

TWITTER-BASED PUBLIC DISCOURSE ON HEALTH REFORM

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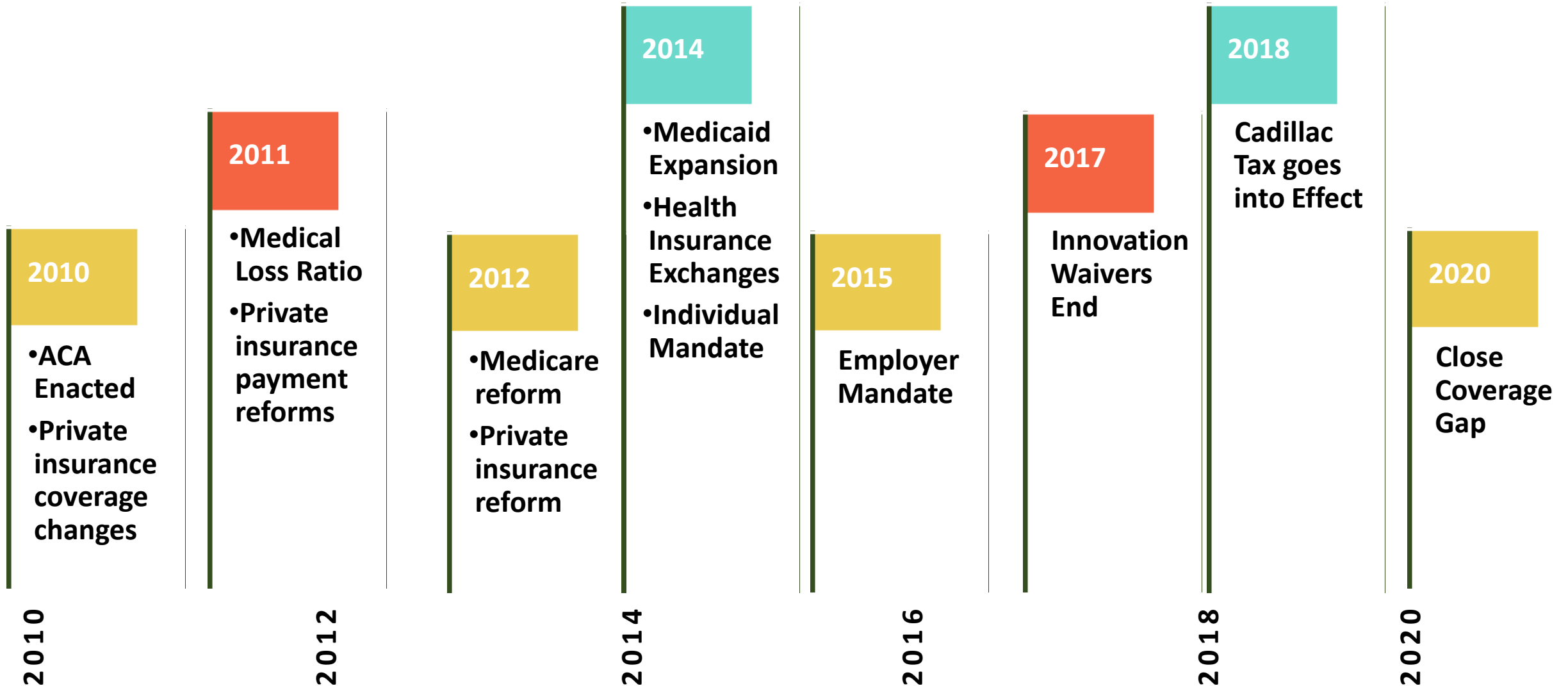


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Agenda

- Study Motivation
- Rationale for Method
- Method
- Results
- Research Implications and Next Steps
- Policy Relevance

Study Motivation: Health Reform



Study Motivation:

Key Questions

- How do people **feel** about the Affordable Care Act (ACA)?
- Do people with different views **use different language** to talk about the ACA?
- Who is taking part in, or influencing, the **dialogue** about the ACA?

