



**CREATOR(S):**

**TITLE:**

**YEAR:**

**Original citation:**

**OpenAIR citation:**

**Copyright statement:**

This work was distributed in the first instance by \_\_\_\_\_ and was originally presented at \_\_\_\_\_.

**OpenAIR takedown statement:**

Section 6 of the "Repository policy for OpenAIR @ RGU" (available from <http://www.rgu.ac.uk/staff-and-current-students/library/library-policies/repository-policies>) provides guidance on the criteria under which RGU will consider withdrawing material from OpenAIR. If you believe that this item is subject to any of these criteria, or for any other reason should not be held on OpenAIR, then please contact [openair-help@rgu.ac.uk](mailto:openair-help@rgu.ac.uk) with the details of the item and the nature of your complaint.

This \_\_\_\_\_ is distributed under a CC \_\_\_\_\_ license.

\_\_\_\_\_

# Members of the Scottish Parliament (MSPs) on Twitter

## Constituency Champions or Party Animals?



**Graeme Baxter, Rita Marcella and Mary O'Shea**  
***Department of Information Management***  
***Robert Gordon University, Aberdeen, UK***

# Scottish Parliament (1999 – )

- The Scottish Parliament should “aspire to be an example of best practice in parliamentary information systems” (**Expert Panel on ICTs, 1998**)
- **2002:** MSPs are “intensive and competent users” of ICTs (**Smith & Webster, 2004**)
- **2006:** “New ICTs have become a cultural norm of contemporary parliamentary life” (**Smith & Webster, 2008**)
- Social media “can increase the accessibility of MSPs and offer new ways in which to engage constituents, stakeholders and the wider public” (**Scottish Parliament Standards, Procedures and Public Appointments Committee, 2012**)



Image: Scottish Parliament

# Addressing an Empirical Gap

- **Significant body of literature on the use of ICTs by political parties and politicians has emerged since mid-1990s**
- **But has largely focused on:**
  - 1) their use for internal party operations; or**
  - 2) their use during election campaigns**
- **Research has rarely concentrated on “peacetime developments” or on the “long campaign” (Gibson & Ward, 2009)**

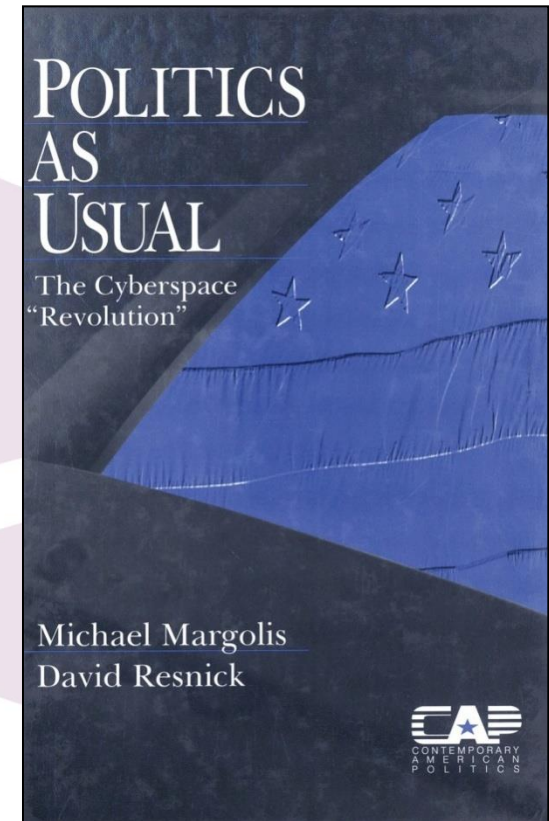


Image: Amazon

# Part of a Longitudinal Series of Studies

- **Conducting studies of Scottish political actors' use of the Internet since 2003**
- **Previous research had focused solely on use during parliamentary election campaigns**
- **2011 Scottish Parliament election research included a voters' information behaviour study**
- **Revealed a dichotomy between political actors' information provision and voters' information needs**
- **Lack of information relating to local constituency issues**

JDEM 5(1): 107-127, 2013  
ISSN 2075-9117  
<http://www.jdem.org>



## Online Parliamentary Election Campaigns in Scotland

*A Decade of Research*

Graeme Baxter\*, Rita Marcella\*\*

\* Department of Information Management, Aberdeen Business School, Robert Gordon University, Aberdeen, UK,  
g.baxter@rgu.ac.uk, +44 (0) 1224 262889

\*\* Aberdeen Business School, Robert Gordon University, Aberdeen, UK, r.m.marcella@rgu.ac.uk, +44 (0) 1224 262904

**Abstract:** Over the last ten years, the authors have conducted a series of investigations into the use of the Internet by political parties and individual candidates during parliamentary election campaigns in Scotland. These are the only such studies which have looked specifically at the Scottish political arena. This paper provides a longitudinal overview of the results of these studies, and reflects on how new technologies have been adopted by political actors in Scotland in an effort to disseminate information to, and engage with, potential voters.

