

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2014
Communications Portfolio
Australian Broadcasting Corporation

Question No: 20

Program No. Australian Broadcasting Corporation

Hansard Ref: In Writing

Topic: Tweet monitoring

Senator Urquhart asked:

1. How many tweets with the hashtag #qanda did the ABC monitor for the program on 28 April 2014? How many of these referred to the NBN?
2. Has the ABC undertaken any analysis of tweets using the hash-tag #qanda after any show, including, for example, generation of word clouds? If so, what analysis has been conducted?
3. What analysis has been conducted to ensure that the tweets posted on screen are representative of the comments in the twitter stream?

Answer:

1. Approximately 23,000 #qanda tweets and 8 tweets with either 'nbn' or '#nbn' in the feed.
2. No.
3. The tweets posted on the screen are not intended to be representative of the comments in the twitter stream. The parameters for on screen tweet selection include:
 - tweets that are concise (short), timely and on topic
 - tweets that add a fresh perspective to the debate

See: <http://www.abc.net.au/tv/qanda/txt/s322272.htm>

The Q&A Message Board also sets out the Q&A House Rules, to which tweets should comply:

<http://www2b.abc.net.au/tmb/Client/Message.aspx?b=114&m=124815&ps=50&dm=2>.