Rationale for Method: Selecting a Qualitative Method

Qualitative Method	Advantages	Disadvantages
Key Informant Interviews	Data richness	Expensive Small n Time lag
Focus Groups	Data richness Multiple views captured	Expensive Limited topic saturation Small n Time lag
Survey	Varied cost by mode Standardized information Multiple views captured Large n	Varied cost by mode Data saturation Mode effects Low response rates Time lag



Twitter

- Content sharing
 - Tweets
 - Retweets (RT)
 - User Mentions (@)
- Keyword reference and search
 - Hashtags (#)
- Media sharing
 - Webpages
 - Media (video, pictures)

President Obama Retweeted



Facts On Climate @FactsOnClimate · Oct 20

Climate change threatens us all, and it will take all of us to solve it. Get the facts on how we can: go.wh.gov/Climate #ActOnClimate



859



1.1K



President Obama @POTUS · Oct 19

I got a chance to catch up with the @Space_Station crew today. Nothing like a call to space on #AstronomyNight!



The White House

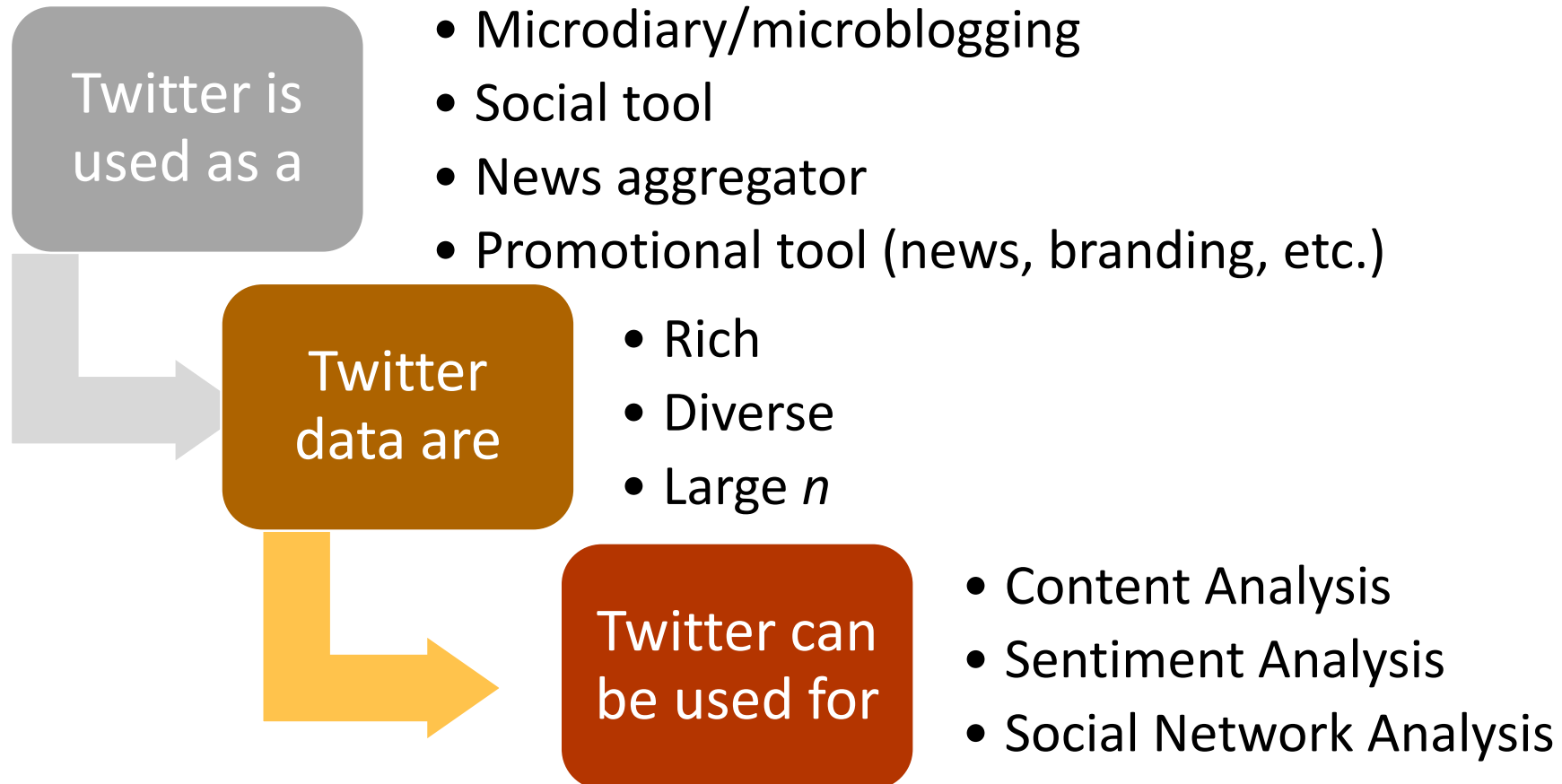


President Obama Calls the International Space Station

Follow @WhiteHouse for the latest from President Obama and his administration.

Rationale for Method:

Using Twitter to Mine Public Opinion



Methodology:

Data Collection, Cleaning, and Preparation



Select keywords (#aca, #Obamacare, affordable care act, health reform, healthcare reform, Obamacare)



Collect tweets June 16, 2013 – July 13, 2013



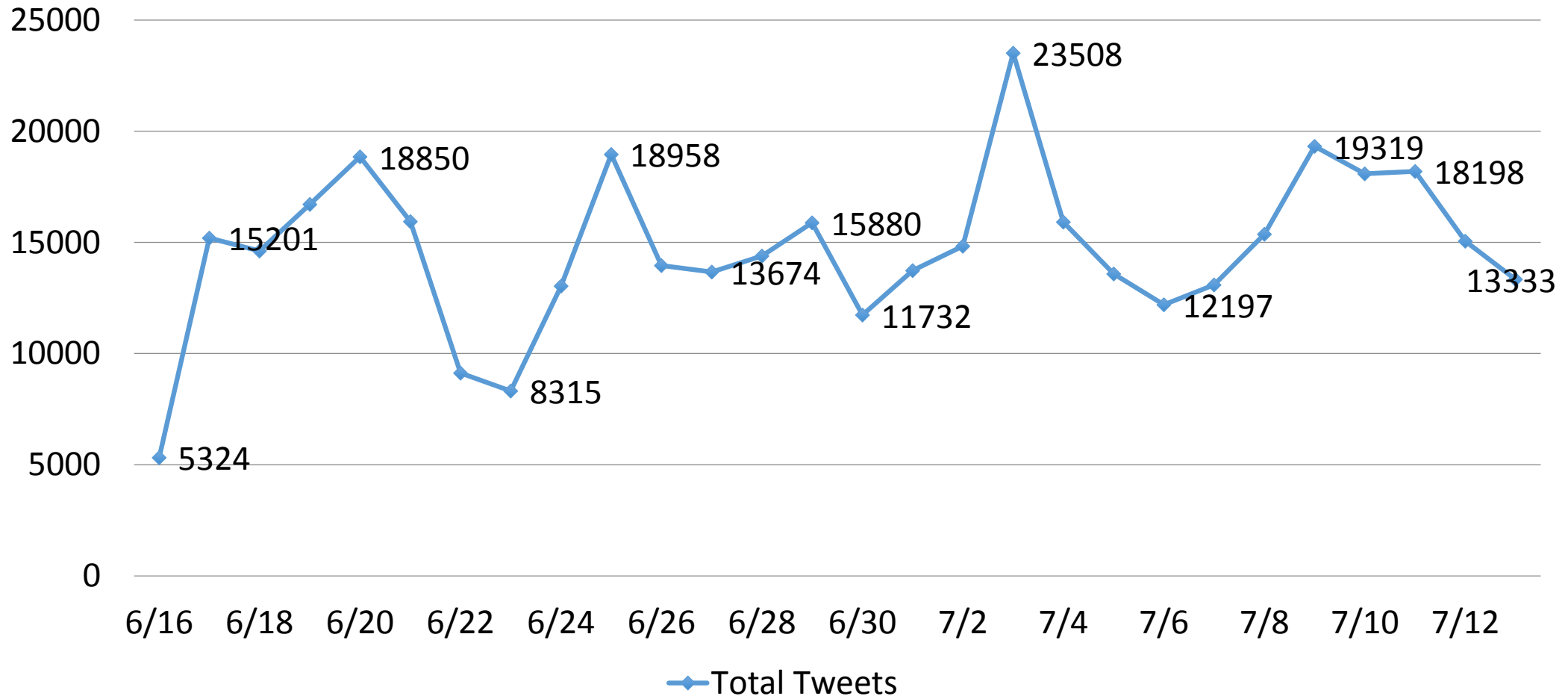
De-identify private user data and clean dataset



