

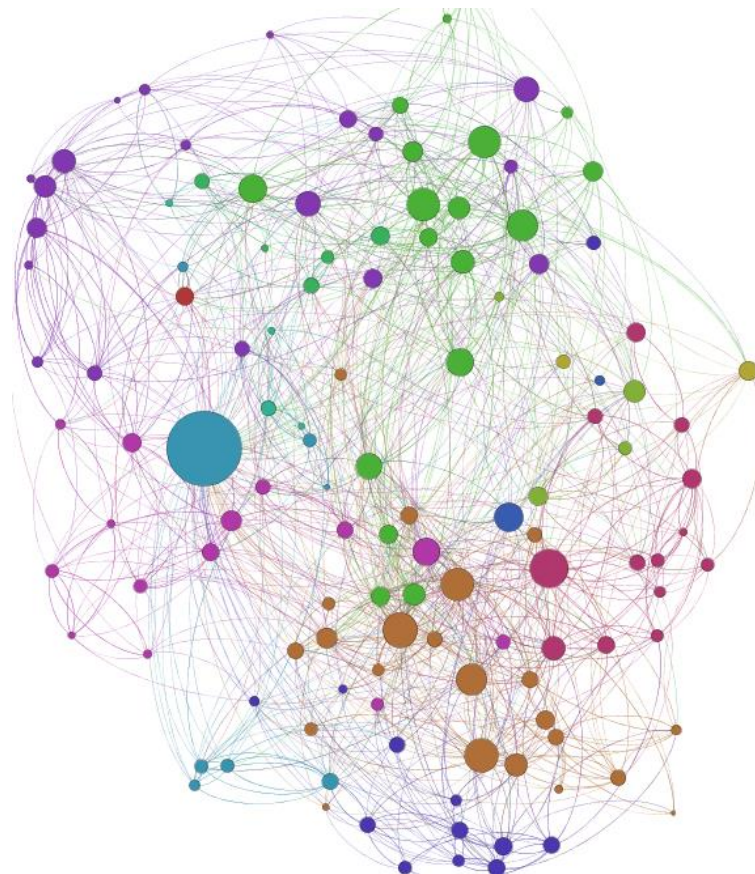
# Opinions, perceptions and behaviors of Tunisians toward elections after the revolution

2011, 2014 and 2017



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Tunis, 15 September 2017

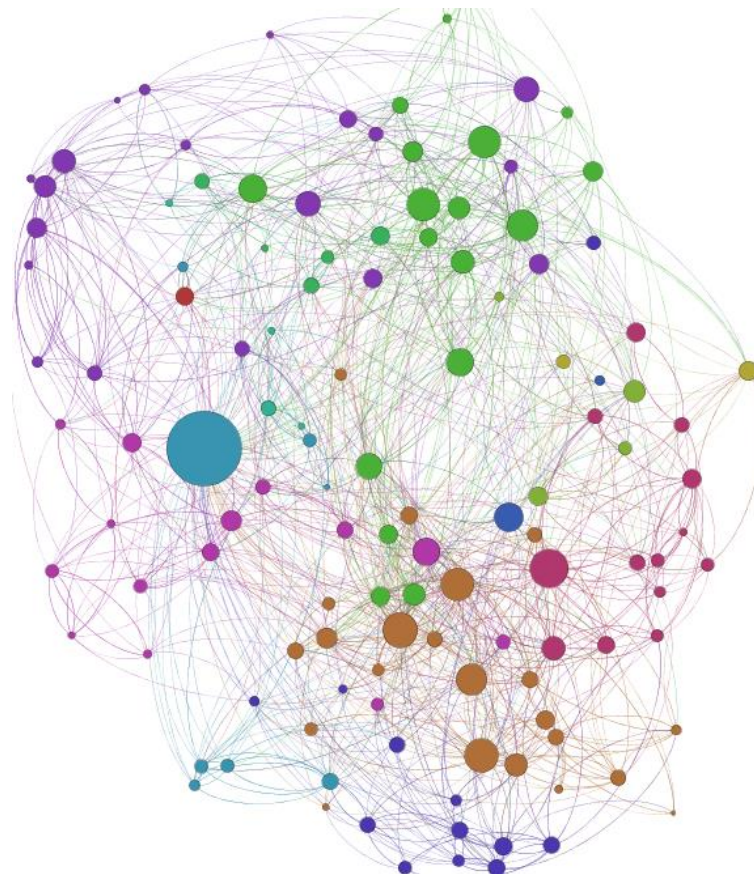
# Overview

- Purpose
- Methodology
- 2011 elections
- 2014 elections
- 2017 pre-elections period
- Main findings

# 1. Purpose



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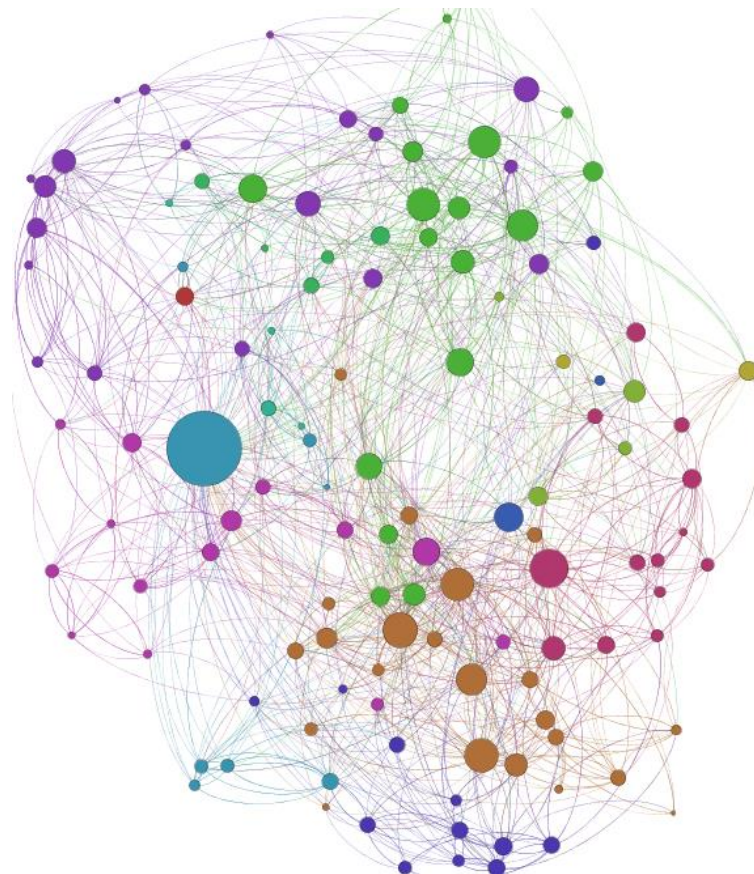
# Our purpose

***Innova and IFES collaborated to uncover the motivations and perceptions of Tunisians, especially youth, towards the voting and their opinions about elections as expressed online and on social media***

