This report draws on data collected on social media between May 28 and June 2. There were 28535 tweets that included the Iranian presidential candidates’ names. The most tweeted about candidate was Gharazi.

We’ve been keeping an eye on a few influential people as well, including disqualified candidates Rafsanjani (who already had two terms as president in the 1990s) and Mashaei, and the well known reformist Mohammad Khatami. Will fervour for them fade?

This comparison shows the comparison between the top words from the previous reporting period and the data gathered during this period. We’ll continue to follow the word frequency on Twitter as we move through to the elections, and map out the transformations in narrative.
On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their 'likes' over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

MOHAMMAD REZA AREF
Politician and academic. The vice president under President Mohammad Khatami from 2001-2005, and also served as Minister of Technology in Khatami’s first cabinet.

TWITTER DATA

MOST SHARED TWEET

“MOHAMMADREZA AREF SAID ON RADIO IRAN AIRWAVES: DURING THE 2009 ELECTIONS, THERE WERE CLEAR VIOLATIONS OF THE LAW [BY THE AUTHORITIES], AND SUPPORT WAS MISDIRECTED”

TWEET SENTIMENT

58% POSITIVE
16% NEGATIVE
21% NEUTRAL
5% SATIRICAL

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical.

FACEBOOK DATA

JUNE 2
facebook.com/DRMOHAMMADREZAAREF

MAY 28
facebook.com/CAMPAIGN OF HOPE

ABOUT THE DATA

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their 'likes' over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.
MOHAMMAD-BAGHER GHALIBAF

politician, professor and former military/police commander. He has been mayor of Tehran since 2005, when the previous mayor, Mahmoud Ahmadinejad, left the role for his presidency.

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We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical.
MOHAMMAD GHARAZI

Allegedly a member of the MEK until 1983, he served as Minister of Petroleum and Minister of Post and belonged to the Iranian parliament. He has been relatively absent from politics for the past decade.

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MOHAMMAD GHARAZI

FACEBOOK DATA

facebook.com/
KMPYNHMAYTAZMHND5M
HMDGHRDYDRANTKHBAT92

MAY 28

JUNE 2

5271
TOTAL TWEETS

“ALL CANDIDATES CRITICISE THE PREVIOUS PRESIDENT, BUT GHARAZI CRITICISES EVERY SINGLE ONE SINCE THE TIME OF REZA SHAH :) WHAT A STAR!”

TWEET SENTIMENT

42% POSITIVE
12% NEGATIVE
9% NEUTRAL
19% SATIRICAL

WORD FREQUENCY MAY 28 - JUNE 2

DEBATE
ELECTION
VOTE
INFLATION
PHOTO
ENGINEER
PLAN
YEAR
GHALIBAF
REZAEI

DEBATE ELECTION VOTE INFLATION PHOTO ENGINEER PLAN YEAR GHALIBAF REZAEI

Most Shared Tweet

facebook.com/
KMPYNHMAYTAZMHND5M
HMDGHRDYDRANTKHBAT92

MAY 28

JUNE 2

“ALL CANDIDATES CRITICISE THE PREVIOUS PRESIDENT, BUT GHARAZI CRITICISES EVERY SINGLE ONE SINCE THE TIME OF REZA SHAH :) WHAT A STAR!”

Debate Election Vote Inflation Photo Engineer Plan Year Ghalibaf Rezaei

Most Shared Tweet

facebook.com/
KMPYNHMAYTAZMHND5M
HMDGHRDYDRANTKHBAT92

MAY 28

JUNE 2

“ALL CANDIDATES CRITICISE THE PREVIOUS PRESIDENT, BUT GHARAZI CRITICISES EVERY SINGLE ONE SINCE THE TIME OF REZA SHAH :) WHAT A STAR!”

Debate Election Vote Inflation Photo Engineer Plan Year Ghalibaf Rezaei
On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their 'likes' over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

GHOLAM-ALI HADDAD-ADEL

Member of the Society of Devotees of the Islamic Revolution, he is a philosopher, politician, and is the former chairman of the Iranian parliament. His daughter is married to the son of the Supreme Leader of Iran.

1811 TOTAL TWEETS

“HADDAD-ADEL SAID THAT EVERY IRANIAN HAS READ AT LEAST ONE OF HIS TEACHINGS IN THEIR SCHOOL TEXTBOOKS. AS IF WE WERE GLAD TO READ THAT CRAP!”

