to young people, they are very likely to tell you what they think @AbiWilks #Polis2015 @PolisLSE @inEuropeNews

There is a Westminster London-centric media bubble, we need to get hacks out of London into local areas - @eleanormills #Polis2015

A: "no, we go for authenticity and immersion." #Polis2015

'The Media Battleground: Talking Tactics to Spin to Victory' featuring Jo Coburn, Miranda Green, Mary Riddel, Tim Montgomerie, Adam Ramsay and Matthew Goodwin
Great line up at #polis2015 on the election battleground, incl @Jo_Coburn @montie @MaryRiddell

10:42 AM - 27 Mar 2015

Yesterday's debate watched by 2,6 mio, first 2010 debate by 10 mio, says @montie at #Polis2015

10:44 AM - 27 Mar 2015

@montie #Polis2015 "Massive fragmentation of audience..Not a national conversation". BBC 6 o'clock news gets 4-5million.

10:52 AM - 27 Mar 2015

With social media people can choose to follow specific topics that interest them - @montie on Media Battleground panel #Polis2015.

10:52 AM - 27 Mar 2015
Happiness, for a think tank director, is a full conference
#Polis2015
10:54 AM - 27 Mar 2015

In the media #GE2015 seems dull. In fact, "existential issues" at stake, and huge differences between major parties
@greenmiranda #Polis2015
11:18 AM - 27 Mar 2015

On the seven dwarves of the TV debates - Nicola Sturgeon and Nigel Farage will stick out according to @GoodwinMJ
#Polis2015
11:27 AM - 27 Mar 2015
@FCDWhittaker spot on when he says experience of parties in Scotland compared to England is that they did what they promised #Polis2015

@AdamRamsay spot on when he says experience of parties in Scotland compared to England is that they did what they promised #Polis2015

"Old vehicles for getting into power don't work": @MaryRiddell. Insurgent parties have grasped politics of identity #Polis2015 @PolisLSE

English no longer have a sense of who they are, so politicians are struggling to grasp the public mood @MaryRiddell #polis2015

We all know Twitter's a tool for journalists and politicians but who else is on there? 15m+ active users in the UK says @JoannaUK #Polis2015
John Woolfson
@jonwoolfson

@JoannaUK - Twitter can be a tool for journalists and politicians; 53% of users overall are aged 18 to 34 #Polis2015
10:50 AM - 27 Mar 2015

David Feng
@DavidFeng

#Polis2015 News tweets with multimedia generate 15-27% more retweets than those that are merely "text only". (To me that's no surprise!)
10:54 AM - 27 Mar 2015

Federica Cherubini
@fedecherubini

Since its launch yesterday @periscopeco has already been used for two breaking news events, NYC explosion and a car chase in LA #Polis2015
11:08 AM - 27 Mar 2015
"Keep starting with the story, then choose the way to tell it" says @AlbertoNardelli at #Polis2015
11:15 AM - 27 Mar 2015

The number of migrants is not just number, there's human story behind each one. Alberto Nardelli made a good point re mega data #polis2015
11:33 AM - 27 Mar 2015

'Digital Activism and Information Projects' featuring Bart Cammaert, Michael Sani, Laura Townsend and Will Mory
Sebastian Moss
@SebMoss

Talk on digital activism, citizen journalism and people power
#Polis2015
10:38 AM - 27 Mar 2015

IndexCensorshipMag
@Index_Magazine

. @38_degrees formed after failure of anti Iraq war movement. Thought what if people had exchanged email addresses after?
#Polis2015
10:42 AM - 27 Mar 2015

Mariam Cook
@MariamCook

#Polis2015 Laura Townshend explains 38 Degrees main objective - underlying all activity - is making its members feel...
Objective – underlying all activity is making its members feel their own power
10:46 AM - 27 Mar 2015

 Apparently @BiteTheBallot have created the Tinder for politics. Coming soon. Sounds intriguing, @MichaelSani #Polis2015 #BattleForNumber10
10:54 AM - 27 Mar 2015

 #Polis2015 @MichaelSani suggests creation of cafes where people can talk about #politics. Offline Social actions & online activism @PolisLSE
10:57 AM - 27 Mar 2015

 V impressed by @FullFact. Say front benches, and most papers have corrected themselves after being called out by them. #Polis2015
11:04 AM - 27 Mar 2015

 "It's not our job to trash politicians. We think politics and journalism are important, that's why we do the fact-check." @FullFact #Polis2015
"can't always put the genie back in the bottle" re: misinformation spreading despite empirical evidence - Will of @FullFact #Polis2015

Here's another artistic take by @silvia_alba from this morning's #Polis2015 session on digital activism, looks great!