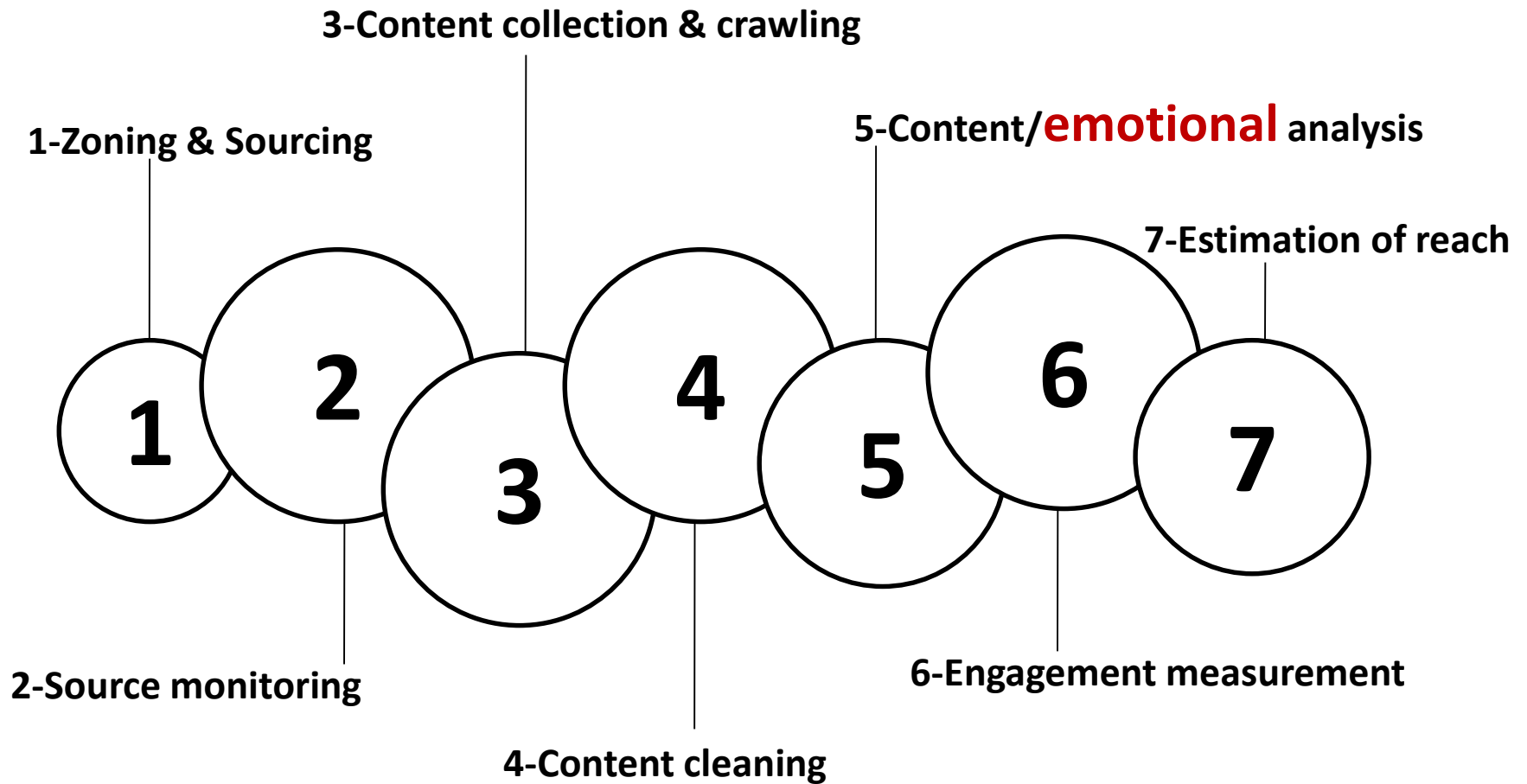
## 2. Methodology



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# Methodology

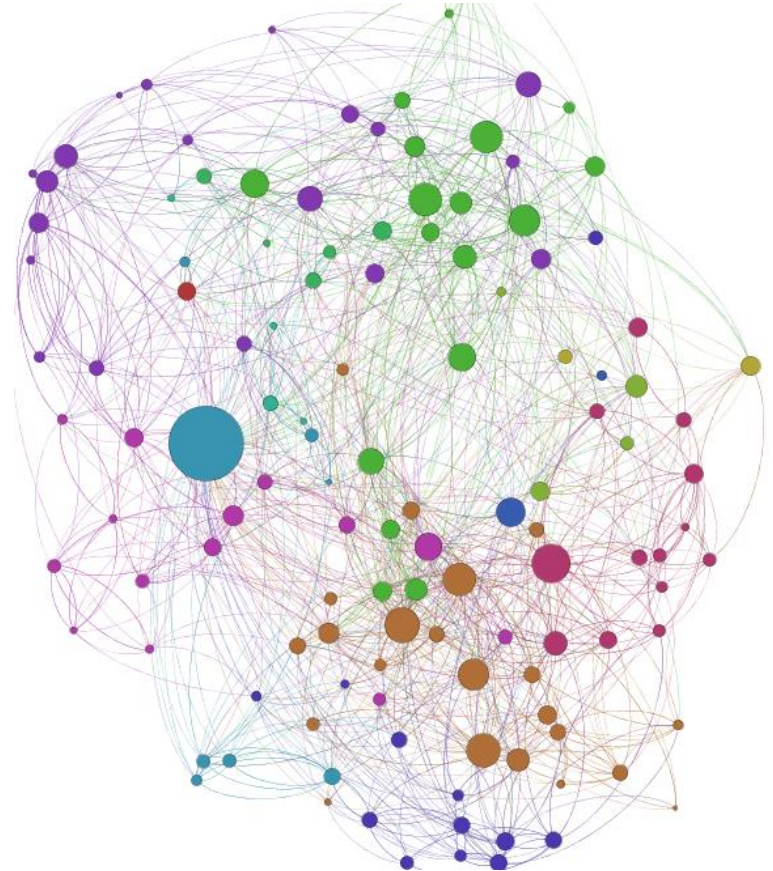




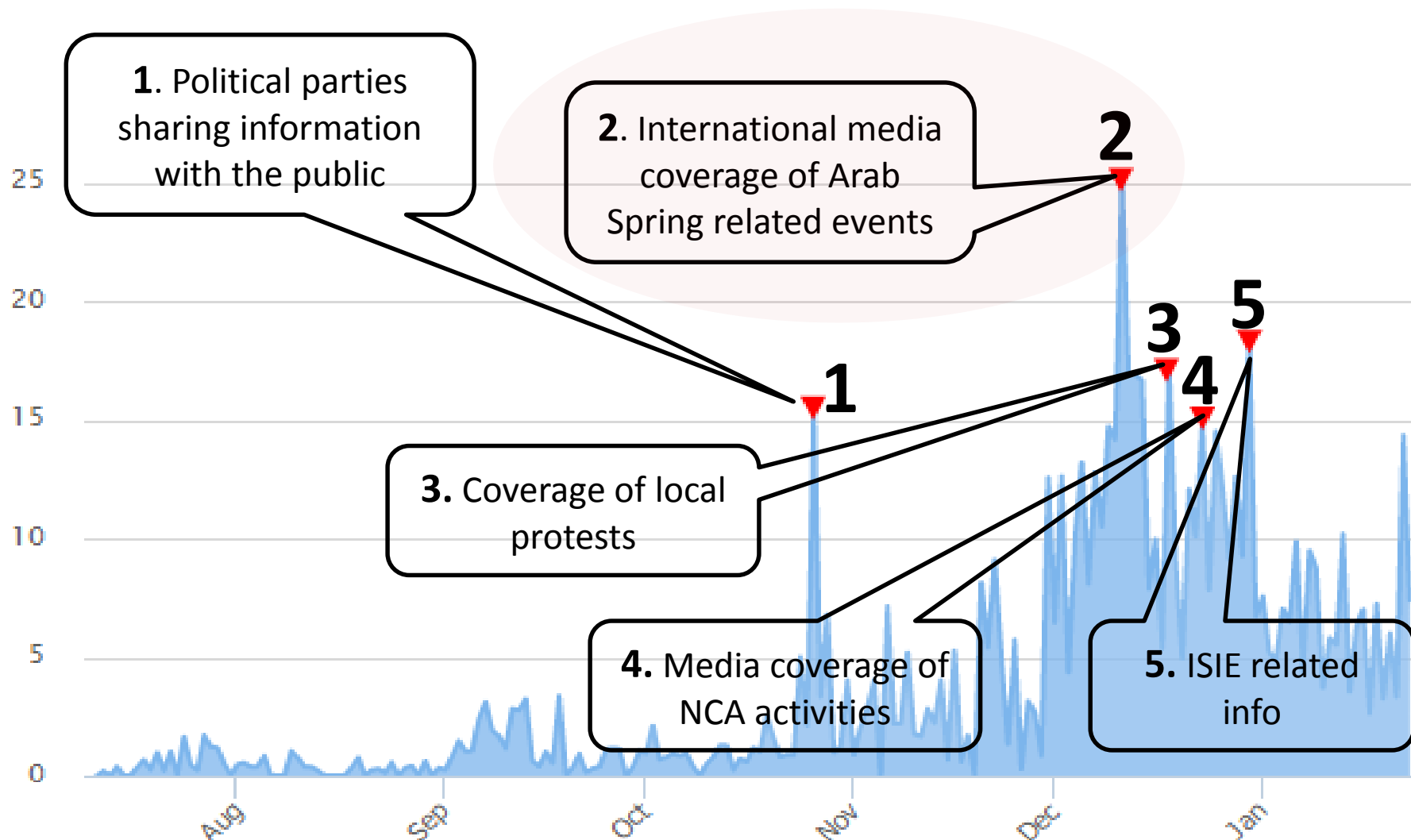
### 3. Elections to the National Constituent Assembly (2011)



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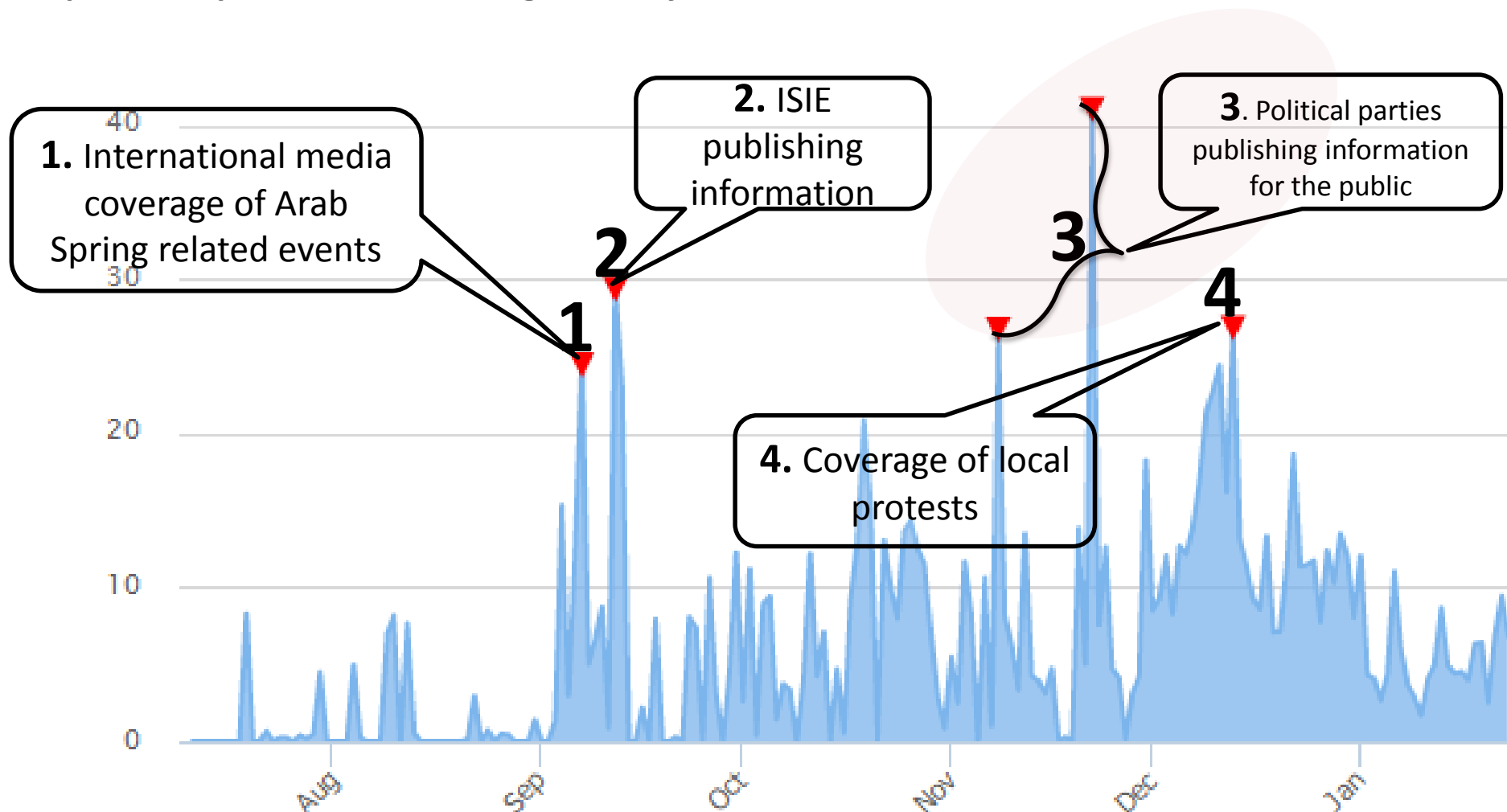


Right after the revolution, Tunisian online media and social media focused on covering international events related to Arab Spring



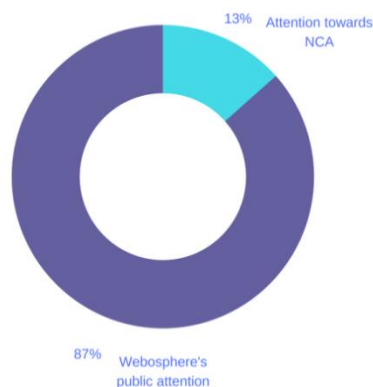
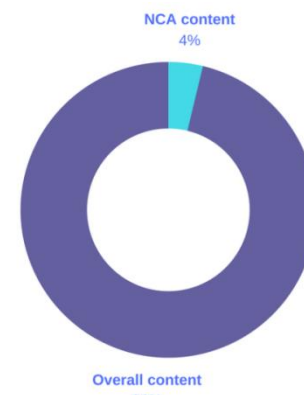


However, a new trend appeared and caught Tunisian's interest: active political parties interacting directly with citizens



# Tunisians showed 4 times more interest towards elections than the proposed election related content, months after the 2011 revolution

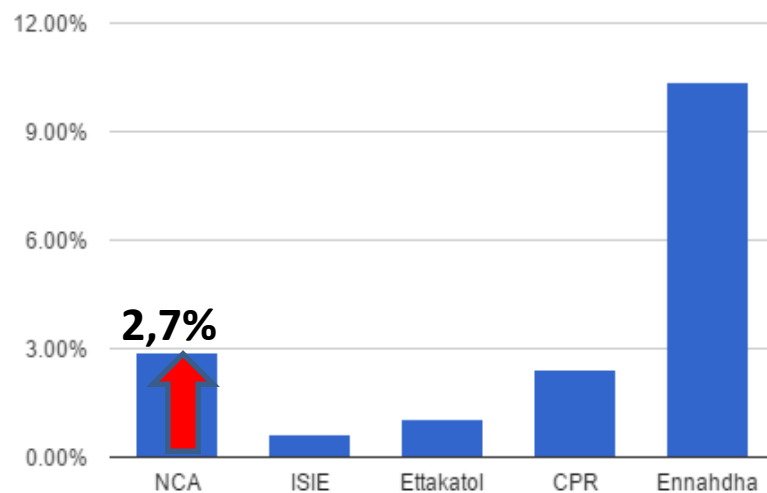
**3,8%** of the content generated was about the NCA



**14,9%** of the webosphere's cumulated attention was towards content about the NCA

# Tunisians shifted their attention from political parties to the National Constituent Assembly (NCA) from the pre-elections period to the post-elections period