Select random 1% sample for n-Gram based content analysis

Results:

Total Tweets Referencing ACA



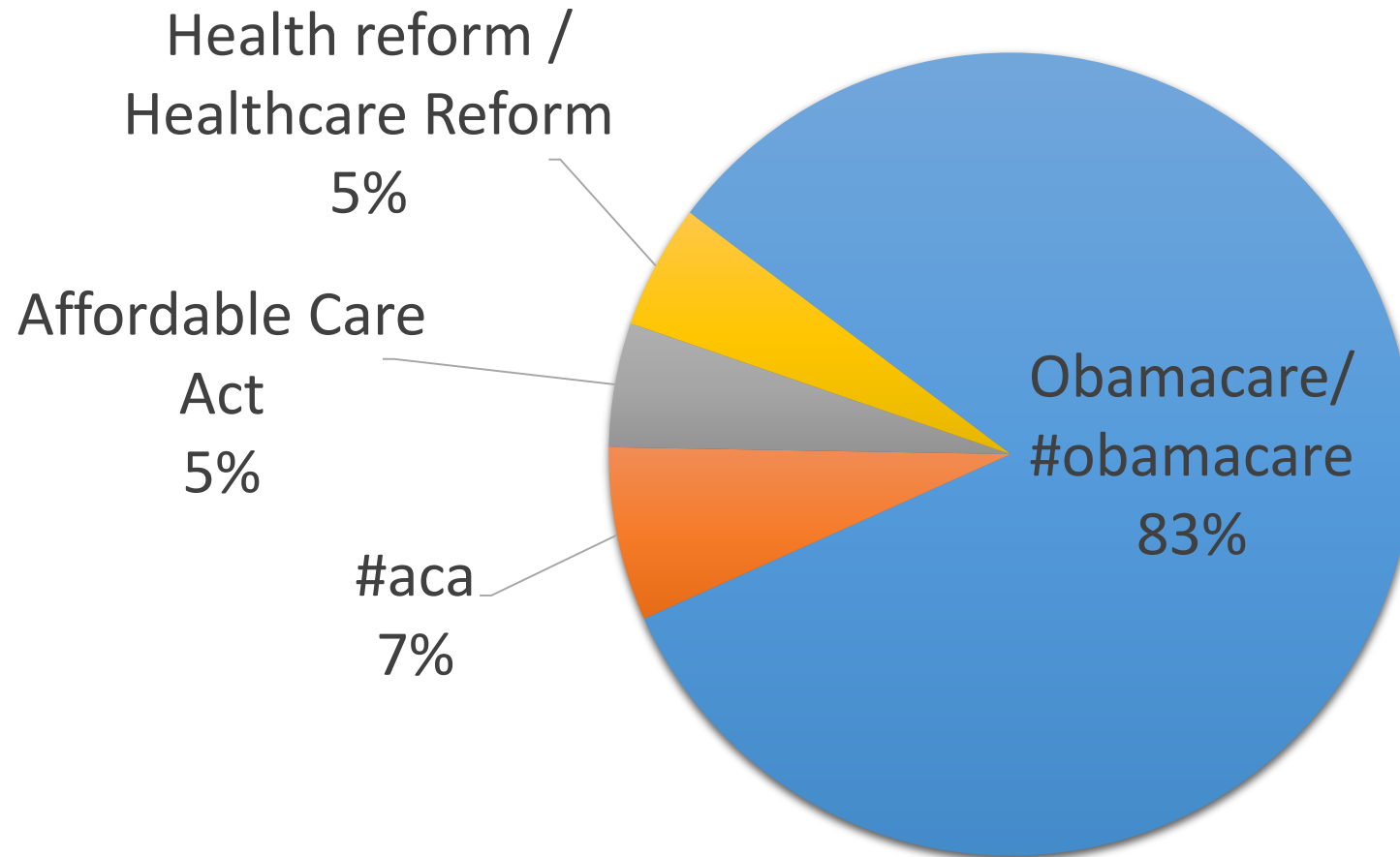
Results:

Public Sentiment about ACA

Concept	% of Sample	Sentiment
Senators Cruz and Lee introduce bill to defund Affordable Care Act	21.48%	Negative
Employer Mandate Extended	15.05%	Mixed
Koch brothers invest millions into Obamacare misinformation campaign	13.64%	Mixed
Demystifying affordable care act	11.38%	Positive
Obamacare delay - onus on honor system	10.39%	Negative

Results:

Distribution of Tweets about the ACA (n=411,916)



Results:

Influence varies by measure but reflects some trends

Most RTs

Kathleen Sebelius

userID-10921

Sen. Mike Lee

Marco Rubio

Sean Hannity

Most User Mentions

WebMD

Forbes

theHill

Sen. Ted Cruz

Greatest Reach

WebMD

The White House

Fox News

HHS.gov

Most Timeline Deliveries

The White House

Mayo Clinic

WebMD

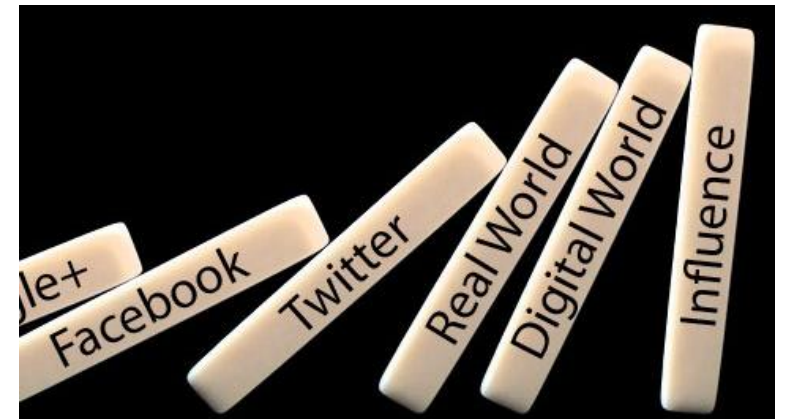
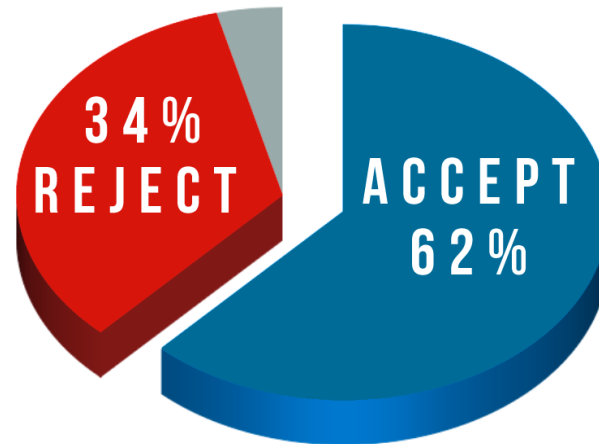
CSPAN

Implications and Next Steps



Policy Relevance

- **New opportunities** for the use of Big Data in public policy research
- **Monitor public opinion** on relevant policy issues or questions
- **Shape public opinion** by understanding levers of influence



Thank you

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