MAY 28

JUNE 2

WORD FREQUENCY MAY 28-JUNE 2

DEBATE

ELECTION

VELAYATU

GHARAZI

JALAILI

REZAEI

GHALIBAF

AREF

HADADADEL

ROWHANI

TWEET SENTIMENT

22% POSITIVE

29% NEGATIVE

13% NEUTRAL

37% SATIRICAL

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical.
On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their ‘likes’ over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

SAEED JALILI

Is known as a ‘living martyr’, having lost his leg during the Iran-Iraq War, and runs his campaign under the slogan “Resistance”. He is currently the Secretary of the Supreme National Security Council and the country’s chief nuclear negotiator.

FACEBOOK DATA

SAEED JALILI

CANDIDATE PROFILE:

“15 REASONS THE CONSERVATIVES SHOULD ANNOUNCE AHMADINEJAD’S SUPPORT FOR JALILI IN THE UPCOMING ELECTIONS”

DEBATE
ELECTION

GHALIBAF
VOTE

ROWHANI
ASHTON
AREF
VELAYATI
AHMADINEJAD
REZAEI

TWEET SENTIMENT

19% POSITIVE

51% NEGATIVE

19% NEUTRAL

12% SATIRICAL

WORD FREQUENCY MAY 28 - JUNE 2

19% POSITIVE

51% NEGATIVE

19% NEUTRAL

12% SATIRICAL

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical.
MOHSEN REZAEI

Politician, economist, and former military commander who is currently the secretary of Iran’s Expediency Discernment Council. He is closely affiliated with the news website Tabnak. He focuses on economic issues for his campaign.

**FACEBOOK DATA**

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their ‘likes’ over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

**TWITTER DATA**

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical.

**MOST SHARED TWEET**

“I WAS NOT PRESENT IN AHMADINEJAD’S ERA NOR IN KHATAMI’S … I HAVE ALWAYS JUST BEEN A CANDIDATE”

**ELECTION DEBATE**

AREF
VOTE
PLAN
ROWHANI
GHARAZI
GHALIBAF
JALILI
IRAN
**ALI AKBAR VELAYATI**

Politician, academic and diplomat. The Minister of Foreign Affairs for 16 years. In 1981, Iran’s current Supreme Leader (then president), recommended Velayati for the position of prime minister, but the Parliament voted against him.

**FACEBOOK DATA**

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their ‘likes’ over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

**TWEET SENTIMENT**

- **51%** Positive
- **17%** Negative
- **13%** Neutral
- **17%** Satirical

**JALILI DEBATE**

**GAHALIBAF**

**AREF**

**HADAD ADEL**

**ROWHANI**

**GHARAZI**

**ELECTION**

**REZAEI**

**PEOPLE**

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical.
CANDIDATE PROFILE:

HAJJAN ROWHANI

Cleric and mujtahid (qualified to exercise ijtihad in the evaluation of Islamic law). He has centrist views and close ties to Iran’s ruling clerics. If elected, he claims he will seek ‘constructive interaction with the world’.

FACEBOOK DATA

Facebook监测了每位候选人的竞选和支持页面，跟踪了他们“赞”数的增长。这些不是官方的Facebook页面，因为那样会在伊朗被禁止。

HAJJAN ROWHANI

FACEBOOK DATA

ABOUT THE DATA

On Facebook we are monitoring the campaign and support pages for each of the candidates and tracking the growth of their ‘likes’ over time. These are not official Facebook pages for the candidates, because that would not be permitted in Iran.

TWITTER DATA

3712 TOTAL TWEETS

MOST SHARED TWEET

“TENSION AND ARRESTS AT HASSAN ROHANI’S YOUTH SUPPORTERS CAMPAIGN HQ”

TWEET SENTIMENT

74% POSITIVE
13% NEGATIVE
10% NEUTRAL
4% SATIRICAL

ABOUT THE DATA

We have coded a sample of tweets for each of the candidates to assess whether the sentiment of online communication is typically positive/negative/neutral or satirical.

AREF
ELECTION
DEBATE
VOTE
JALILI
CAMPAIGN
REZAEE
GHALIBAF
VELAYATI
HASHEMI

WORD FREQUENCY MAY 28 - JUNE 2

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