

# NEVADA NEW MEDIA SUMMIT PROPOSAL

Bob Conrad, MA, APR  
Conrad Communications, LLC  
(775) 636-7959  
[bob@conradcommunications.com](mailto:bob@conradcommunications.com)

## **The Twitter Vote Report: A Post-Election Analysis**

*Proposal for a presentation at the advanced level*

### **Abstract**

The Twitter Vote Report was promoted as a “non-partisan, all-volunteer network” in which voters with cell phones and accounts on the micro-blogging site Twitter could text message or post voting experiences during the 2008 election. This presentation will take a look at one use of Twitter and answer this question: Did the Twitter Vote Report do what it claimed to do? The presentation will present TVR data from four randomly selected states during the election and encourage discussion about uses of Twitter for communications purposes in the future.

### **Conference Topics**

This proposal falls into the areas of *open standards, accessibility, community-building* and *social media*.

### **Audience**

The target audience for this session is Twitter users, those encouraging new media for social change and people interested in a data-level analysis of new media technology, particularly those curious about how technology can be used and what potential limitations might arise. Because of the interactive and advanced format, the suggested audience should be no more than 20 people.

### **Format**

This presentation will be interactive with participants first by assessing awareness of and general use of Twitter; second, by presenting Twitter Vote Report data and implications; and third, by encouraging discussion of potential, successful uses of Twitter.

### **Presentation Objectives**

- Gain input on Twitter usage, as well as ideas for how Twitter has been used to date
- Describe actual data from the Twitter Vote Report
- Encourage discussion about how Twitter can be used and how it can be used effectively
- Solicit additional ideas from participants

### **Outcomes**

Participants will be exposed to the Twitter Vote Report, what it aimed to accomplish and what the data reveal as far as relative success. In addition, the session will hopefully spark awareness about new ways Twitter can be used and, in general, what potential limitations might arise in using new media.