



Actual Drivers of Political Choice

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POST-TRUTH

Word of the Year- 2016



“When objective facts are less influential in shaping public opinion than appeals to emotions and personal beliefs..”

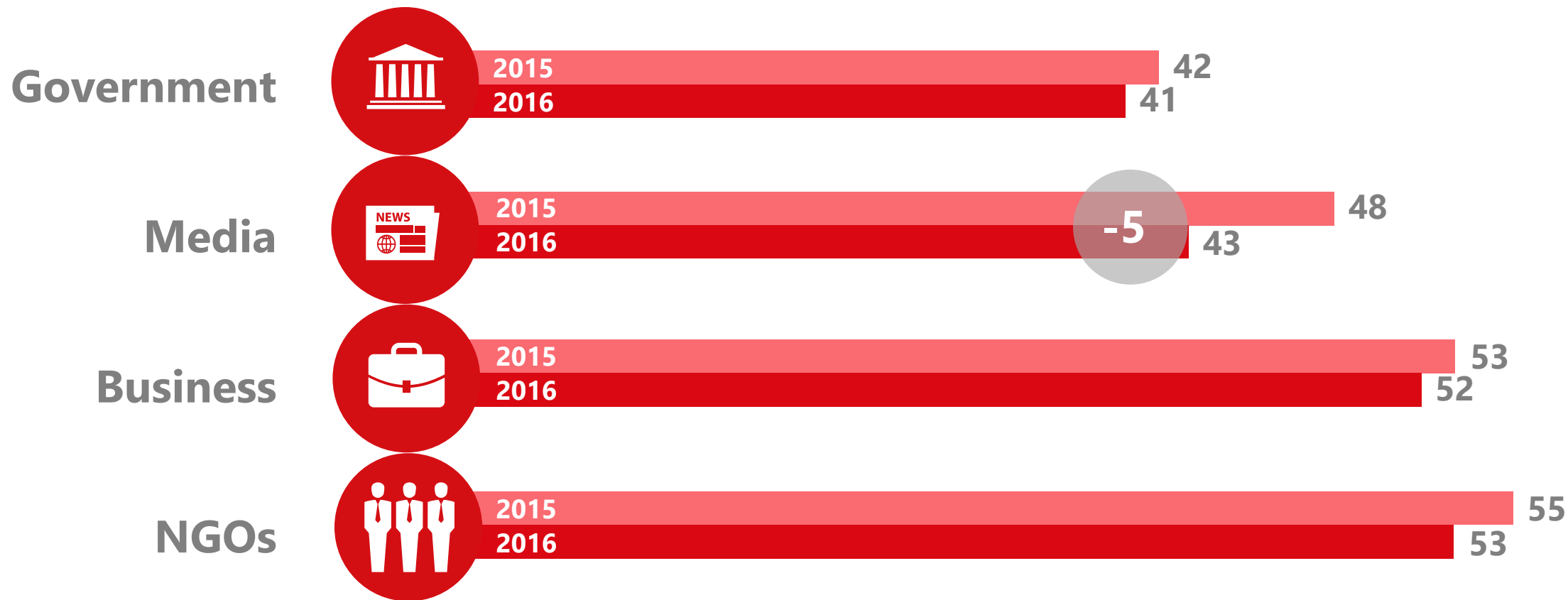
FACEBOOK ENGAGEMENT OF FAKE NEWS STORIES ON THE US ELECTION 2016

(likes, comments & shares in millions)