'Significance: what’s the big story of this election?’ featuring Anne McElvory, Isabel Hardman, Mary Anne Seighart, Rafael Behr and Pat Kane
Ready to go for the third session in the Sheikh Zayed Theatre: 
"What's the big story of this #GE2015?" #Polis2015
12:03 PM - 27 Mar 2015

#Polis2015 @MASieghart 3 big Qs (will they be answered?) 1. Is this last gen election of UK? 2. How much is gov to spend? 3. What gov form?
12:06 PM - 27 Mar 2015

@MASieghart: There need to be 10s of billions of pounds of cuts in government spending — all the parties agree on this point #Polis2015
12:09 PM - 27 Mar 2015
Freddie Whittaker
@FCDWhittaker

.@rafaelbehr says Labour MPs say you can always spot their Scottish colleagues across Portcullis House because of hollow faces #Polis2015

The News Hub [NEWS]
@TNH_News

A "new idiom" of politics "about identity, about authenticity, about belonging" in UK General Election campaign: @rafaelbehr
#Polis2015
12:14 PM - 27 Mar 2015

David Hayward
@david_hbm

Labour behind on the air war - fewer friends in the media that the Tories @IsabelHardman #Polis2015
12:23 PM - 27 Mar 2015

Leonora Merry
@leonoramerry

.@IsabelHardman issues warning to pol journos: pace yourselves - real story will probably be what happens post-May 8th #Polis2015
12:24 PM - 27 Mar 2015

Tom Jeffery
@tdwjeffery

Is there a clash between appealing to voter identity and "who can actually run the joint" in UK's GE2015? @annemcelvoy #Polis2015 @PolisLSE
12:36 PM - 27 Mar 2015

"The #BattleForNumber10 TV debate demonstrated that this will largely be a policy-light election", thinks @IsabelHardman #Polis2015
12:36 PM - 27 Mar 2015

@rafaelbehr - the media play their part in the alienating 'parlour games' of politics #polis2015
12:49 PM - 27 Mar 2015

"I hate negative campaigning more than anything, but I'm afraid it does work" says @MASieghart #Polis2015
2 YEARS AGO

. @MASieghart: "Labour are still so testosterone-filled" - the people who make the policy are "the battle of the big willies" #Polis2015
12:40 PM - 27 Mar 2015
Political predictions being cast by talented UK journalists: top issue, election results, future of parties. #Polis2015 is so good.
The 'Predicting' panel. #Polis2015
12:02 PM - 27 Mar 2015

A l i s o n W ⚽ ☕ 😋 💜 🇪🇺
@AlisonW

"Journalists not very good at explaining polls" @NickAnstead
#Polis2015
12:15 PM - 27 Mar 2015

F i o n a   A n d e r s o n
@PositiveCoach

Peter Kellner talking about "incumbency bonus" for MPs elected in 2010. Interesting numbers. #Polis2015
12:21 PM - 27 Mar 2015

A l i s o n W ⚽ ☕ 😋 💜 🇪🇺
@AlisonW

Peter Kellner now points to the Lib Dems may hold more seats thanks to the personal vote, rather than the party vote.

