



Measuring Online Behaviour:

Web Metrics and Political Behaviour

14 September 2009

[Royal Holloway, Bedford Square](#), 2 Gower Street, London, W1CE 6DP

PROGRAMME

10.30 Arrival, Tea & Coffee

11.00 – 11:15: Introduction

- Dr. Ben O'Loughlin & Lawrence Ampofo

Panel One: 11.15 – 13.30: Measuring Online Political Behaviour – An Academic Approach

- Dr. Maura Conway and Lisa McInerney: **School of Law & Government, Dublin City University**, *“Measuring Online Behaviour: A Toolkit for Measuring Online Radicalisation”*
- Dr. Darren Lilleker: **Department of Media and Communications, Bournemouth University**, *“Quality and Quantity: Assessing the Participation Behind the Metrics”*
- Sheryl Prentice: **Department of Psychology, Lancaster University**, *“Analyzing the Semantic Content and Persuasive Composition of Extremist Media: A Case Study of Texts Produced during the Gaza Conflict”*

Chair: Dr. Andrew Hoskins

Lunch: 13.30 – 14.30

Panel Two: 14.30 – 16.00 “*Public and Private Sector Approaches to the Measurement of Online Political Behaviour*”

- Rob Pearson: **Foreign and Commonwealth Office, Digital Diplomacy**
“*Evaluating the G20 London Summit Web Presence*”
- Simon Bergman: **Information Options** [title TBC]

Chair: Dr. Maura Conway

[Coffee Break: 16.00-16.30](#)

Keynote Speech: 16.30 – 17.20 “*The Role of Online Monitoring in Influencing Political Behaviour: an Exploratory Survey of UK Political Parties*”

- Simon Collister: **We Are Social**

Chair: Dr. Ben O’Loughlin

[17.20 – 17.30 Closing remarks](#)

[Dinner at Navarro’s](#)

Participants

- **Lisa McInerney** – PhD Candidate, Dublin City University
- **Dr. Maura Conway** – Lecturer, Dublin City University
- **Claire Spencer** – CEO I to I Research
- **Simon Collister** – Digital Consultant, We Are Social
- **Dr. Darren Lilleker** – Senior Lecturer, The Media School, Bournemouth University
- **Simon Bergman** – Owner, Information Options
- **Mina Al-Lami** – Research Fellow, London School of Economics and Political Science
- **Akil Awan** – Research Fellow, Royal Holloway University of London
- **Dr. Gerry Power** – Director Research and Knowledge Management, BBC World Service Trust
- **Amira Hamdy** – Research Manager, BBC World Service Trust
- **Anna Godfrey** – Research Manager, BBC World Service Trust

- **Timothy Cooper** – Senior Research Officer, BBC World Service Trust
- **Simon Airey** – Head of Research and Analysis, Special Branch, Thames Valley Police.
- **Dr. Giles Moss** – Lecturer in Media Policy, Institute of Communications Studies, University of Leeds
- **Stephen Hale** – Head of Engagement, Digital Diplomacy, Foreign and Commonwealth Office
- **Rob Pearson** – User Experience, Digital Diplomacy, Foreign and Commonwealth Office
- **Dr. Andrew Hoskins** – Associate Professor and Director, Warwick Centre for Memory Studies, University of Warwick
- **Dr. Ben O’Loughlin** – Co-Director New Political Communications Unit, Royal Holloway University of London
- **Benedict Wikinson** – PhD Candidate, Kings College University of London
- **Lawrence Ampofo** – PhD candidate Royal Holloway University of London
- **Dr. Yenn Lee** – New Political Communication Unit, Royal Holloway
- **Katharine Slocombe** – Trimedia Group International
- **Daniel Bennett** – BBC College of Journalism / Kings College University of London
- **Sheryl Prentice** – Department of Psychology, Lancaster University