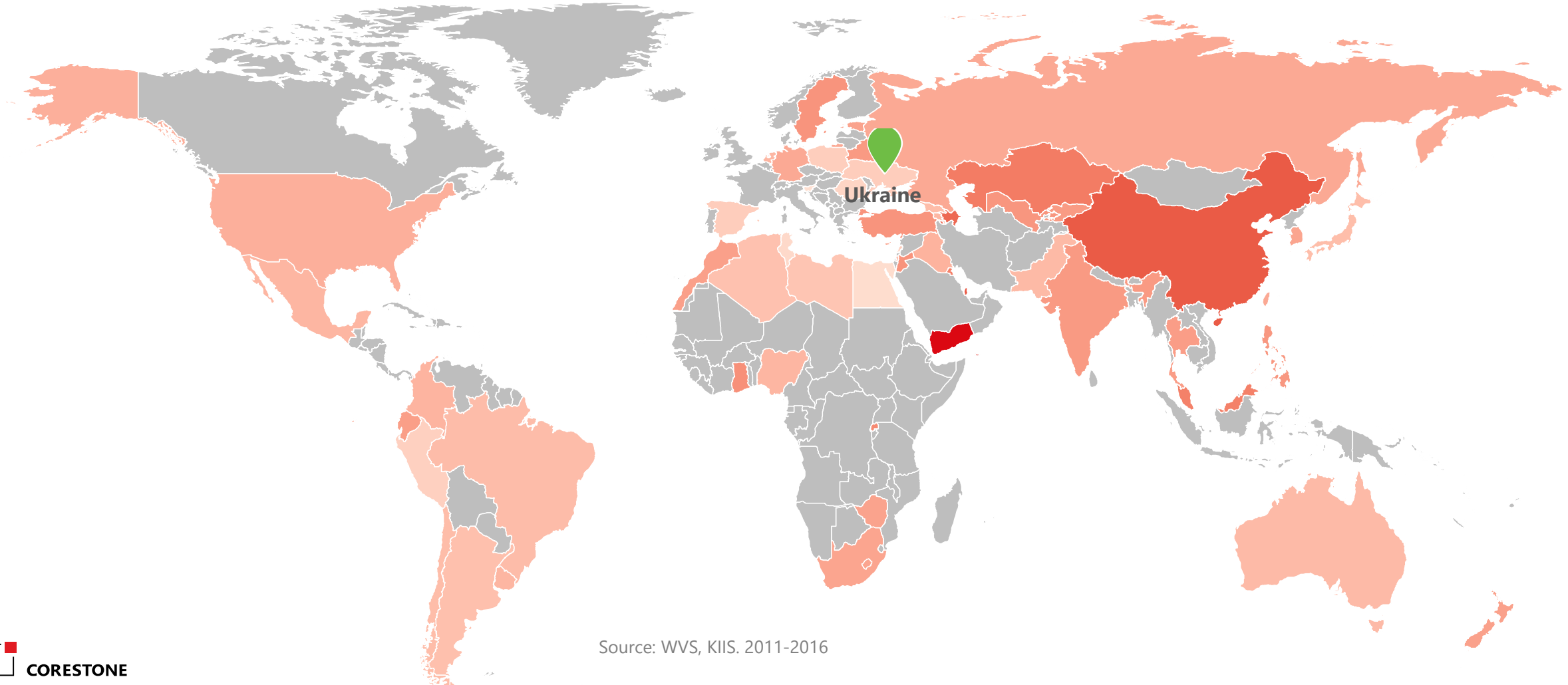
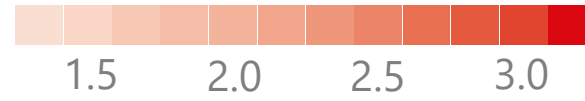
Source: Buzzsumo via BuzzFeed, 2016

