



What Social Media Reveal About Our Political Preferences

Digital Transformation of Society: Challenges and Knowledge Gaps
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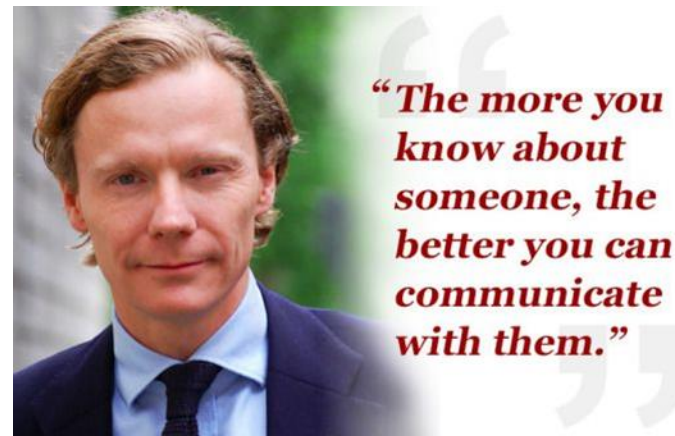


@TAnalytica

Trondheim Analytica



To improve understanding of what our social media profiles reveal about our political opinions and emotions, by providing an open source alternative to Cambridge Analytica.



Aims and Goals

- TA combines automated and qualitative analysis of social media profiles
- Results published in open source format
- For citizens
 - To understand what we know about them, and how
- For pollsters and organizations who represent citizens
 - To find out what citizens want
- For academics
 - To understand how the digital age transforms democratic politics

Challenges and Knowledge Gaps

- From the US to Europe
- Analyzing Transnational Public Opinion
- Navigating #LockedOut
- GDPR

Interdisciplinarity

- European Studies
- Computer Science
- Political Science
- Communication Science
- Language & Literature