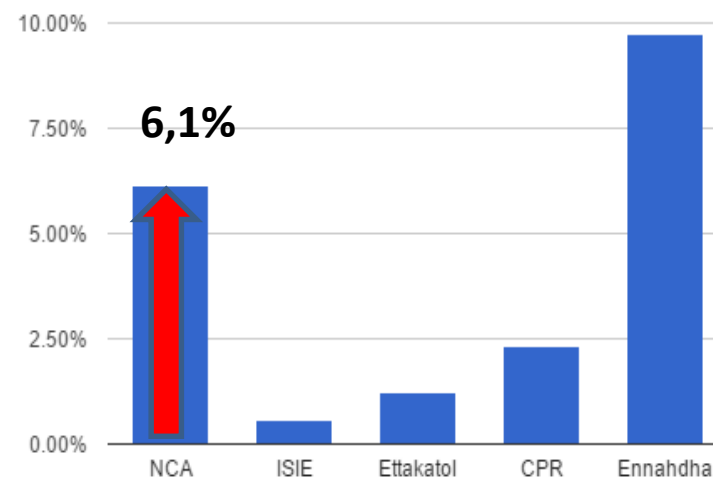
Key players engagement shares



Pre-elections

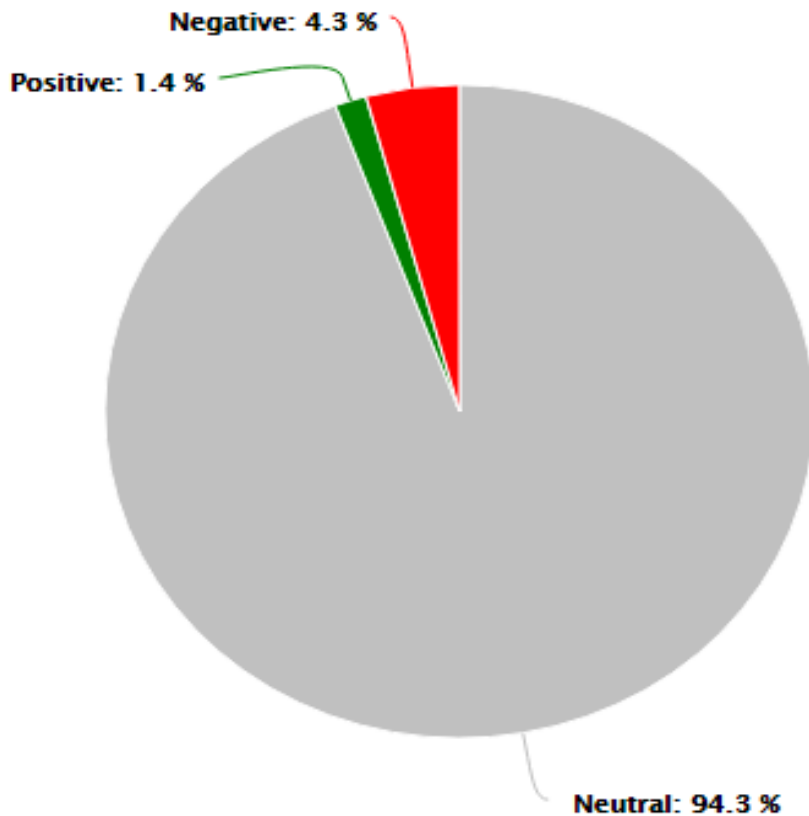
VS

Key players engagement shares



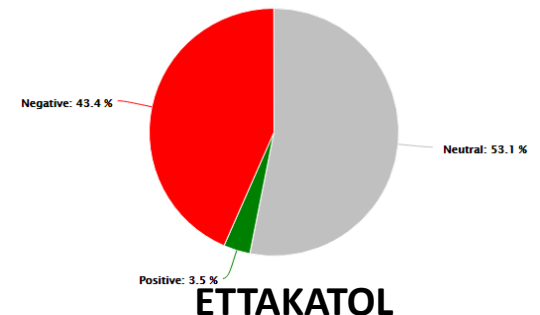
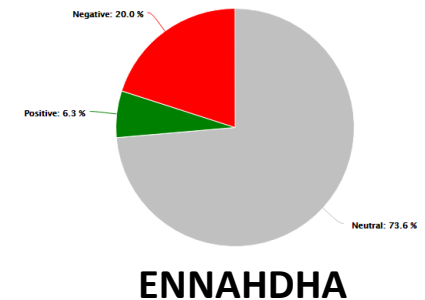
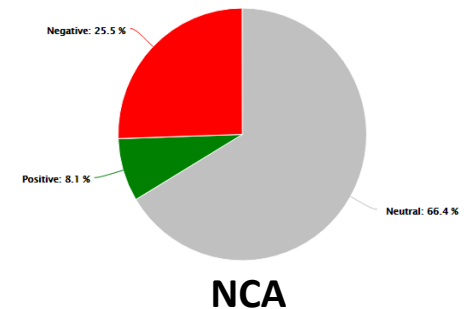
Post-elections

**ISIE was the least controversial subject of discussion in the webosphere during the 2011 elections period**

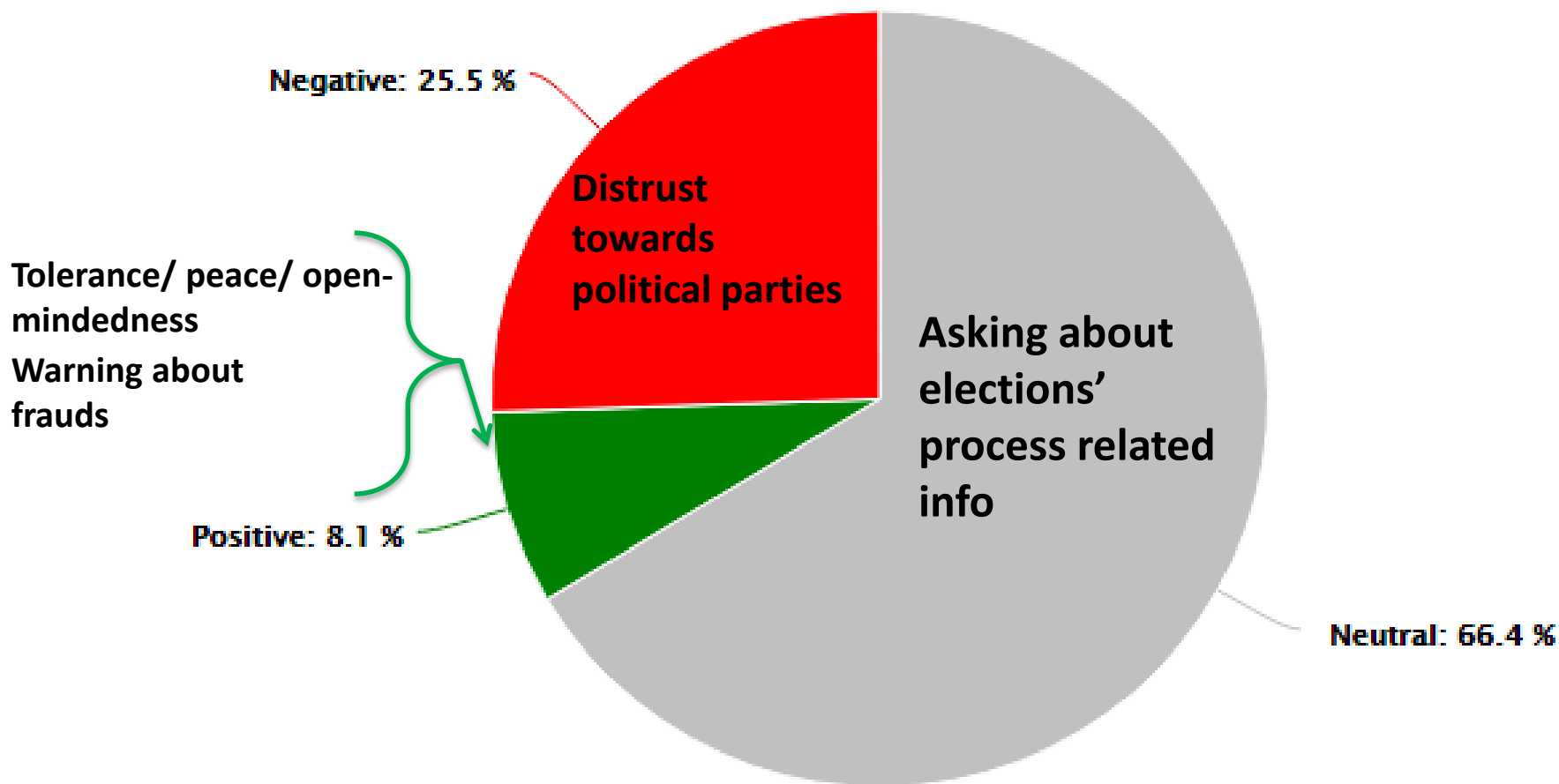


**Tone analysis of ISIE coverage**

**VS**

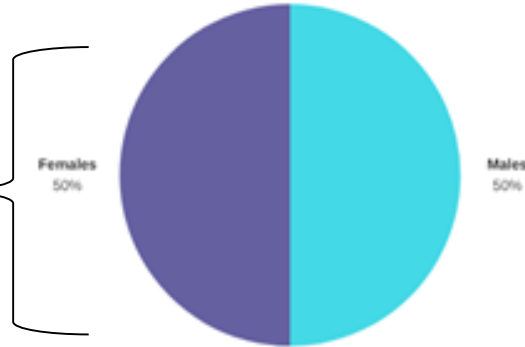


# Public sentiment towards NCA elections was mostly neutral

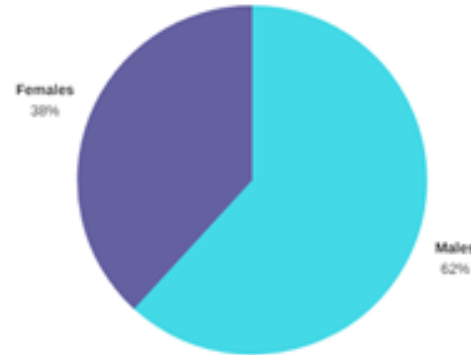


# There was no gender differentiation on social engagement and perception towards the NCA

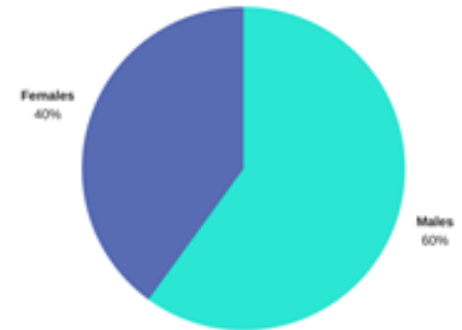
## Gender repartition



Tunisian gender repartition (INS data)

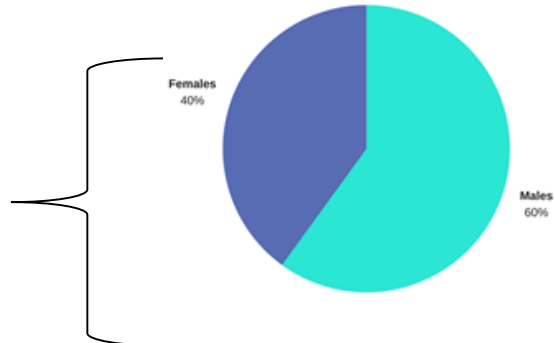


Webosphere's gender repartition (WebRadar data)

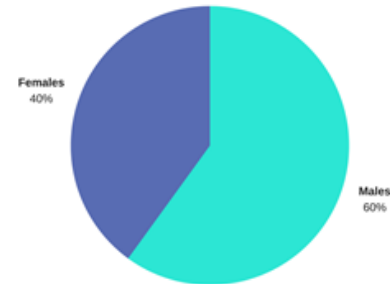


Webosphere's gender repartition of NCA audience (WebRadar data)

## Social engagement



Supporters gender repartition

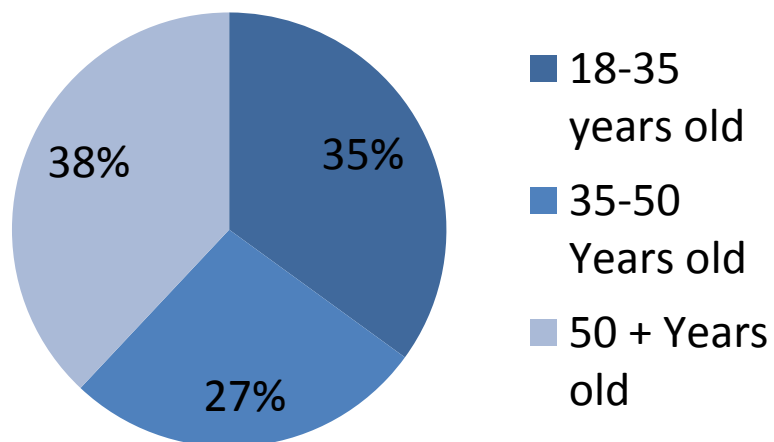


Non-supporters gender repartition



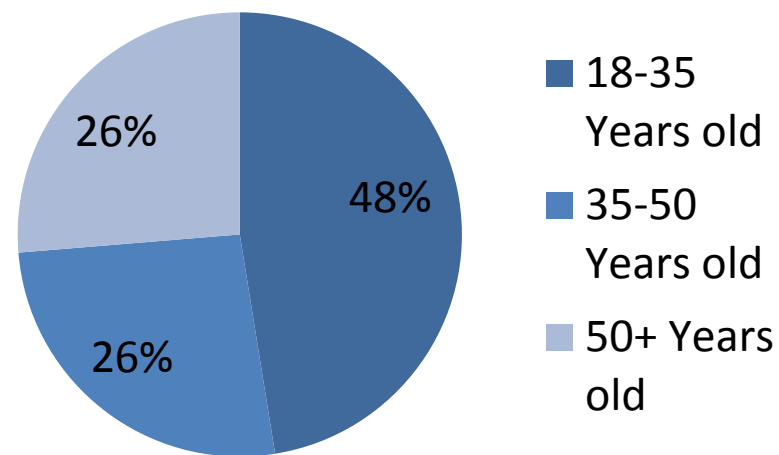
# Youngsters expressed more reluctance about NCA elections in comparison with seniors that were more enthusiastic about these elections