TRUST IN INSTITUTIONS WORLDWIDE



Source: Edelman TrustBarometer, 2017

TRUST IN GOVERNMENT



Source: WVS, KIIS. 2011-2016

**NEW TOOLS
DEVELOPMENT**

REFORMS

**STATE SYSTEM
CHANGING**

**CIVIL ACTIVISM
GROWTH**

ECONOMIC CRISIS

CORRUPTION

ANNEXATION

**MILITARY &
INFORMATION INVASION**

StopFake

debunking fakes in ten languages



Corestone Communication Scan

RATIO



EMOTIO

Poroshenko's participation in the Munich security conference

AUDIENCE MEASUREMENT

1 380 materials
34 mln of contacts

SHARE OF VOICE

68,8%

TONALITY

2,7%
of negative

FIELDWORK FACT CHECK

1,8%
of fake news

SPEECH: SEMANTIC SCAN

58%
of stop-words

EMOTION SCAN

11,4%
of emotionality

DOMINANT EMOTION

5,9%
of sadness

EFFECTIVENESS

28,7%
of respondents are aware
of the key message

Semantic Analysis of Speeches

DONALD TRUMP

11.01.17

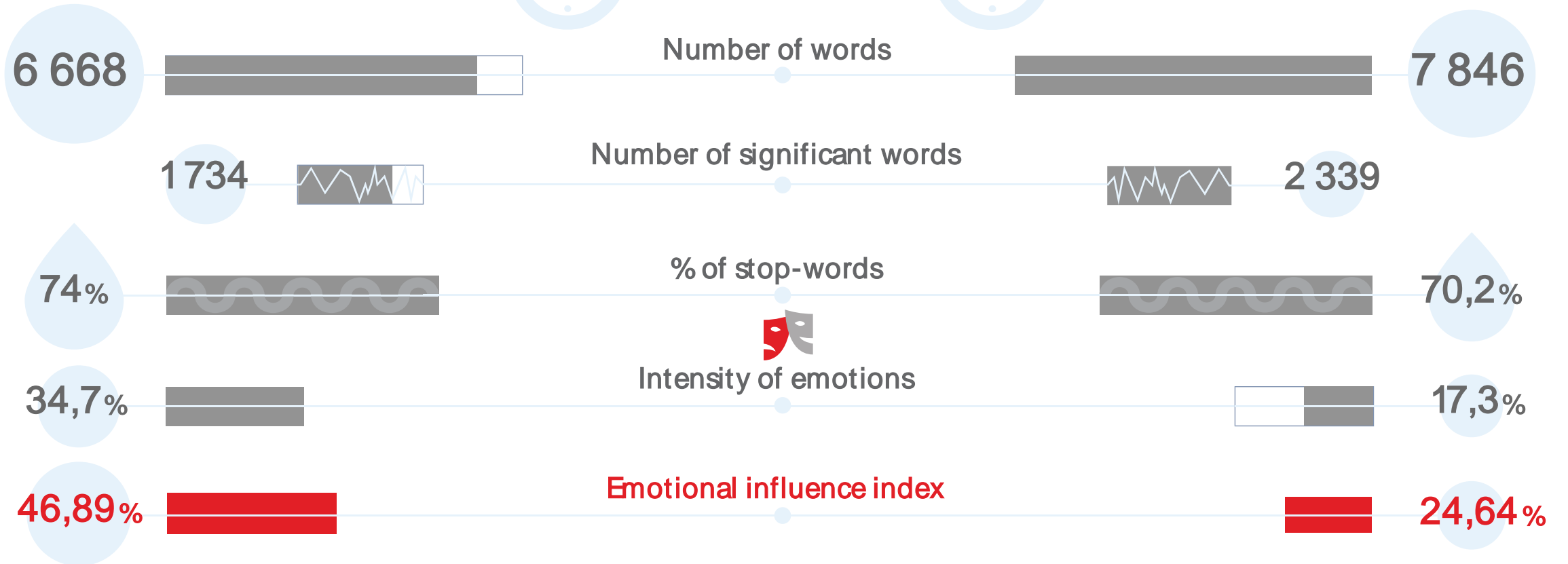
00:42:23

+ 14 minutes representative's speech

BARACK OBAMA

09.02.09

00:55:58



EMOTIONS VS RATIO



Trump



Clinton



Johnson



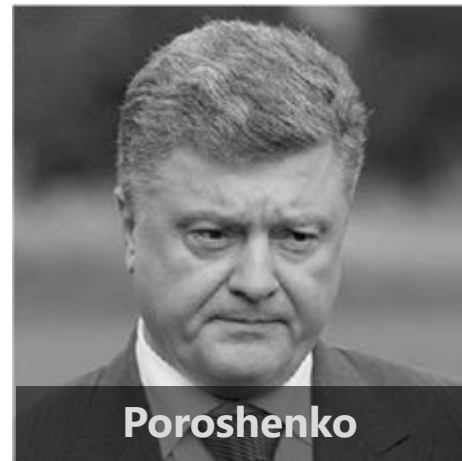
Cameron



Le Pen



Macron



Poroshenko



Tymoshenko





■

DOES EMOTIONAL TYPE OF POLITICAL LEADERS BECOME THE TREND?

Thank you for your attention



  **37,24%**

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