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140 Characters of Democracy Conversation Frame Analysis of Egyptian Opinion Leaders Tweets

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Since the Egyptian revolution in January 25th 2011, there was a high rise in the political discussion among Egyptians. Almost all of them shared views about democracy and politics in their daily life activities.

With the rise of social media use, they also expressed their political views on facebook and tweeter. A study was conducted by the researcher to explore different types of frames that shaped the democracy debate after the revolution.

If opinion leaders have to tell their opinions within a limited space (140 characters) on twitter, this means they will use certain frames to simplify and give meaning to their opinions. That is why the researcher is conducting this study, especially the rise of democracy discussion.

The research took place in a period of 21 days, in the memory of the second anniversary of the Egyptian revolution, starting from: January 15, 2013 to February 4, 2013, before the revolution date and after.

This study proceeded from a quantitative content analysis of 12 member's messages on Twitter. To avoid any bias in the chosen sample, the researcher chose an analytical tool, social bakers, which give the highest rank for tweeter profiles (Table 1)

http://www.socialbakers.com/twitter/country/egypt/

It was organized as the following:

In the very beginning ElBaradei was going to pass the presidential election, then he quitted. But because the researcher found that he had the largest number of followers in Egypt (over one million), he was included in the first group.

Over all, this study includes 386 tweets from three groups of opinion leaders, 53 from Former presidential candidates, 123 from Islamists leaders, and 210 from Political analysts.

Analysis was conducted according to what type of topics and issues covered, the tone of tweets (neutral, negative, positive), the key actors (government, politicians, and the public) and 5 frames analysis 'conflict', 'human interest', 'attribution of responsibility', 'morality' and 'economic consequences' according to Semetko and Valkenburg (2000).

Comparing which frames each group used results showed that, the attribution of responsibility and human interest frames were the most commonly used by the opinion leaders, followed by the morality frame then conflict frame and finally economic consequences.

Attribution of responsibility and Human interest were most visible in the first group, former presidential candidates. Morality frame, Attribution of responsibility and Human interest were most visible in the second group, Islamist leaders. Finally, Attribution of responsibility and Human interest and conflict frame were most visible in the third group, political activists. Economic consequences frame was less visible compared to other frames.

So we can conclude the whole analysis as: Responsibility frames are more often utilized by Former presidential candidates and Political activist while Moral frames are more often utilized by Former Islamist leaders.

Group#1		Group#2		Group#3	
Former President. Candidates	Followers	Islamist leaders	Followers	Political activist	Followers
@ElBaradei*	1,186,429	@Essam_Sultan	355299	@Ghonim	841446
@HamdeenSabahy	792,162	@EssamAlErian	251426	@HamzawyAmr	827295
@DrAbolfotoh	639540	@naderbakkar	308853	@alaaaswany	677886
@amremoussa	375061	@Saad_Elkatatny	285798	@GameelaIsmail	548053

Table 1: Social bakers, which give the highest rank for tweeter profiles