**Keywords:** Internet, social media, elections, campaigns, political parties, candidates, Scotland

The formation of the new Scottish Parliament in 1999<sup>1</sup> was widely regarded as an ideal opportunity to introduce a new, more transparent style of democracy, and one that would make extensive use of developing information and communication technologies (ICTs). Indeed, the Parliament's Consultative Steering Group identified two main objectives for ICTs, namely:

"...promoting Parliamentary efficiency through supporting modern ways of working with well-designed information technology; and promoting openness, accountability and democratic participation in Scotland by using technology to make information about the Parliament and its work available to everyone." (Consultative Steering Group on the Scottish Parliament, 1998, section 3.6, paragraph 20)

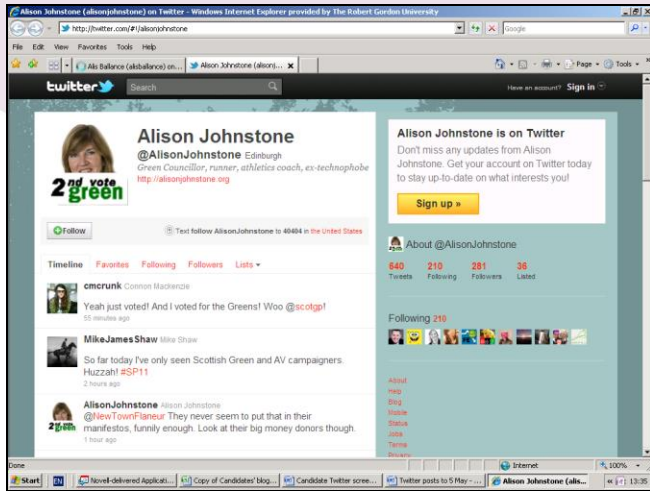
Research conducted in 2002, during the first Session of the Scottish Parliament, noted that Members of the Scottish Parliament (MSPs) were already "intensive and competent users of ICTs" and that new technologies were "embedded into their parliamentary activities" (Smith & Webster, 2004). With these points in mind, the current authors hypothesised that those seeking to gain election to this new legislature would wish to take advantage of the opportunities offered by new technologies, and, in 2003, conducted the first in an ongoing series of investigations examining the ways in which political parties and individual candidates in Scotland use the Internet during parliamentary election campaigns. To date, studies have been conducted during the 2003 (Marcella, Baxter & Smith, 2004), 2007 (Marcella, Baxter & Cheah, 2008) and 2011 (Baxter et al., 2013; Baxter & Marcella, 2013) Scottish Parliament elections, as well as during the 2010 UK Parliament campaign (Baxter, Marcella & Varis, 2011; Baxter & Marcella, 2012), which was predicted by several observers (e.g., Helm, 2010; Swaine, 2010) to be one on which ICTs,

<sup>1</sup> For those readers unfamiliar with the legislative situation in the United Kingdom, dramatic constitutional changes in the late 1990s saw the devolution of some powers from central government in London to three new devolved bodies: the Scottish Parliament, the National Assembly for Wales, and the Northern Ireland Assembly. The devolved matters on which the Scottish Parliament can pass laws include: agriculture, forestry and fishing; education and training; environment; health; housing; law and home affairs; local government; police and fire services; some aspects of transport; sport and the arts; and tourism and economic development.

CC: Creative Commons License, 2013.

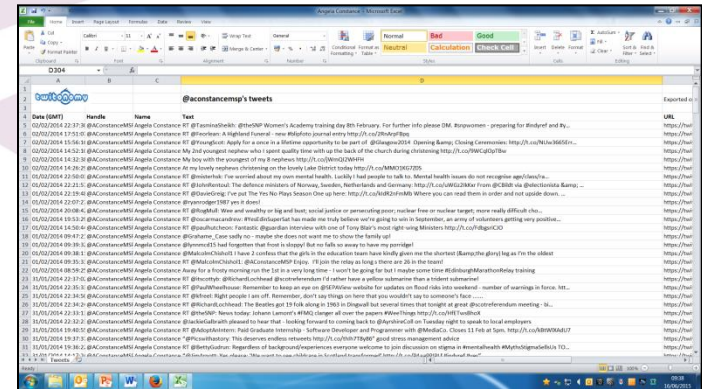
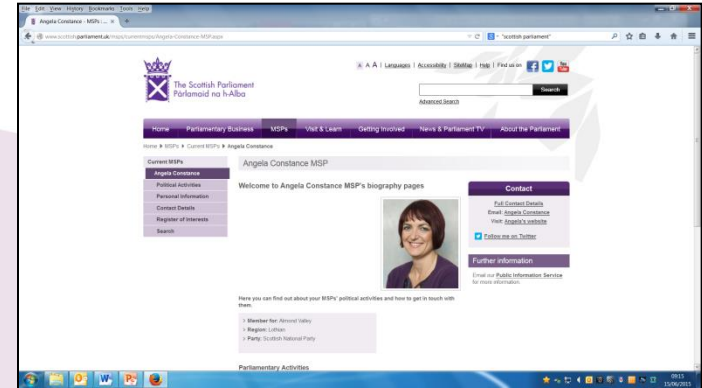
# Objectives of Research