## NCA audience



WebRadar data

## Tunisian population



INS data

**In 2011, there was great regional disparities\*  
in terms of interest in the NCA**

**Regions with most interest**

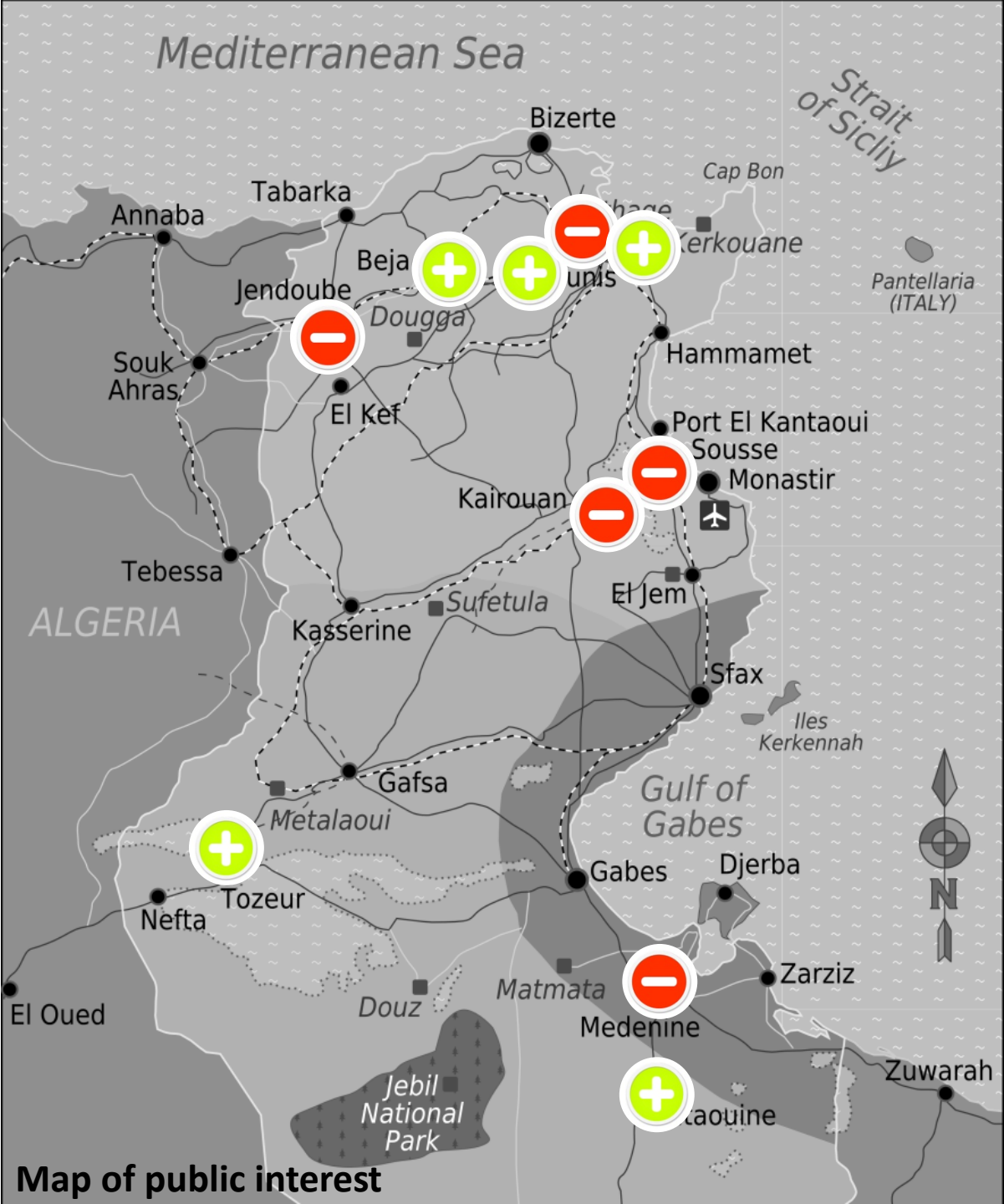
Mannouba (455%)  
Tataouine (159%)  
Touzeur (133%)  
Beja (129%)  
Zaghouden (121%)

**Regions with least interest**

Jendouba (28%)  
Tunis (71%)  
Kairouan (74%)  
Mednine (79%)  
Sousse (80%)

\* Based on data from WebRadar

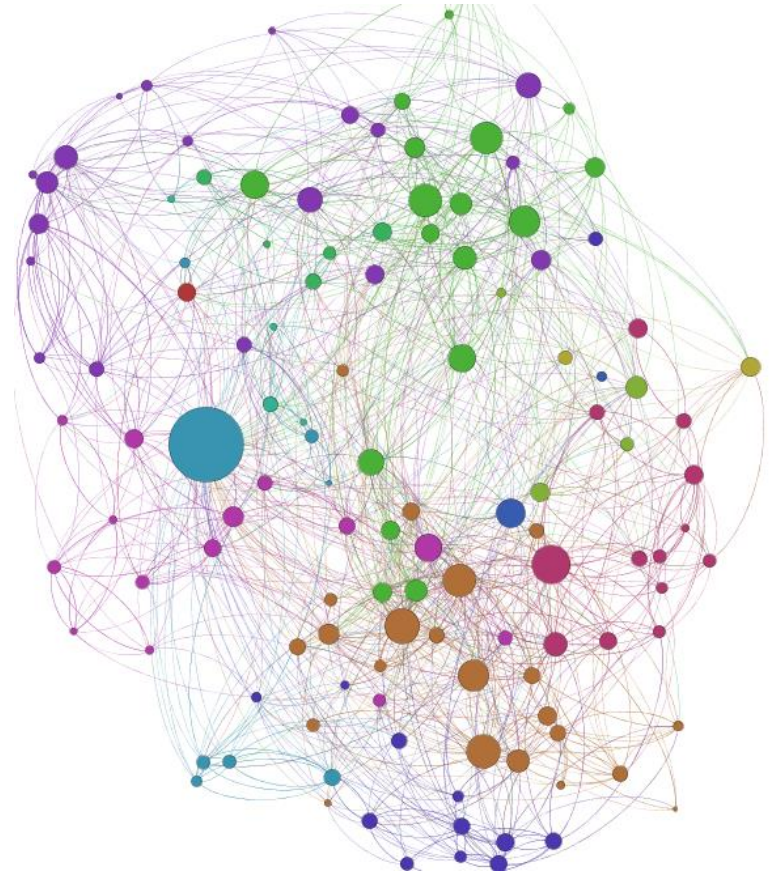
# Map of public interest in the 2011 NCA elections



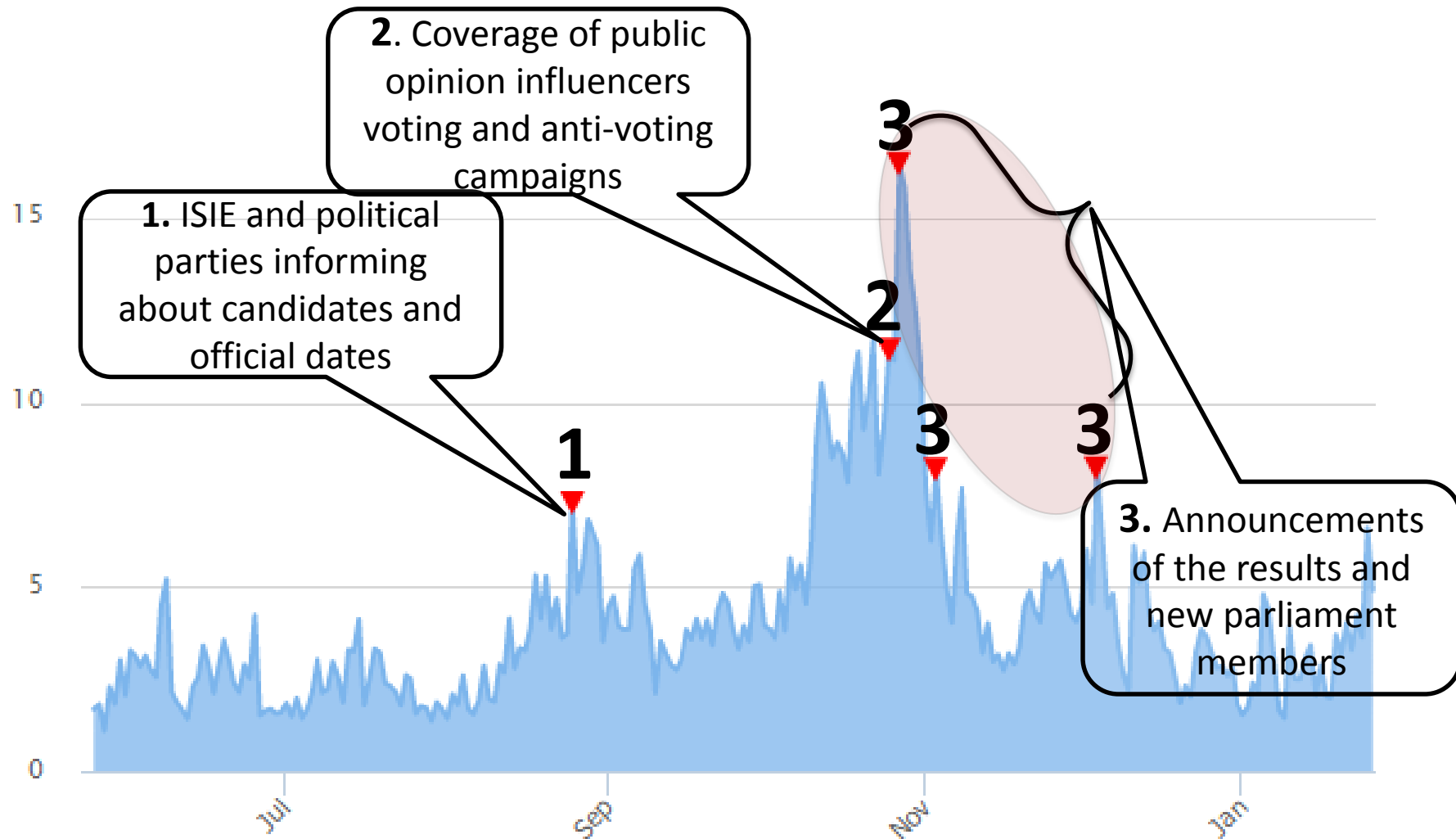
## 4. Parliamentary and Presidential Elections (2014)



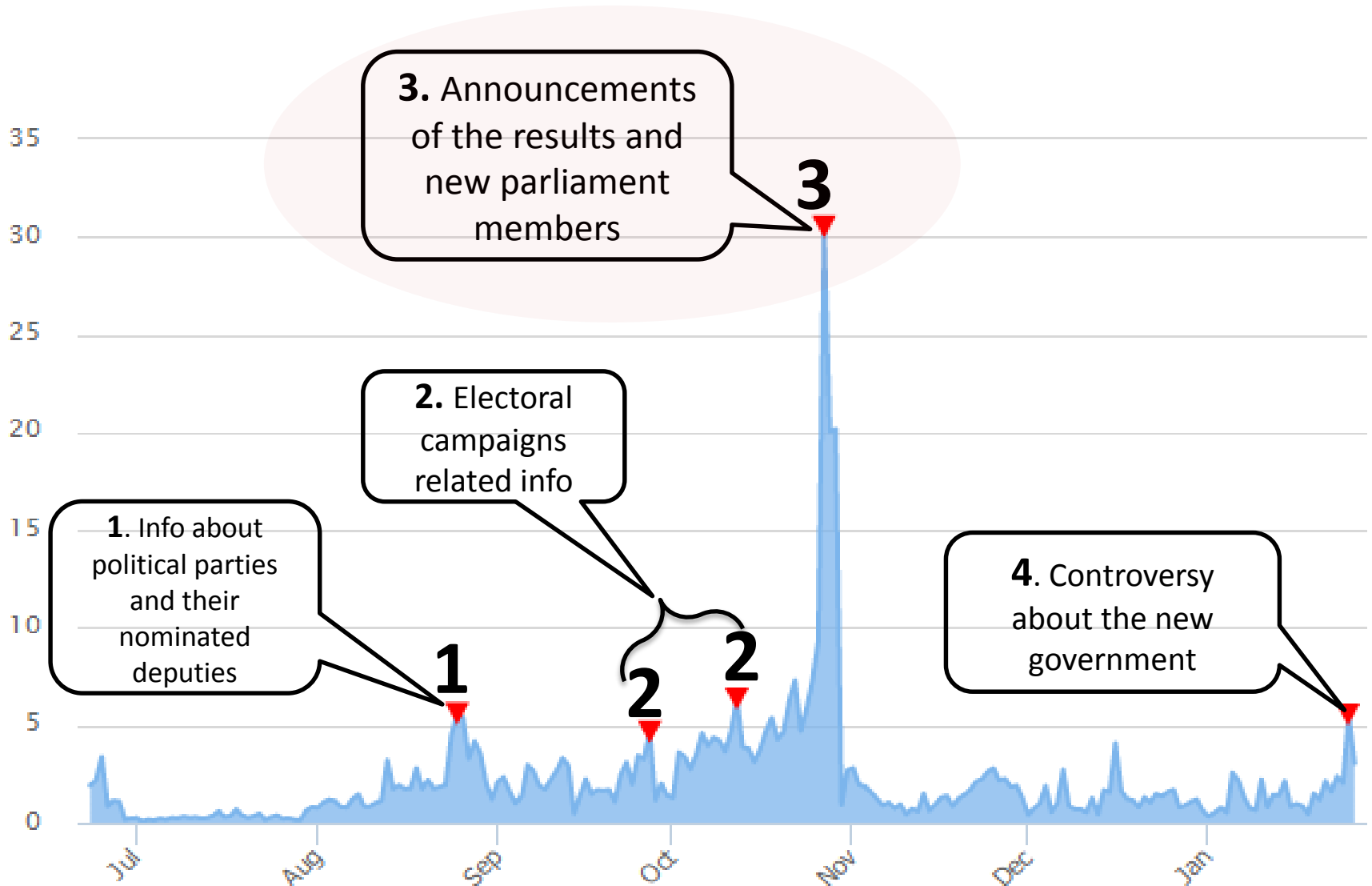
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# Official announcements have been a key driver for online media and social media during the 2014 elections