N i c k   P e a r c e
@yuzhnoblues

### #Polis2015

12:22 PM - 27 Mar 2015

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### @NickAnstead

Polling is increasingly becoming an art not a science. #Polis2015

12:31 PM - 27 Mar 2015

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### @Politico_Paul

@NickAnstead Polling is increasingly becoming an art not a science. #Polis2015

12:31 PM - 27 Mar 2015

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### Fiona Anderson

@PositiveCoach

Social media & participation not a good guide to #ge2015 results #Polis2015 can just be "echo chamber" @debmattinson

12:35 PM - 27 Mar 2015

### Steve Hill

@pow365
#Polis2015 Peter Kellner of @YouGov Polls occasionally influence how people vote [Clegg mania], but minimal.
12:38 PM - 27 Mar 2015

Panellists all talking down probability of LibDems being elected. "Toxic brand". #Polis2015
12:47 PM - 27 Mar 2015

On potential turnout in the election: Cons will (always) prefer lower turnout, but the likelihood is that it will increase #Polis2015
12:54 PM - 27 Mar 2015

'Engaging Young People in Politics-Showcase' featuring Emily Revess, Danny Bartlett, Matteo Bergamini, Alan Strange and Georgia Gould

#Polis2015 engaging young people in politics begins!
11:59 AM - 27 Mar 2015

@MilanDinic1

@EmilyRevess begins the talk on "Engaging Young People in Politics" #Polis2015
11:59 AM - 27 Mar 2015

@PolisLSE

@whosbored starts the session - Young people see politics as a boring, stale and broken institution #Polis2015
12:01 PM - 27 Mar 2015
“There are a lot of organisations telling #YoungPeople to vote when 42% do not care about #Politics” @whosbored #Polis2015

“We are targeting the completely disenfranchised, those who spend all day looking at cat videos” #Polis2015

Humor is the way to reach young people, everyone seems to agree on that. But the question is what the joke is. #Polis2015

“If you’re not in the #Westminster conversation, they won’t be interested in you” @Shoutout_UK #YoungPeople #Polis2015

Voting seems like a very passive act to a generation that is more about direct action - @georgia_gould #Polis2015
Problem with disengaged youth is "political expression has migrated online, but the systems haven't" says @whosbored #Polis2015
12:30 PM - 27 Mar 2015

Keynote II: 'Making History For Politics and Journalism' featuring Andrew Marr

BBC's Andrew Marr about to speak on the topic of 2015 General Election at @PolisLSE's #Polis2015 conference.
1:54 PM - 27 Mar 2015
We're ready to kick off the afternoon sessions after lunch: keynote by @MarrShow about to begin! #Polis2015
2:02 PM - 27 Mar 2015

Marr opens with an outline of the election- that the outcome is both unknown and will have an actual impact on the wider populace #Polis2015
2:08 PM - 27 Mar 2015

#Polis2015 Crisis of authority — failure after failure of managers (be they in the BBC or the NHS); Tory/Labour narratives in deep trouble.
2:08 PM - 27 Mar 2015

"Broad Conservative and Labour narratives are in deep, deep trouble," Andrew Marr tells #Polis2015
2:08 PM - 27 Mar 2015
2 things make the election important; 1 Don't know outcome 2. Outcome really matters @MarrShow #Polis2015 @PolisLSE

This is not a General Election in the UK, says Andrew Marr. This is 150 absolutely crucial local by-elections #Polis2015 @PolisLSE

Marr says he thinks it is by no means clear that if there is an EU referendum Britain will vote to stay in #Polis2015
Marr asks what it would do if England and Scotland voted differently in EU referendum. Would destroy the Union #Polis2015

"Reality is always so far ahead of what you can make up" says Andrew Marr #Polis2015

He's also at least the second speaker today to misspeak and confuse David and Ed Miliband #Polis2015

"This is going to be an absolutely sensational election and we are all going to make terrible mistakes" says Andrew Marr #Polis2015

@MarrShow tells #polis2015 audience this year’s election will change UK as we know it forever - and says “that’s no bad thing!”
Marr now telling of how he ruined Theresa May's very expensive silk suit by spilling coffee. 'She did not see the funny side’ #Polis2015

"The thing about Jeremy is that he's a genuinely tortured, angry individual. He looks angry because he is" - Andrew Marr #Polis2015

@MarrShow: Risk-averse politicians who obfuscate are being trumped by the Farages, Salmonds & BoJos who dare to voice an opinion. #polis2015