- **To identify the extent, if any, to which the nature of MSPs' Twitter use differed from that identified during their 2011 candidacies**
- **To explore the extent and nature of MSPs' use of Twitter for constituency-related purposes**



# Methodology (1)

- **MSPs' Twitter accounts identified via Scottish Parliament website, plus Google and Twitter searches**
- **Using *twitonomy* software, captured all MSPs' tweets for **four-week period 6 January to 2 February 2014** (Data captured in April 2014)**
- **Sample period in “peacetime” between last Scottish Parliament election (May 2011) and next election (May 2016)**
- **In “long campaign” period before Scottish Independence Referendum on 18 Sep 2014**



# Methodology (2)

- Each tweet read systematically and coded using framework developed by researchers
- Coding based both on subject content and the nature of communication taking place (e.g. one-way broadcast, two-way dialogue)
- Coded content enumerated manually, then input to SPSS for analysis

*Cabinet Sec for Educ + lifelong learning,  
50 many posts linked to these topics.*

MSP's NAME	ANGELA CONSTANCE
PARTY	SNP
CONSTITUENCY	ALMOND VALLEY

<b>COMMENT</b>	
On parliamentary business/procedures	
On personal, official activities/events	11/11/11
On local constituency business and policy issues	1 First survey of 2016
On national policy issues	
On Scottish independence referendum debate/issues	
On local political opponents	
On national political opponents	
On own party leaders/figures	
On press/media coverage of political issues	
On other political/current affairs issues	
On non-political events (sport, celebs)	
On personal/domestic/family activities	11/11/11

<b>LINKS &amp; FEEDS</b>	
Links to MSP's other sites	
Feeds from MSP's other sites	
Links to party sites	
Links to 'official' Yes/No campaign sites (i.e. Yes Scotland and Better Together)	
Links to other political/news sites	11/11/11
Links to non-political/news sites	1

<b>RESPONSES &amp; REPLIES</b>	
Responding to personal attacks	
Responding to attacks on party	
Responding to general political/policy comments	11/11/11
Responding to personally supportive comments	11/11/11
Responding to direct questions	11/11/11
Responding to 'non-personal' Tweets	11/11/11

<b>RETWEETS</b>	
Retweets of others' comments	11/11/11
Retweets of others' links	11/11/11

<b>OTHERS (Tests, errors, etc)</b>	1
<b>TOTAL NUMBER OF TWEETS</b>	298

<b>Traffic between other MSPs</b>	11/11/11
-----------------------------------	----------

*Malcolm Aitchison SNP  
Michael Russell " "  
Christina Mitchell "*



# Theoretical Influences

Jackson & Lilleker (2011), exploring UK MPs' use of Twitter, drew on two interrelated theories:

- 1) **Impression Management** (Jones & Pittman, 1982)
- 2) **Constituency Service** (Searing, 1985)

But they dismissed information provision as a key constituency role.

So this study drew on an alternative constituency service model (Norton, 2013). Seven key roles, including:

- **Information provider** (to constituents seeking information and advice)
- **Promoter of constituency interests** (i.e. local economic, civil society, cultural interests, etc.)