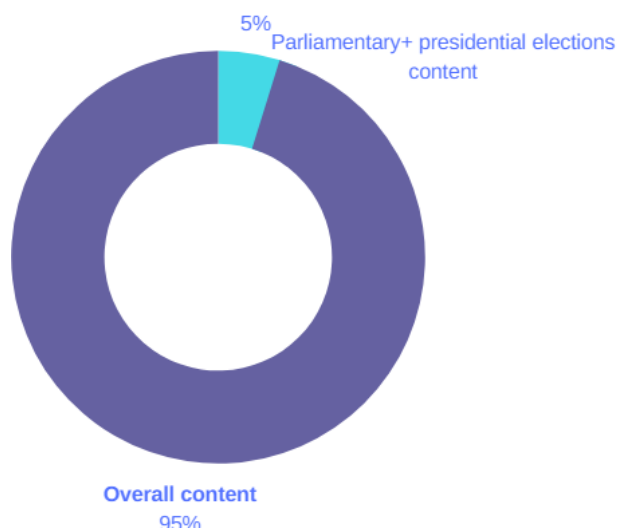


# Public interest towards 2014 elections was also driven by official announcements

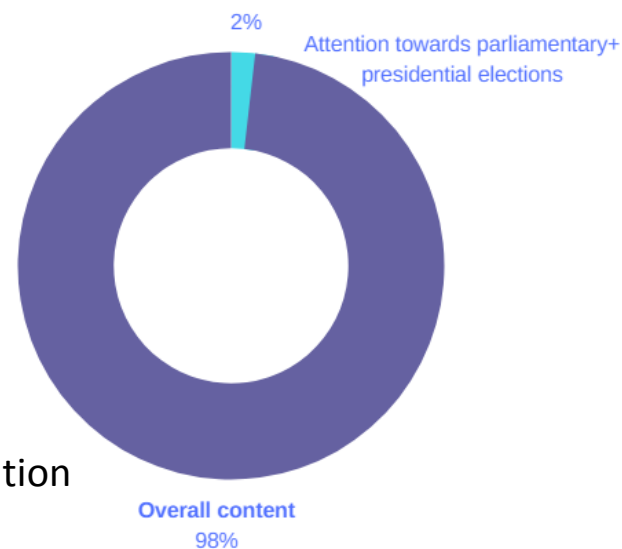




# Tunisian citizens became three times less interested in elections and were more likely to read about other topics



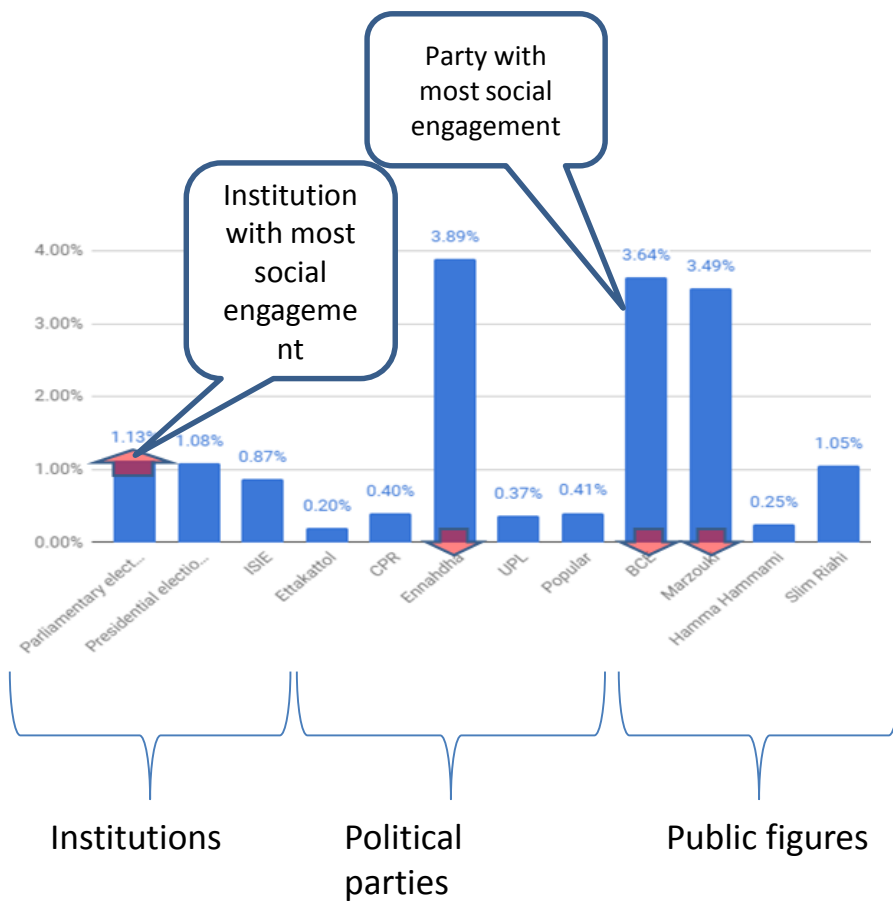
**5%** of the content generated was about the parliamentary and the presidential elections



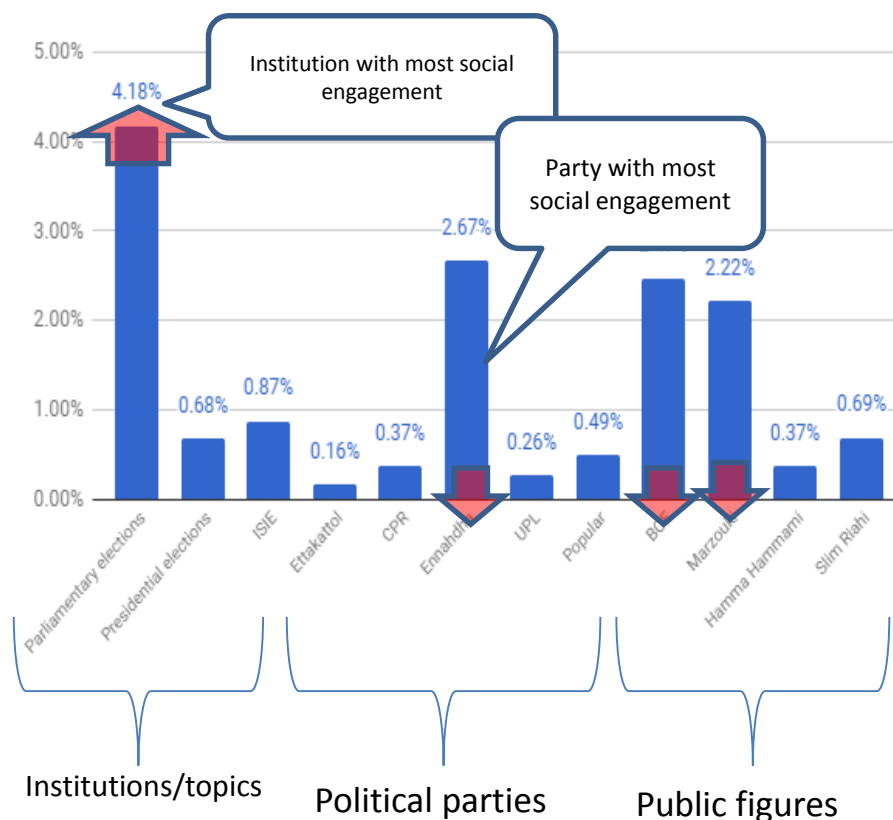
**1,83%** of the webosphere's cumulated attention was towards content about the parliamentary and presidential elections

In comparison with 2011 NCA elections, public's social engagement shifted from political parties and public figures to democratic institutions.

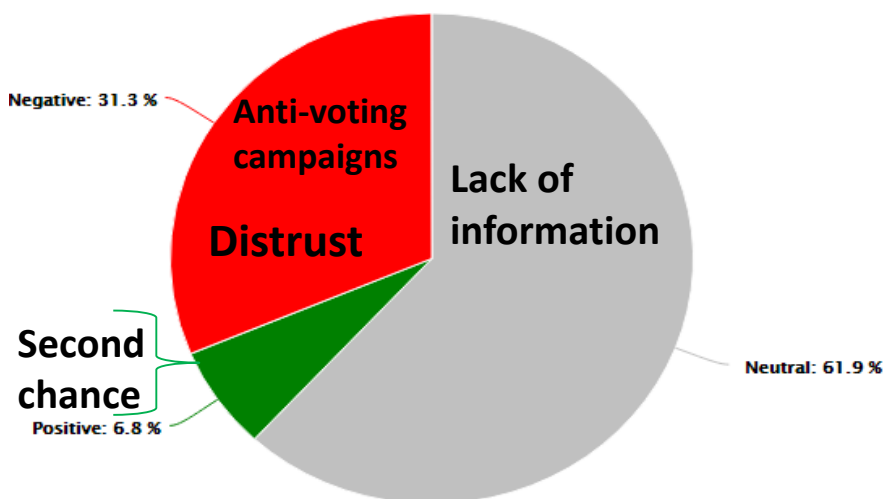
## Pre-elections



## Post-elections

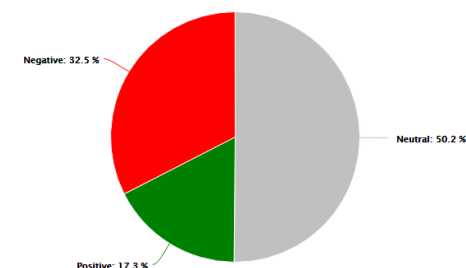


# In 2014, distrust towards NCA reached levels similar to political parties

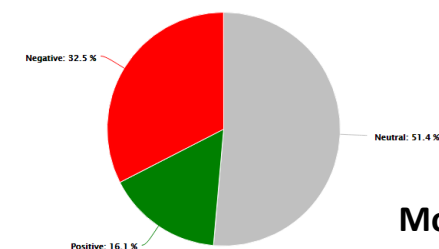


Tone analysis of parliamentary elections coverage

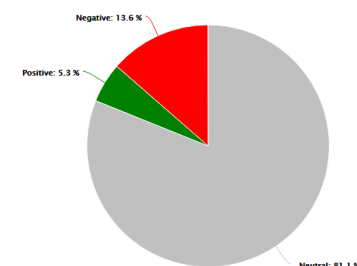
VS



Presidential elections



Moncef Marzouki



Beji Caid Essebsi

# Anti-voting campaigns: from being mentioned in a comment in 2011 to covered by media in 2014 elections

## Disillusioned Citizens Boycott Tunisia's 2014 Elections, few have been arrested

25 October 2014 [Imprimer l'article](#)

The countdown to legislative elections has come to an end. Between massive gatherings of political parties vying for votes and campaigns that have bombarded the streets, there exists a category of Tunisians that has been little recognized by the media. Some are silent, while others call openly for a boycott of the country's 2014 elections.