Our productivity record is abysmal, but nobody talks about it, says Marr, when asked about issues of #GE2015 #Polis2015
Andrew Marr: 'I've a foolproof way to avoid getting too close to politicians. I don't have any friends' #Polis2015 #scoop
2:38 PM - 27 Mar 2015

Marr - job of political journalists to make complex and dull stories crisp, interesting and relevant to mass public #Polis2015 @MarrShow

Andrew Marr: "You're insane not to vote" #polis2015 #GE2015
2:43 PM - 27 Mar 2015

'The rise of #UKIP is the almost inevitable result of flaws in EU... EU is not a properly democratic set up,' says Marr #Polis2015
2:46 PM - 27 Mar 2015

I have never come across a part of British working life which is more optimistic and hard working – Andrew Marr on #TechCity at #Polis2015
2:53 PM - 27 Mar 2015
'BBC vs Buzzfeed? which platform will win the election' featuring Alistair Stewart, Jamie Angus, Chris Birkett, Jim Waterson, Lucy Fisher and Helen Lewis

Jon Woolfson
@jonwoolfson

BBC v Buzzfeed - @alstewitin: people on social media are not bound by impartiality rules that TV channels are #Polis2015
3:06 PM - 27 Mar 2015
2 1

Conor McNally
@conor_mcnally

Jamie Angus, editor, BBC Today: The type of thing buzzfeed is doing has changed the way we work. Today now posts videos everyday #Polis2015
3:14 PM - 27 Mar 2015
3 1

Emily Revess
@EmilyRevess

‘New media has given people a voice on old media who traditionally never had it’ @inevermentionit #Polis2015 #OYW
2 YEARS AGO

PublicMediaAlliance
@PublicMediaPMA

#polis2015 BBC v Buzzfeed: Which platform will win the election? Good red herring question. Old and new media need & borrow from each other
3:16 PM - 27 Mar 2015
1 1

"Before, we never gave anyone's opinion other than our own and politicians" - @inevermentionit on new media giving voice #Polis2015
3:17 PM - 27 Mar 2015

#Polis2015 @JimWaterson speaking. A lot of things BuzzFeed gets credit for is just "the Internet" as in how it works.
3:18 PM - 27 Mar 2015

Buzzfeed doesn't put up full video/transcript (traditional media), turns it into clips & smaller articles = comparable readership #Polis2015
3:18 PM - 27 Mar 2015

Buzzfeed is successful due to having old school tabloid values. @helenlewis #polis2015
3:21 PM - 27 Mar 2015

This month, one BuzzFeed article was shared 16 million times
within 5 hours after it was posted #whatcoloristhisdress
#Polis2015
3:21 PM - 27 Mar 2015

Emma Rispoli
@EmmaRispoli

Buzzfeed too often portrayed as 'stuff that young people like' but it does have credibility problem, says @helenlewis #Polis2015
3:22 PM - 27 Mar 2015

1 2

Deputy Editor of @BuzzFeed speaks about its function and future of social media on covering politics. #Polis2015
3:24 PM - 27 Mar 2015

Ceirney Eddie
@Ceirney

Laura Goudkamp
@Summa_Cum_Laura
#BuzzFeed and #BBC work as ecosystem: Buzzfeed has a credibility problem while BBC lacks playground features - says @helenlewis #Polis2015
3:24 PM - 27 Mar 2015

@helenlewis asks @jimwaterson why @BuzzFeedUK wants more political reporting. It's commercial; advertisers seek credible outlets. #Polis2015
3:42 PM - 27 Mar 2015

"What newspapers still do is good old fashioned scooping. The @bbc covers events that have already happened - @los_fisher #Polis2015
3:27 PM - 27 Mar 2015

#Polis2015 @grvlx001: "I don't think the BBC is dabbling in digital... I think we are living it." 3:42 PM - 27 Mar 2015

Helen Lewis pointing out that even the title of the debate is
Helen Lewis pointing out that even the title of the debate is clickbait. "BBC v Buzzfeed. Which platform will win the election?" #Polis2015
3:49 PM - 27 Mar 2015