Image: Google Books

# MSPs' Twitter Accounts (at Feb 2014)

<b>Party</b>	<b>No. of MSPs</b>	<b>No. on Twitter</b>	<b>% on Twitter</b>
<b>SNP</b>	65	55	85%
<b>Labour</b>	38	33	87%
<b>Conservative</b>	15	9	60%
<b>Lib Dem</b>	5	3	60%
<b>Green</b>	2	2	100%
<b>Indep. etc.</b>	4	3	75%
<b>Totals</b>	<b>129*</b>	<b>105**</b>	<b>81%</b>

**\*73 constituency MSPs, 56 regional MSPs**

**\*\*42 had used Twitter as candidates in 2011; 63 had adopted Twitter since becoming MSPs**

# MSPs' Followers and Tweets

Party (and no. of MSPs)	Followers at Apr 2014			No. Tweets (6 Jan – 2 Feb 2014)		
	Min.	Max.	Ave.	Min.	Max.	Ave.
<b>SNP (55)</b>	264	58,186	5,214	0	564	110
<b>Labour (33)</b>	106	6,858	1,965	0	540	78
<b>Conservative (9)</b>	169	6,694	1,898	0	184	59
<b>Lib Dem (3)</b>	1,381	4,360	3,009	0	61	28
<b>Green (2)</b>	3,320	13,672	8,496	76	249	163
<b>Indep. etc. (3)</b>	2,195	4,001	3,051	0	795	282
<b>All parties (105)</b>	106	58,186	3,833	0	795	99
	Median = 2,350			Median = 60 Total Tweets = 10,404		

# MSPs' Twitter Sites: Nature of Information Exchange ( $n = 10,404$ posts)

**Primary Broadcast**

14.8%

**Secondary Broadcast**

65.9%

Retweets &  
Links

**Followers /  
Constituents**

**Engagement & Dialogue**

12.7%

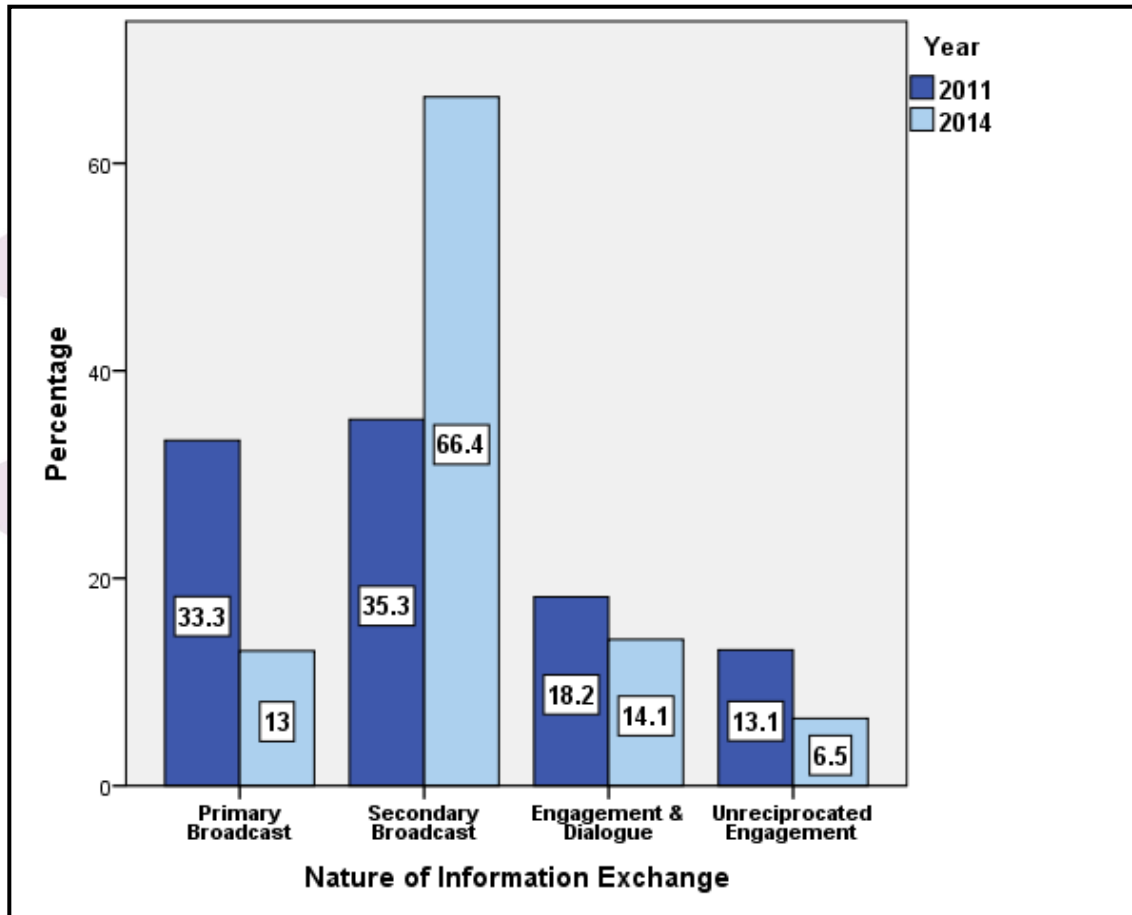
**'Unreciprocated' Engagement**

6.5%

**MSPs**

**Followers /  
Constituents**

# Nature of MSPs' Information Exchange: Comparison with their 2011 Candidacies (*n* = 42 individuals)



**2011: 3,304 posts**  
(Ave. = 79 per person  
over 4 weeks)


**2014: 5,167 posts**  
(Ave. = 123 per person  
over 4 weeks)

# MSPs' Constituency-Related Primary Broadcast Posts Excluded From Our Analysis

## Sports Results

 **George Adam**  
@GeorgeAdam

Currently Paisley Pirates 1-2 to Dundee Comets.