Vanessa Szakal



Activists from the elections boycott campaign in downtown Tunis

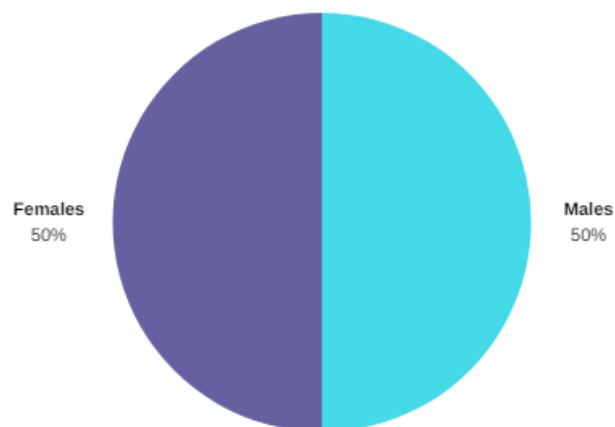
 Regions

Tunis

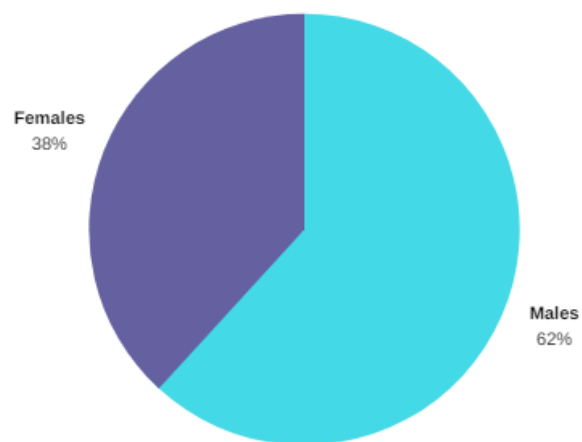
 Category

Politics

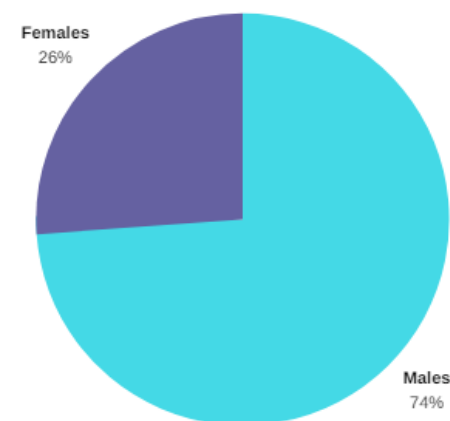
## Social engagement in 2014 was based on gender; women were less engaged towards parliamentary and presidential elections than men



Tunisian gender repartition (INS data)



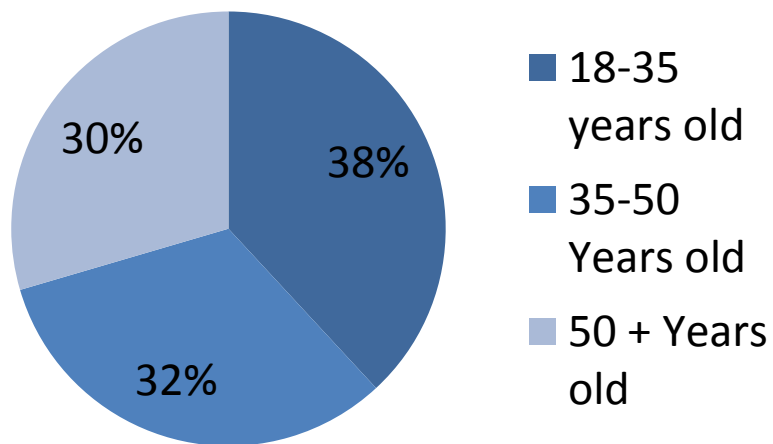
Webosphere's gender repartition (WebRadar data)



Webosphere's gender repartition of parliamentary elections audience (WebRadar data)

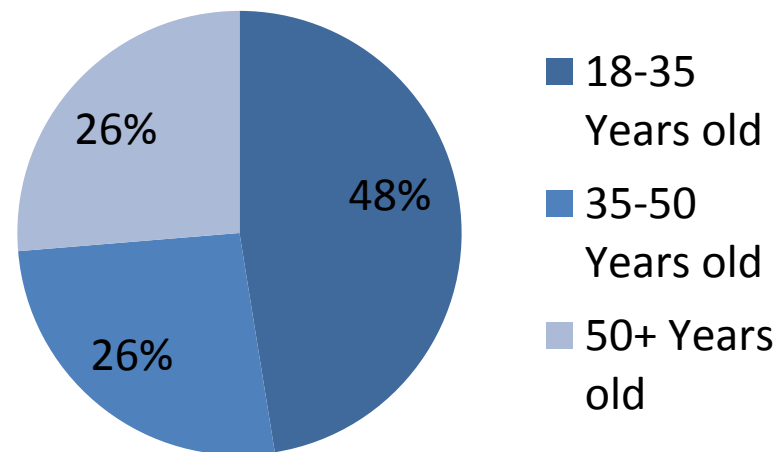
In the public debate about parliamentary and presidential elections of 2014, youngsters were the most underrepresented age range (by 20%)

## Elections audience



WebRadar data

## Tunisian population



INS data

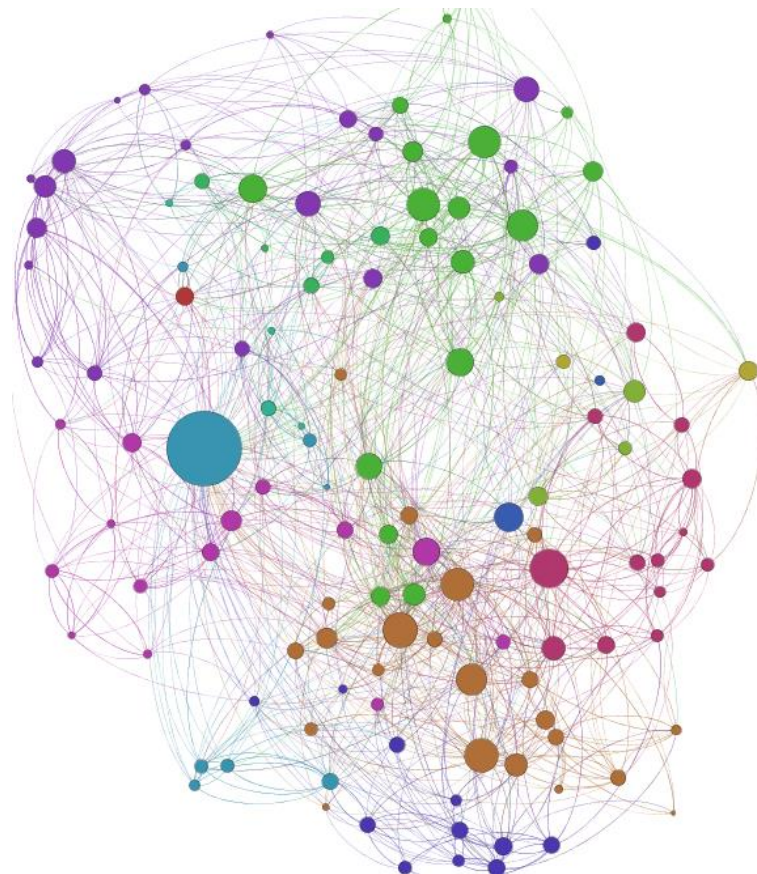


**Unlike 2011, interest towards the 2014 elections was evenly distributed across all regions. Logistic cost of voting might explain disparities in abstention across regions**

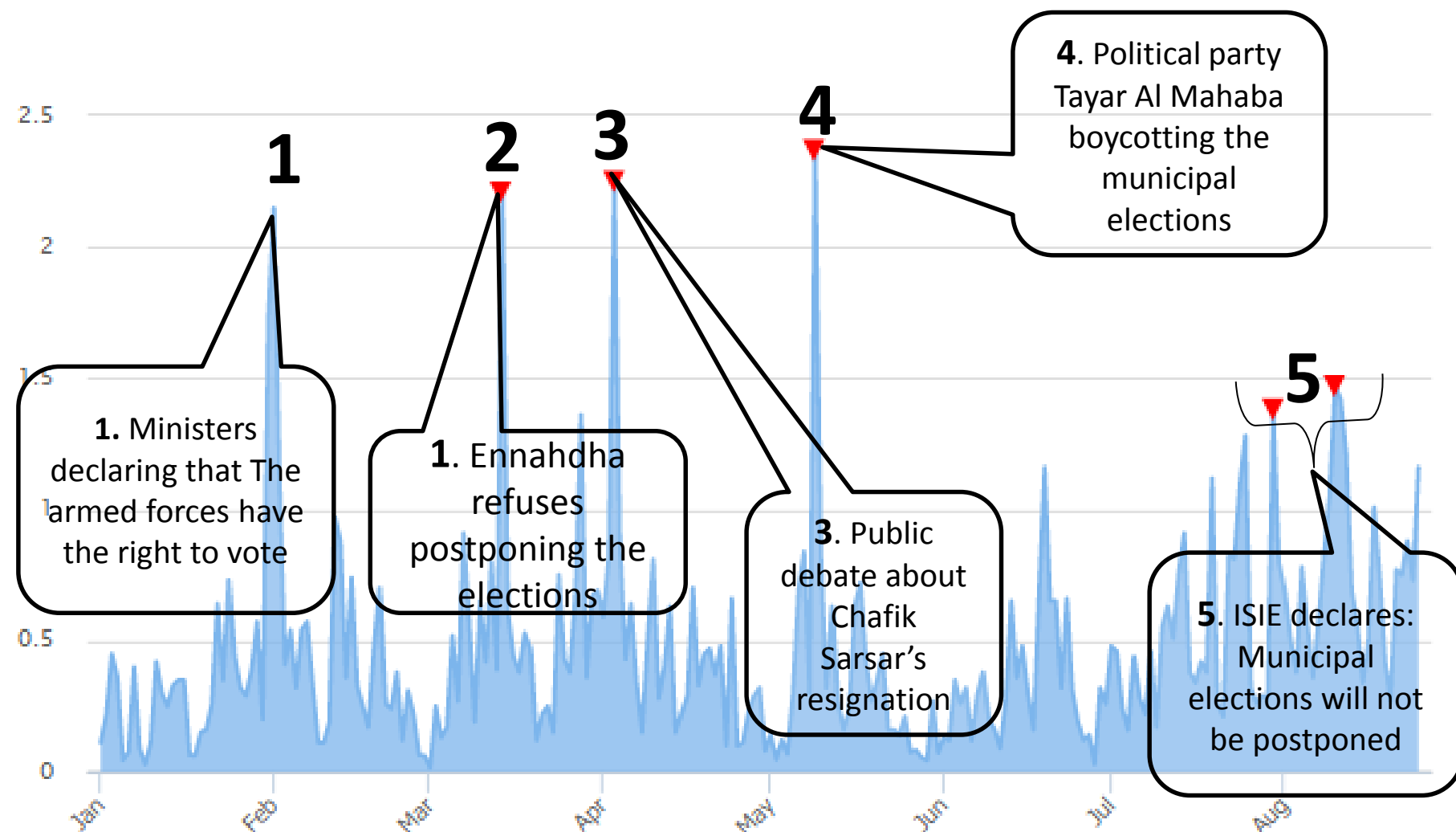
## 5. Pre-election period for the municipal election (2017)



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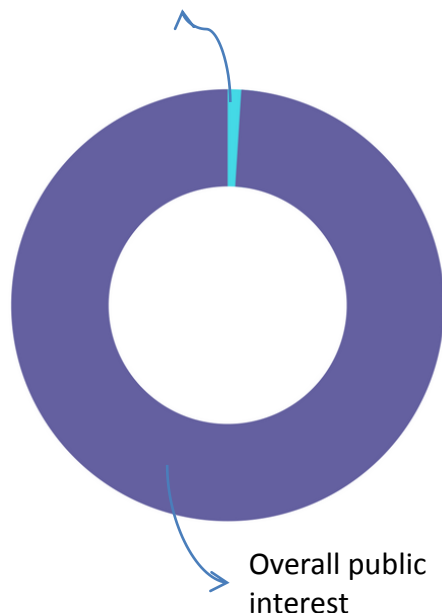
## Media coverage and public interest towards 2017 elections were driven by 5 factors, mainly political parties' news



