

# 'Modi is the least negative twitterati'

*with only 20 negative tweets of the 343 tweets*

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Nikhil Moro, teacher of digital media law and an associate professor at the University of North Texas was recently in Ahmedabad to deliver a talk "Internet Freedom: Hot-Button Challenges" on issues such as internet regulation, network neutrality, jurisdiction & choice of law, treaties on jurisdiction, and Digital Divide" at IIT Gandhinagar on Thursday and Friday.

India has a growing Twitter base which stood at 33 million monthly active users as of March 2014, as reported by the social media company. The study concluded that if the Twitter campaign was significant at all, then Indian voters did not appreciate negative tweeting.

A part of his study 'Twitter Use and Negative Campaigning: A Case Study from the World's Largest Election' illuminated that Congress leader Digvijay Singh made the most vitriolic comments on Twitter between April 16, 2014 and May 15, 2014.

Out of 72 tweets, 26 were negative tweets, many of which used hashtags like #communal, #fascist, #Hitler and #desperados mostly targeting the current Prime Minister Narendra Modi. On the other hand, Modi was the least negative twitterati with only 20 negative tweets of the 343 tweets. Moro had undertaken the study to decipher a winning formula for effective Twitter campaign, so that in coming times politicians and people at large could use Twitter-mediated discourse in a more effectively.

## BITTER ON TWITTER?

- Narendra Modi - 5.19 million Twitter followers - 5.8 percent negative tweets - least negative
- Shashi Tharoor - 2.25 million Twitter followers - 19.4 percent negative tweets
- Arvind Kejriwal - 2.07 million Twitter followers - 7 percent negative tweets
- Subramanian Swamy - 681,000 Twitter followers - 10 percent negative tweets
- Arun Jaitley - 470,000 Twitter followers - 8.5 percent negative tweets
- Digvijay Singh - 202,000 Twitter followers - 36 percent negative tweets - Maximum negative tweets

THE FIGURES WERE REVEALED BY NIKHIL MORO, A LAW SCHOLAR DURING HIS TALK AT IIT-GN

The tweets and retweets of six most followed politicians Narendra Modi, Shashi Tharoor, Arvind Kejriwal, Subramanian Swamy, Arun Jaitley and Digvijay Singh were studied by Moro, over a 30-day period between April 16, 2014 to May 15'14.

In his paper, Moro said, "The use of Twitter has evolved from political activism to campaigning, with politicians around the world using it to mediate political change through self-promotion, education, agenda-setting, content discovery, and interpersonal communication." While Singh stayed to his character of being outspoken, Arvind Kejriwal, known for attacking opponents' honesty on television was surprisingly docile in his tweets. Out of the 187 tweets only 13 were negative.