11:11 am - 26 Jan 2014

 **Mark McDonald**  
@markmcdsnp

It has been a long time in coming (14 years to be exact) but finally @aberdeenfc are back in a cup final. Great result. Great atmosphere!

9:18 am - 1 Feb 2014

5 RETWEETS 7 FAVOURITES

## Referendum and By-election Campaigning in Constituency

 **Kevin Stewart MSP**  
@KevinStewartMSP

Amazing turnout @YesAberdeen get together on a wet and windy Sunday.

7:09 am - 19 Jan 2014

1 RETWEET 2 FAVOURITES

 **Jayne Baxter MSP**  
@jayniebax

Knocking doors in Lochgelly till the sun went down #cowdenbeath @Scottish Labour



11:50 am - 6 Jan 2014

# Constituency-Related Primary Broadcast Posts

**The 105 MSPs made just 122 constituency-related Primary Broadcast posts (i.e. 1.2% of overall posts; 7.9% of Primary Broadcast posts)**



**Angela Constance** ✓  
@AConstanceMSP



First surgery of 2014 today at Fauldhouse Partnership Centre at Noon also constituency office re-opens tel no 01506 460403

12



**Jim Eadie MSP**  
@JimEadie\_msp



Advice surgeries today  
10am Fountainbridge Library      11am Marchmont St Giles Church and  
12.15 pm Inch Park Community Centre.



**Mark McDonald**  
@markmcdsnp



I will be at Asda Middleton Park today at 2pm for a surgery. Feel free to come and speak to me if you would like to raise any issues.

12:33 am - 31 Jan 2014



**John Mason MSP**  
@JohnMasonMSP



I have written to Glasgow Life this week to ask them to reconsider plans to cut all our local library hours.



**John Pentland**  
@JohnPentlandMSP



Great to see real progress on sewage issues @Morningside,Wishaw. Grateful to @betthomes,@SMilneHomes& @scottish\_water for working together!



**Sandra White**  
@SandraWhiteSNP



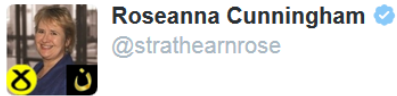
Busy day today meeting SPT re bus routes in constituency very informative then surgeries tonight

1:48 pm - 27 Jan 2014



# MSPs Just as Likely to Tweet About...

...sport or popular culture (1.2% of posts)... or their domestic lives (1.4%)



**Roseanna Cunningham** ✓  
@strathearnrose



Two minutes in to [#sherlock](#) and already I'm irritated. I dislike the written on screen commentary.

12:3



**Jackson Carlaw MSP**  
@JacksonMSP



12 Years a Slave: far from comfortable viewing but rather an unflinching look at one man's fight for freedom/retaining his dignity/morality.

7:00 am



**Malcolm Chisholm Msp**  
@MalcolmChishol1



Grandchildren sleeping over then at film Frozen with granddaughter. Enjoyed the variations on the traditional story but music pretty awful!

7:31 am - 12 Jan 2014



**George Adam**  
@GeorgeAdam



Had a bowl of soup and Haggis next. Still cold from the St Mirren game. In the house with heating on and 4 layers still on. [#gettinauld](#)

10:25 am - 25



**Angela Constance** ✓  
@AConstanceMSP



Another view from the Empire State



9:25 am - 14 Jan 2014






# Constituency-Related Secondary Broadcast Posts (1)

The 105 MSPs made 741 constituency-related Secondary Broadcast posts (i.e. 7.1% of overall posts; 10.8% of Secondary Broadcast posts). Including...

## Travel and Weather: News Bulletins and Warnings

 **Inverclyde Now**  
@inverclyde\_now

A8 at Pottery Street, heading to Greenock, restricted by flooding but still passable.

3:36

 **Traffic Scotland**  
@trafficscotland

High Winds - Take care as you pass #Haddington on the #A1 and also on the @forthroadbridge due to the winds. FRB has a 40mph limit in place.