# On average, Tunisians are slightly less likely to read about 2017 elections than other topics

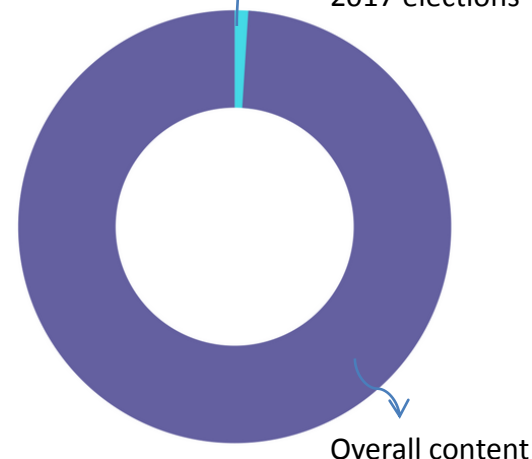
**0,47%** of the content generated was about 2017 elections

Content covering topics about 2017 elections

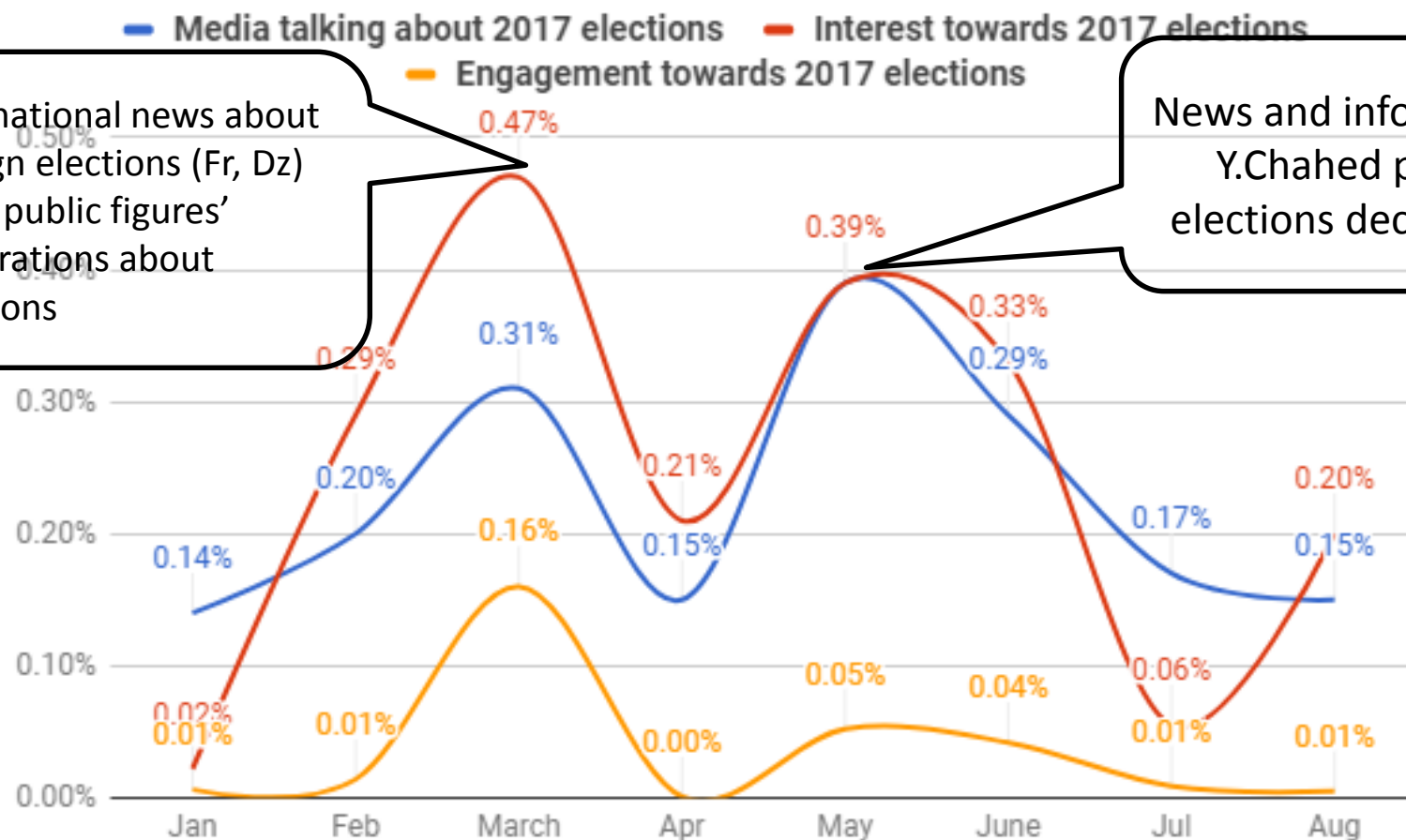


**0,44%** of the webosphere's cumulated attention was towards content about 2017 elections

Content covering topics about 2017 elections



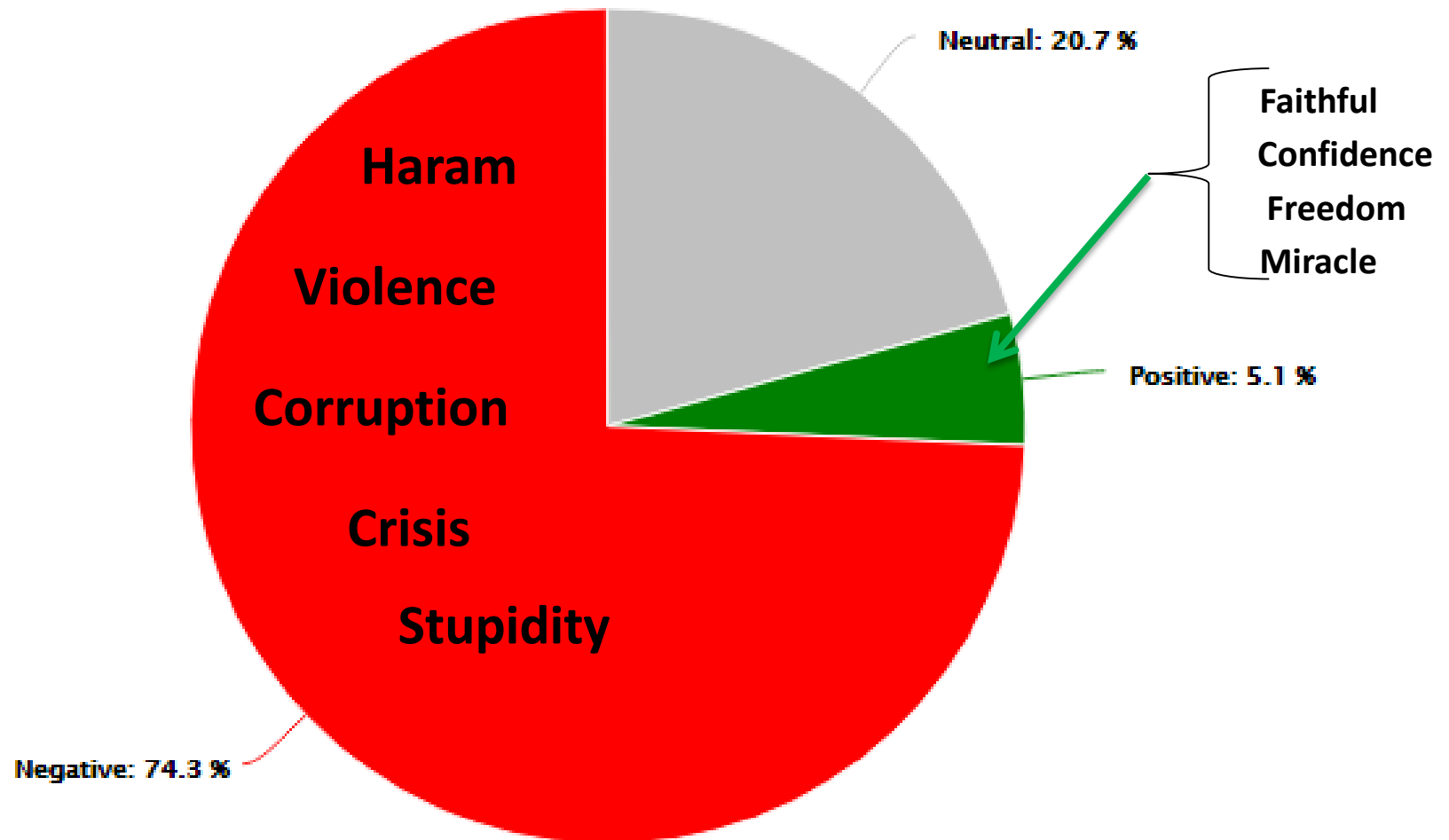
**Social engagement towards the 2017 elections is very weak in comparison with the media coverage and the shown interest towards these elections**



- International news about foreign elections (Fr, Dz)
- Local public figures' declarations about elections

News and info about Y.Chahed pre-elections decisions

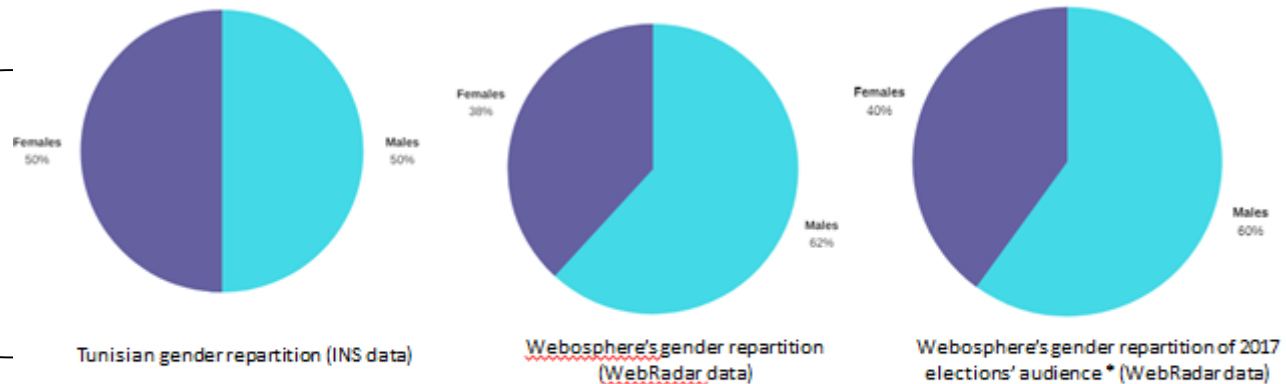
Negative sentiment towards the elections has been  WebRadar increasing throughout the years to reach its maximum (74,3% in 2017)