Bit of an old media gang up on Buzzfeed here. Like watching Ed face Paxo #Polis2015
3:54 PM - 27 Mar 2015

UK political twitter is the biggest echo chamber with the fewest readers @jimwaterson #Polis2015
3:53 PM - 27 Mar 2015

@jimwaterson - @BuzzFeedUK has a "deep conviction" that "original, funny & different content" is preferable to story of the day. #Polis2015
3:55 PM - 27 Mar 2015

'New forms of Political journalism' featuring Adrienne Russell, Emily Ashton, Charlotte Henry, Steve Herrmann and Joseph Stashko
Visual update from the Wolfson Theatre: panel on new forms of political #journalism has just started! #Polis2015
3:08 PM - 27 Mar 2015

"Incumbent on political journalists in such a close election to cut through the noise" of social media, says @charlottehenry #Polis2015
3:08 PM - 27 Mar 2015

"We like to think that taking more time to add more context & work in more relevant data is better for the reader"
@JosephStash#Polis2015
3:11 PM - 27 Mar 2015
Our site itself just isn’t the front page; we regard our Twitter and Facebook pages as our front pages – Emily Ashton @BuzzFeedUK #Polis2015
3:27 PM - 27 Mar 2015

"if you've got a good story to tell, for people to read, it doesn't matter what medium it is" @elashton at #Polis2015
3:51 PM - 27 Mar 2015

‘Revolting Europe: continental media at a time of upheaval’ featuring Mike Mullane, Cilla Benko, Vasilis Bitsis, Jordi Barcia and Guillaume Debre

We are on our last session of talks now! @mikemullane introduces the topic - "Revolting Europe" #Polis2015

Cilla Benko: Our Swedish radio station uses Snapchat to engage young voters - media should adapt to way people want to consume #Polis2015

Swedish radio needed younger audience for election. Created an app to turn political debates into rap battles, @Cassetteboy style #Polis2015

Rap will solve European's political apathy, keeping it real... #Polis2015

More than 900 journalists from all over the world involved in covering Greek crisis says Vasilis Bitsis #Polis2015
This last session should have been called The Greek led - Spanish backed yammer over Germany/EU... And media here and there... #polis2015

Jordi Barcia from Spain’s public radio: the crisis has been bad for PSB but has increased diversity of voices #Polis2015

At #polis2015 @jordibarcia says Spanish watching carefully to see how #UKIP will do at the election

'Political Advertising' featuring Sue MacMillan, Sam Delaney and Benedict Pringle.
Final talk for today, on Political Advertising with @DelaneyMan @benedictpringle chaired by @suemacmillan #Polis2015
4:07 PM - 27 Mar 2015

#Polis2015 Quote from David Ogilvy: "Political advertising ought to be stopped... It's totally dishonest."
4:09 PM - 27 Mar 2015

There are only 2 types of pol campaigns:
- Challenger: "Time for a change"
- Incumbent:"Things are OK. Don't let others wreck it"
#Polis2015
4:12 PM - 27 Mar 2015

Interesting talk on political campaigning. Oppositions sell anger, incumbents sell fear #Polis2015
4:15 PM - 27 Mar 2015
"Don't try & introduce ideas, remind people of old truths", says @benedictpringle on political campaigns #Polis2015

4:16 PM - 27 Mar 2015

1 Like
"Let's try to apply the same pun, punchy... that we do to commercial clients to political clients." Result. #Polis2015
4:31 PM - 27 Mar 2015

"The best and most powerful political posters don't even need captions", says (& shows) @DelaneyMan #Polis2015
4:41 PM - 27 Mar 2015

@benedictpringle 'you can promise what you want in political advertising. And we do' at #Polis2015
4:57 PM - 27 Mar 2015

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Here here “@CharlieBeckett: Thanks to all the stewards & interns who helped run #polis2015 today - wonderful people. pic.twitter.com/evlpvcfGWo”
9:22 PM - 27 Mar 2015

Julia Ziemer
@Julezzee