3:32 am - 25 Jan 2014

 **Argyll&Bute Council**  
@argyllandbute


There is a band of extreme weather about to hit the west coast again today with consequences for Argyll and Bute....

[fb.me/2VtSk9lmU](https://fb.me/2VtSk9lmU)

**Severe Weather Warning Service**

Telling the public and emergency services of severe or hazardous weather which has the potential to cause danger to life or widespread disruption through our

Na


 **NorthAyrshirePolice**  
@AyrshireNPolice

High winds, heavy rain & temperatures dropping - watch how you go - take care when out & about! #StaySafe

4:13 am - 31 Jan 2014

# Constituency-Related Secondary Broadcast Posts (2)

## Crime: Appeals and Warnings

 **Edinburgh Reporter**  
@EdinReporter

Witness appeal following Currie newsagent robbery [goo.gl/fb/kt5WZ](http://goo.gl/fb/kt5WZ)

Witness appeal following Currie newsagent robbery

 **Northern Times**  
@NTnewspaper

Police want witnesses to Aberdeen-Inverness train incident  
[bit.ly/1f0I9yF](http://bit.ly/1f0I9yF)

 **MidLothPolice**  
@MidLothPolice

After dark - as the nights get darker earlier Police Scotland is reminding you to review your home security #OpRAC [ow.ly/i/4bo](http://ow.ly/i/4bo)

 **MorayPolice**  
@MorayPolice

The public are urged to be cautious after a card skimming device was found on an ATM at @Tesco on Blackfriars Road:  
[scotland.police.uk/whats-happenin...](http://scotland.police.uk/whats-happenin...)


12:44 am - 7 Jan 2014

## New or Threatened Public Services


 **North Ayrshire**  
@North\_Ayrshire

Council launches older people's housing fit for the 21st Century [north-ayrshire.gov.uk](http://north-ayrshire.gov.uk)

9:03 am - 22 Jan 2014


 **South West Team**  
@southwest\_team

Are you an unpaid carer? Find out more info about the Carer's support payment scheme here:  
[edinburgh.gov.uk/carersupportpa...](http://edinburgh.gov.uk/carersupportpa...)

 **East Dun Council**  
@EDCouncil

Read all about it - terrific range of free eBooks available to 'borrow' from East Dunbartonshire libraries' website  
[owl.li/sQ77h](http://owl.li/sQ77h)

8:42 am - 22 Jan 2014

 **DG Labour**  
@DGLabour

You can watch @ElaineMurrayMSP question the Justice Secretary over the closure of Dumfries police control room here:  
[itv.com/news/border/up...](http://itv.com/news/border/up...)

# Constituency-Related Secondary Broadcast Posts (3)

## Third Sector & Voluntary Orgs.

 **Lesley Laird**  
@LesleyLaird

Productive mtg Steering Group @TrussellTrust Inverkeithing foodbank. Premises - yes! Next steps - yes!Opening day...just a little bit closer

2:44 pm

 **Inverclyde DofE**  
@InverclydeDofE

SIGN Language And Healthy Cooking Classes -- NEW sign language courses are starting at Craigend Resource Centre,...

[fb.me/3oP6xyu3Q](https://fb.me/3oP6xyu3Q)

 **FifeVoluntaryAction**  
@FifeVolAction

@FifeGingerbread seeks volunteer Buddies to offer practical and emotional support to lone parents. Contact Michelle on 01333 303

3:30 am - 30


 **Dogs Trust Glasgow**  
@DT\_Glasgow

We are in need of bedding to help keep our dogs cosy. Do you have any old towels/blankets/sheets you could donate?


5:29 am - 28 Jan 2014

19 RETWEETS 1 FAVOURITE

## Business & Economic Development

 **heart and home**  
@heARThomeBiggar

Sale is still on and with 15% OFF all Christmas stock you can fill your draws for next yer and save a fortune.



9:37 am - 17 Jan

 **Scotsman**  
@TheScotsman

Plans to develop Speyside's whisky tourism potential have been announced : [ow.ly/sKAjk](https://ow.ly/sKAjk) cc @moraymp @richardlochhead

 **Place To Be**  
@NAyrshire\_Biz

Are you looking to expand your #business in #NorthAyrshire this year? Speak to your dedicated #AccountManager on 01294 449944

4:07 am - 6 Jan 2014

# Constituency-Related Secondary Broadcast Posts (4)

## Employment Opportunities

 **Loch Leven's Larder**  
@LochLevenLarder

SITUATIONS VACANT

Full-Time Pastry Chef

Required to join our dynamic team in our award winning restaurant and... [fb.me/2US9YbsdF](https://fb.me/2US9YbsdF)