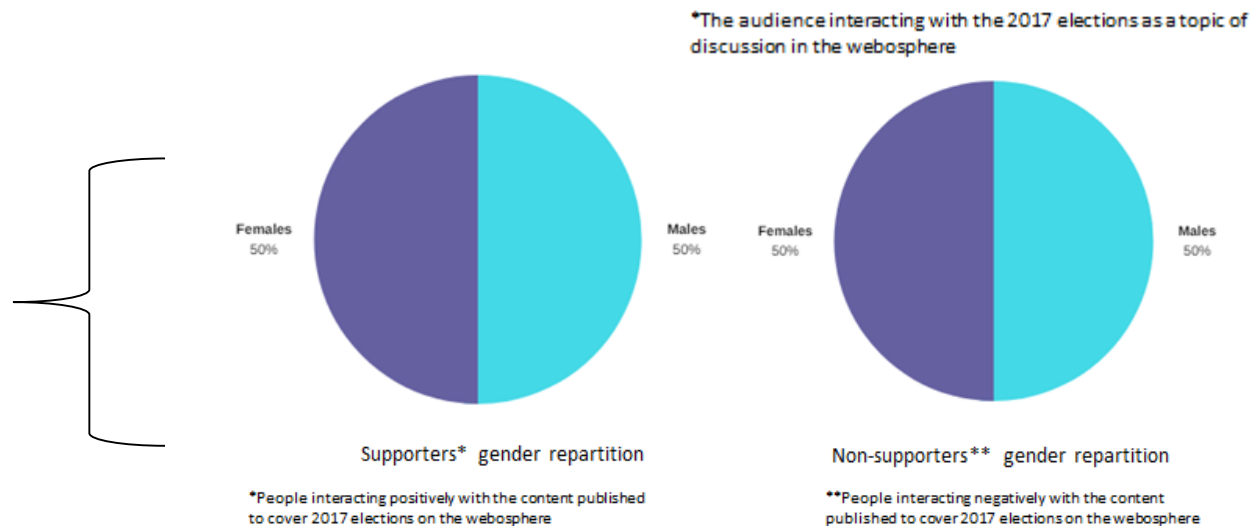


# Social engagement and perception towards the 2017 isn't reflected through gender

## Gender repartition

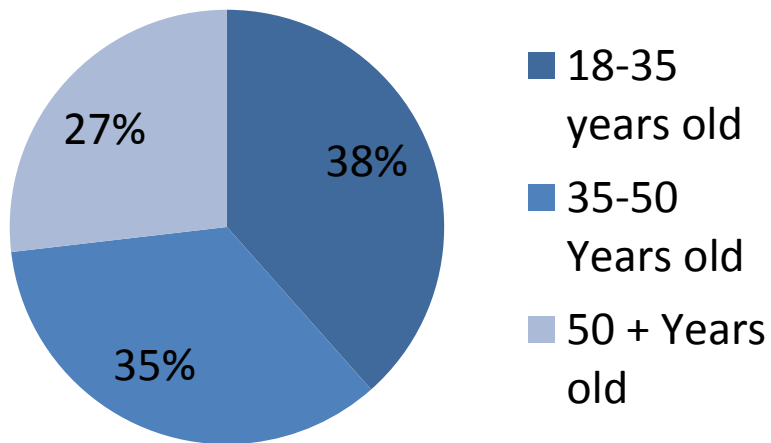


## Social engagement



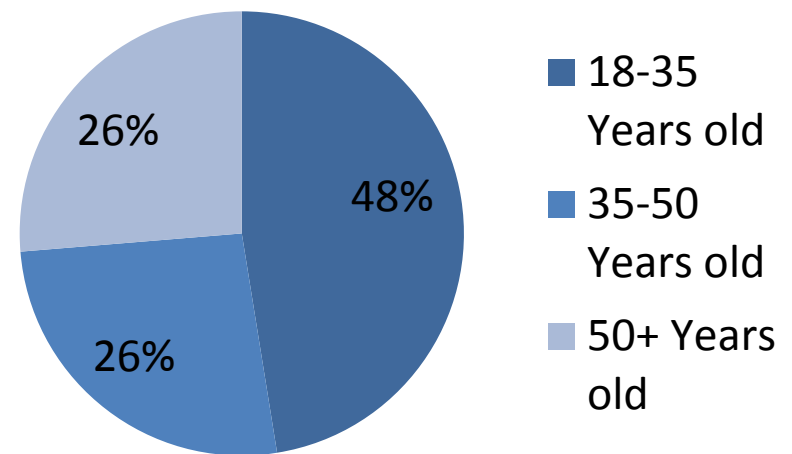
**In the public debate about 2017 elections youngsters are under-represented and adults are over-represented.**

## 2017 elections' topic audience



WebRadar data

## Tunisian population



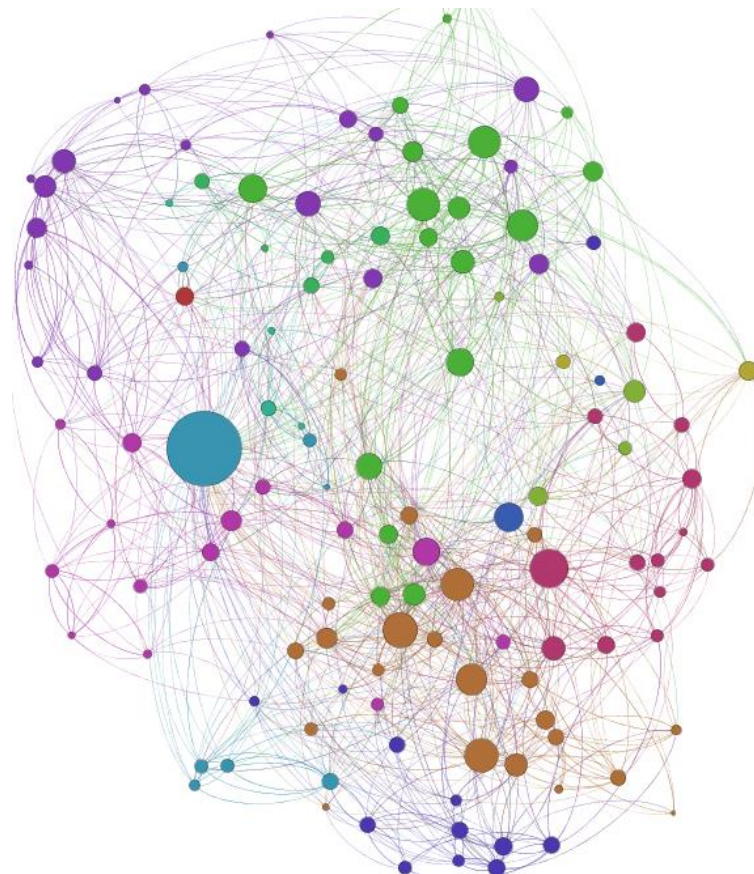
INS data

**Interest towards the 2017 elections is weak and evenly distributed across all regions during the pre-elections period.**

## 6. Main findings



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**The media coverage shifted  
from international events in  
2011, democratic institutions in  
2014 to political parties in 2017**

**The focus of the public moved  
from political parties in 2011 to  
democratic institutions in 2014  
then moved back to political  
parties in 2017**

**Social engagement was at its highest in 2011 towards political parties and government, decreased in 2014 and focused on democratic institutions and reached its lowest in 2017.**

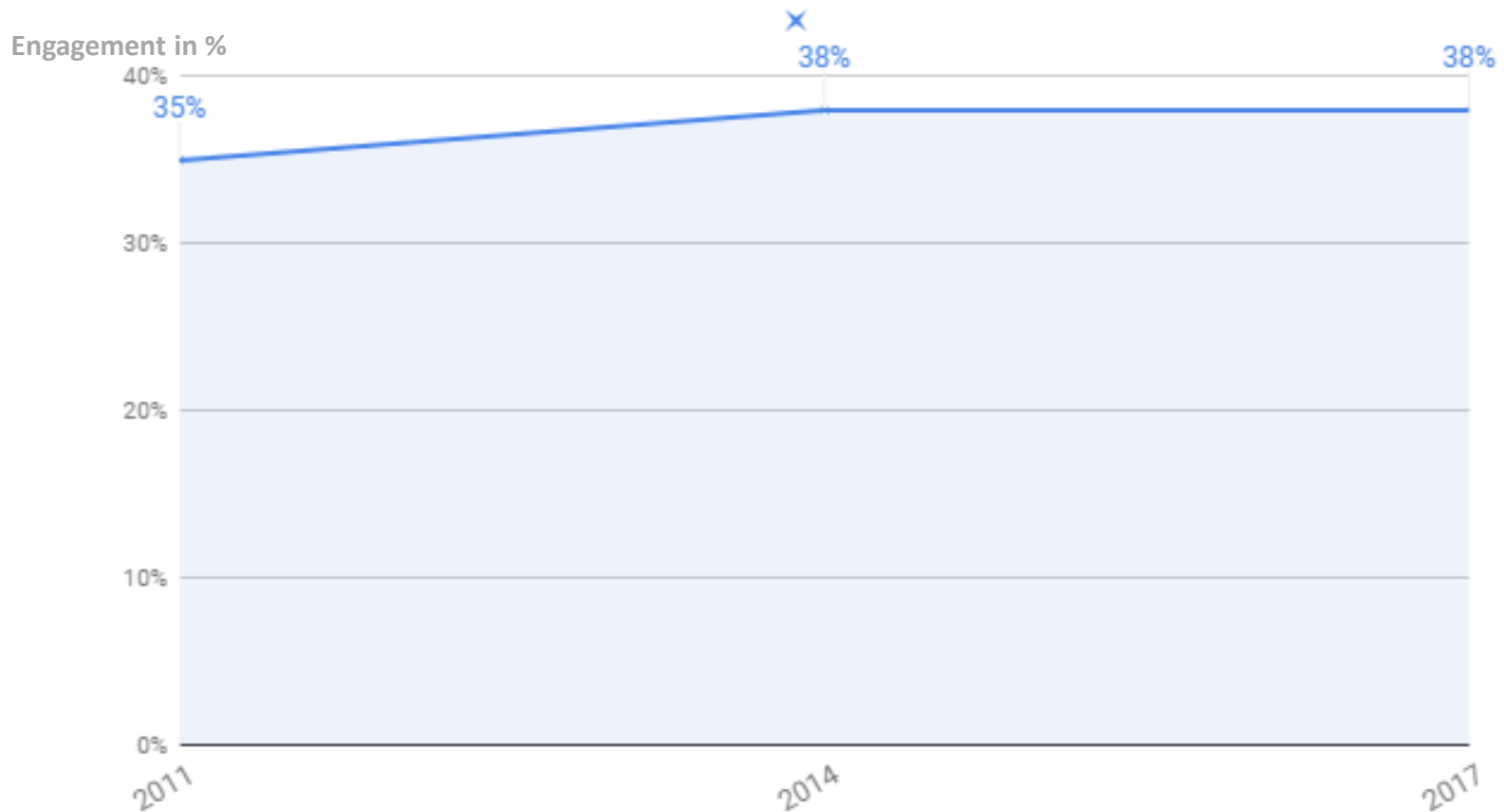
**The negative sentiment  
towards elections increasing  
throughout the years 2011-  
2014 and boomed in 2017 to  
reach 74%**



**In 2014, men were more engaged with elections than women. Whereas in 2011 and 2017, social engagement wasn't sensitive to gender**

**Unlike Seniors who were enthusiastic about elections in 2011 and adults in 2017, youngsters were the most reluctant about elections from 2011 to 2017**

**Despite the low engagement of youth, starting from 2014 they were more engaged towards the elections and remained as much engaged in 2017.**



The evolution of youth engagement towards the elections throughout the years

**2011 is the only year that knew  
great regional disparities  
in terms of interest in elections**

# Thank You

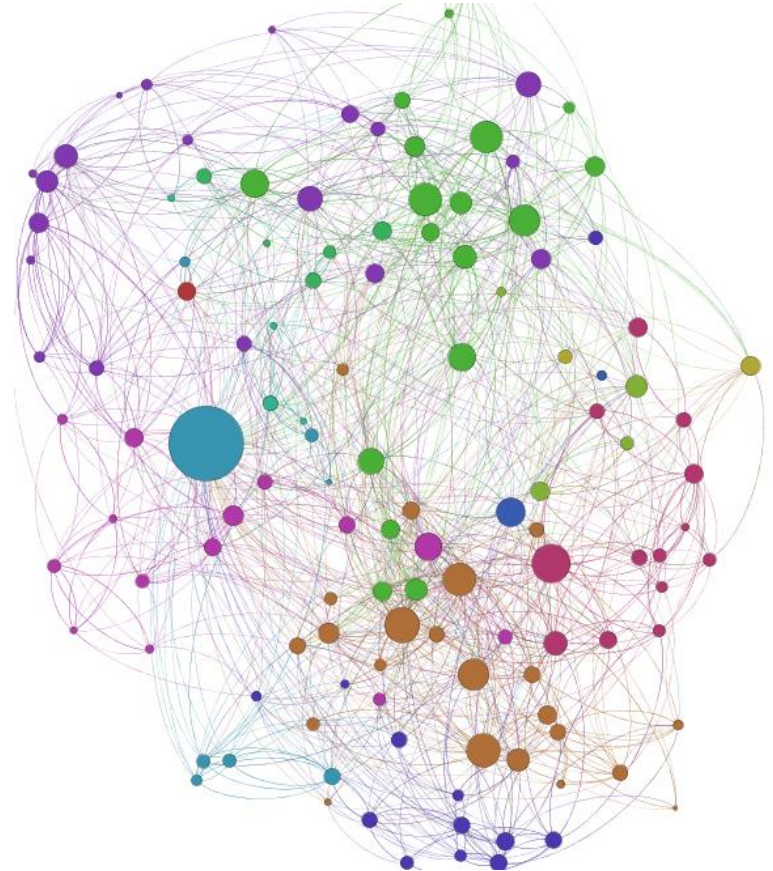
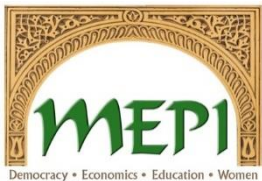


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