1:46 am

 **The Moray Council** ✓  
@TheMorayCouncil


Teacher of Art and Design (0.5 FTE job-share) - Elgin Academy: Closing date Friday 21st February 2014  
[bit.ly/1fmTHxL](https://bit.ly/1fmTHxL) #jobs

 **Citizens Advice Scot**  
@CitAdviceScot

Fancy working in Shetland as a Welfare Rights Adviser?  
[cas.org.uk/vacancies/welf...](https://cas.org.uk/vacancies/welf...) #Shetland #Advice

2:31 am - 13 Jan 2014

## Planning Applications

 **Edinburgh Greens**  
@EdinburghGreens

Green Cllr @nigelbagshaw opposed but #Caltongate APPROVED. Big split in the decision of the committee, with 8 for and 6 against”

4:48 am

 **Alison Munro**  
@AlisonMunro19

@GMacdonaldMSP 1st public meet about Murray Estates' plan to build on prime agricultural land. @OurGreenBelt 7pm; 4/2/; G

6:50 am

 **Lizzie Rynne**  
@CityCycling


#craighouse countdown. Only 2 days left to make your views known. Heres how: [friendsofcraighouse.com/2012/11/22/how...](https://friendsofcraighouse.com/2012/11/22/how...) @savecraighouse



8:35 am - 14 Jan 2014

# Constituency-Related Secondary Broadcast Posts (5)

## Local 'Human Interest' Stories

 **Greenock Telegraph**  
@greenocktele

A PORT Glasgow teenager who weighed less than a bag of sugar when she was born has made the mark for the Army.  
[fb.me/6UHNKhfn1](http://fb.me/6UHNKhfn1)

11:52

 **Dundee Libraries**  
@dundeelibraries

15 yr old #Dundee author @AuthorCallum talking about writing his first novel [tinyurl.com/nhxsexq](http://tinyurl.com/nhxsexq) @thecourieruk @STVDundee @dundeecity

1:28 am - 28 Jan 2014


 **Alison Thewiss** ✓  
@alisonthewiss

"@PeterKGeoghegan: Found this little fella on Queen Margaret Dr, Glasgow. If he's yours get in touch. pic.twitter.com/YalMMoRCoN" @LostboxSCOT

7:16 am - 25 Jan 2014




# Secondary Broadcast Posts Dominated by Independence Referendum and Scotland-Wide Policy Issues

 **Yes Scotland** ✓  
@YesScotland

Poll shows Yes is gathering pace and momentum - [ow.ly/sXhu2](http://ow.ly/sXhu2)  
[#indyref](#) [#Scotland](#)

2:4


 **Better Together** ✓  
@UK\_Together

Devolution remains "the settled will of the Scottish people", new poll confirms [better.tg/1hq3Bd](http://better.tg/1hq3Bd) [#indyref](#)

 **Ed Balls** ✓  
@edballs

Alex Salmond can't promise that an independent Scotland will keep the pound - my interview in [#Cowdenbeath](#)  
[heraldscotland.com/news/home-news...](http://heraldscotland.com/news/home-news...)

8:16 am - 20 Jan 2014

 **sunday herald**  
@newsundayherald


Our splash tomorrow is a fascinating must read exclusive: Cameron's plea to Putin: help me stop Salmond and beat the Scottish [#indyref](#)

1:48 pm - 11 Jan 2014

 **Dave Watson**  
@UnisonDave

Welcome free school meals but don't forget the current service  
[unionsdave.blogspot.co.uk/2014/01/welcom...](http://unionsdave.blogspot.co.uk/2014/01/welcom...)

8:18 am - 29 Jan 2014

 **Peter MacMahon**  
@petermacmahon

Serious concern from teaching unions over Scotland's new exams  
[scotsman.com/news/education...](http://scotsman.com/news/education...)

12:05 am - 29 Jan 2014


 **Douglas Fraser** ✓  
@BBCDouglasF


Positive outlook from Scottish Chambers of Commerce survey, notably construction + hotels. Cashflow concerns though.  
[bbc.in/1m8rewH](http://bbc.in/1m8rewH)


 **BBC News (UK)**





# Constituency-Related Dialogue Was Rare


 **Hoopy1888** @sjh1888 20 Jan 14  
@magmsp Can you tell me the immediate and latest plans for Lindsayfield area with regards to BT fibre broadband ?  
[View conversation](#) · ↪ · 🗨️ · ⭐


 **Margaret McCulloch** @magmsp 21 Jan 14  
@sjh1888 have requested info from BT. Glad to see investment announced last year but roll out just not delivering to expectations  
[View conversation](#) · ↪ · 🗨️ · ⭐

 **Hoopy1888** @sjh1888 21 Jan 14  
@magmsp Thanks M'ret. Spoke to BT today and they say its "installed and waiting for a safety cert. From the council " Should b up in 2 wks  
[View conversation](#) · ↪ · 🗨️ · ⭐

 **Margaret McCulloch** @magmsp 21 Jan 14  
@sjh1888 let me know if there are any more problems. It's been an ongoing issue for me since I was elected and that was in 2011  
[View conversation](#) · ↪ · 🗨️ · ⭐

 **Hoopy1888** @sjh1888 21 Jan 14  
@magmsp Will do Margaret. Thanks.  
[View conversation](#) · ↪ · 🗨️ · ⭐

 **Hoopy1888** @sjh1888 28 Jan 14  
@magmsp Took a phone call from BT today. Nothing planned now or in the near future to connect up to fibre BB. Poor show I think.  
[View conversation](#) · ↪ · 🗨️ · ⭐

 **Margaret McCulloch** @magmsp 19 Feb 14  
@sjh1888 I'm meeting BT next month. Drop me an e-mail if you want me to raise your experience with them. Happy for neighbours to do the same  
[View conversation](#) · ↪ · 🗨️ · ⭐

 **Malcolm Chisholm Msp** @MalcolmChishol1 30 Nov 2013  
@carer\_research @Constitution\_St @LAHinds Certainly taking that up with the Council. Hope it will be sorted soon.

 **James Dear** @JamesDear 30 Nov 2013  
@MalcolmChishol1 @Constitution\_St @LAHinds rubbish on Queen Charlotte St next to nursery. There's no votes in this!  
[pic.twitter.com/ltMPFOwplK](http://pic.twitter.com/ltMPFOwplK)

 **Lesley Hinds** @LAHinds 30 Nov 2013  
@JamesDear @MalcolmChishol1 @Constitution\_St I have reported this issue to manager for Leith

 **Constitution Street** @Constitution\_St 1 Dec 2013  
@LAHinds @JamesDear @MalcolmChishol1 thanks for this. It's a persistent problem that would be really great to get sorted.

 **James Dear** @JamesDear 22 Dec 2013  
@Constitution\_St @LAHinds @MalcolmChishol1 rubbish on Queen Charlotte St. Clear before xmas! Every week, bigger bin?  
[pic.twitter.com/Lh8xm7RbOR](http://pic.twitter.com/Lh8xm7RbOR)

 **Malcolm Chisholm Msp** @MalcolmChishol1 22 Dec 2013  
@JamesDear @Constitution\_St @LAHinds Certainly a recurring problem so a bigger bin or another bin. Will take up thanks

 **James Dear** @JamesDear 7 Jan 2014  
@MalcolmChishol1 @Constitution\_St @LAHinds Again, this is my doorstep. Only this time after the bin was emptied!  
[pic.twitter.com/D47eeZ7GzC](http://pic.twitter.com/D47eeZ7GzC)

# Covert Research: the Red Road Flats



- **Question: “Was safety the real reason for the Red Road u-turn?”**
- **Sent to seven Glasgow MSPs on 15 April 2014**
- **No responses received**



# Kezia Dugdale, Labour MSP for Lothian



Kezia Dugdale ✓  
@kdugdalemosp



Went on a phone call and came off to 40+ twitter notifications. Sorry folks cant keep up tonight - other stuff to do. Genuine qs? Email me

1:16 pm - 6 Jan 2014 from City of Edinburgh, Scotland



Kezia Dugdale ✓  
@kdugdalemosp



Interesting feature in Daily Mail on cybernats - i've blocked at least 4 of those featured for relentless abuse



8:53 am - 25 Jan 2014 from City of Edinburgh, Scotland

44 RETWEETS 15 FAVOURITES



Kezia Dugdale ✓  
@kdugdalemosp



Due to a barrage of twitter notifications, 600 + in the last few days, I can no longer read & respond. Feel sorry for folk with genuine Qs

8:19 am - 26 Jan 2014

2 FAVOURITES

**2011: 75 tweets over 4 weeks;  
1,602 followers**

**2014: 346 tweets over 4 weeks;  
6,185 followers**

**June 2015: 16,722 followers**



# MSPs on Twitter: Conclusions and Further Research

## Conclusions

- **MSPs have become more frequent users of Twitter since becoming elected**
- **But an even greater emphasis on one-way broadcast of information**
- **Some evidence of constituency service posts**
- **But Twitter traffic dominated by Independence Referendum and the wider political agenda**

## Further Research

- **Explore MSPs' use of Facebook (in progress)**
- **Explore “peacetime”, post-2016 Scottish Parliament elections**
- **Explore MSPs' motivations for using social media**



**Thank you...**

