TOWARDS 2016
ELECTIONS AND
REUNIFICATION
PROGRESS
IN CYPRUS

CHALLENGES
FOR **AKEL**

AKEL

The Progressive Party of Working People (AKEL) is a communist political party in Cyprus.

AKEL supports an independent, demilitarized and non-aligned Cyprus, and a federal solution of the internal aspect of the Cyprus problem. It places particular emphasis on rapprochement with the Turkish Cypriots. It supported entry into the European Union with certain reservations. AKEL also supported the Annan Plan in 2004, but at the end they decided for a negative response, since they did not have time to formulate response to the plan.

As a strong supporter of welfare benefits and nationalization, AKEL has successfully put into practice several social measures to support economic welfare of Cypriots during the late-2000s financial crisis, such as increasing low pensions by 30% and strengthening the welfare benefits given to university students to €12 million per year. Overall, €1.2 billion were spent on welfare benefits during the first three years of AKEL in power, with various improvements made in social welfare provision.

However, critics have attributed the 2012–13 Cypriot financial crisis to the AKEL government's mismanagement of the country's status as a financial haven. The party is now in opposition following the 2013 election.

With Parliamentary elections to be held in Cyprus in May 2016 challenges for AKEL are ahead.

The Cyprus dispute

The Cyprus dispute or Cyprus issue is an ongoing issue centered on the Mediterranean island of Cyprus and dating back to at least the end of the 19th century. Ever since, it has been present under different forms. In its current phase, it is primarily an issue of military invasion and continuing Turkish occupation (since 1974) of the northern third of the island, a situation described and deplored in multiple UN reports and resolutions.

Although the Republic of Cyprus is the sole legitimate state, sovereign over all the island, the north is de facto under the administration of the self-declared Turkish Republic of Northern Cyprus (TRNC), which is under Turkish Cypriots and Turkish Armed Forces control. TRNC lacks international recognition with the exception of Turkey, with which TRNC enjoys full diplomatic relations.

Today Cyprus is closer than ever to ending a four-decade partition and its Turkish and Greek sides could agree the text of a deal by May 2016 followed by a referendum.
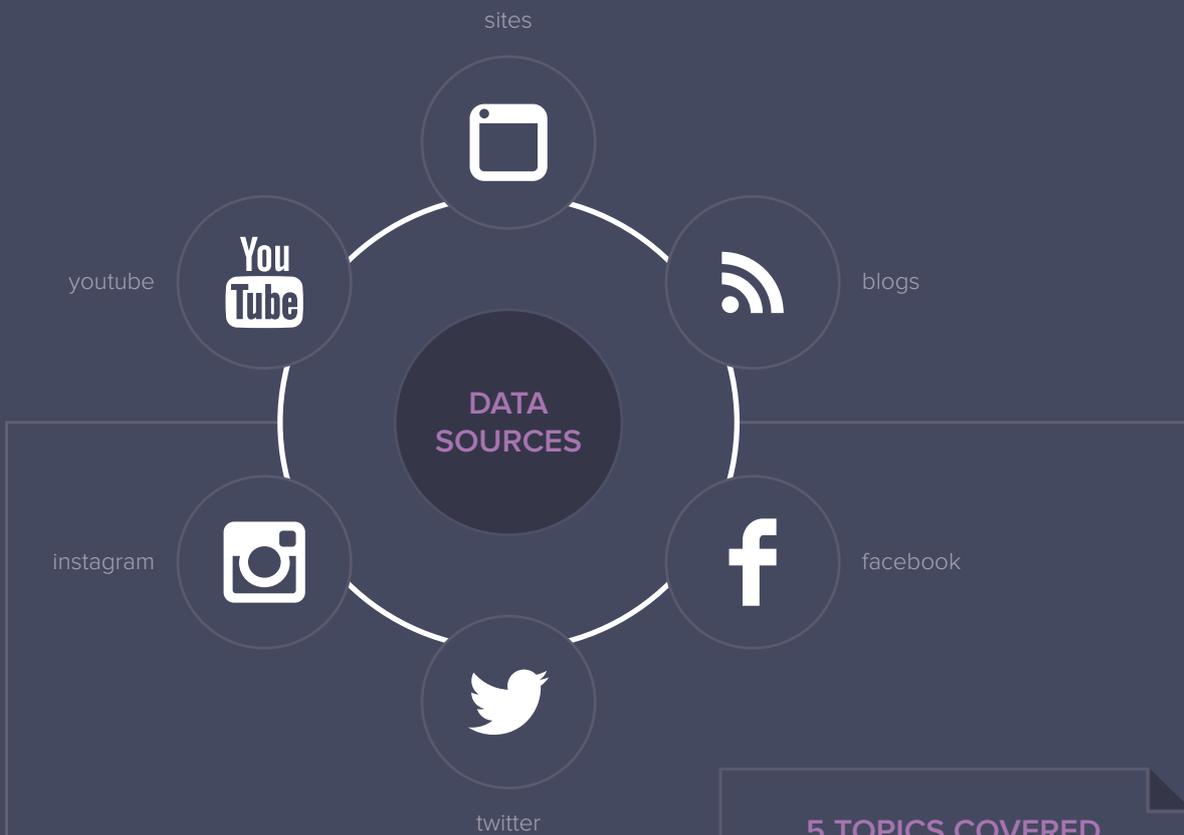
DATA

18
NOVEMBER
2015

PERIOD

18
DECEMBER
2015

COLLECTED AND ANALYZED

MORE THAN

20.000

posts

conversations

sites

youtube

blogs

DATA
SOURCES

instagram

facebook

twitter

5 TOPICS COVERED

AKEL

Cyprus Dispute

Kyprianou

Stefanou

Kolokasidis

NOISE FREE DATA:
run Boolean queries to filter online
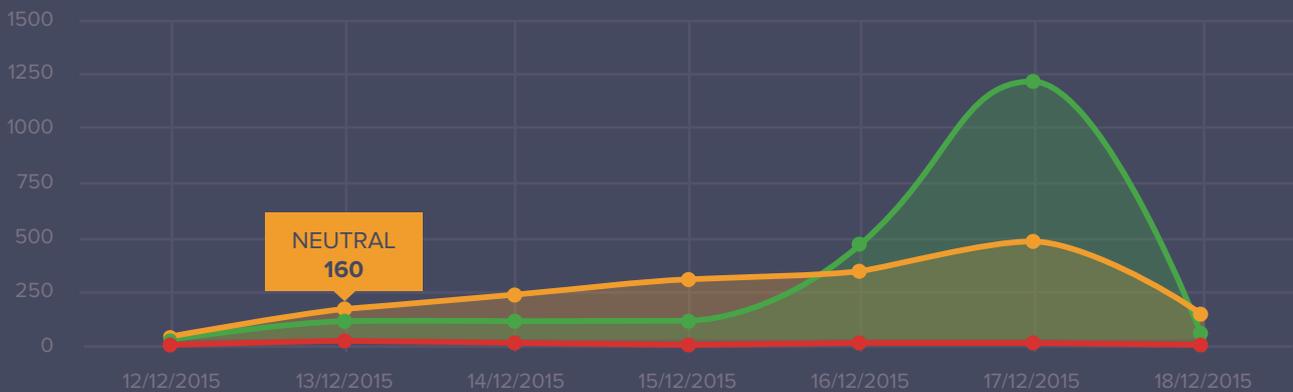usage of these topics to other,
irrelevant, areas such as sports etc.

Monitoring AKEL's online publicity to control (any) negative posts and conversations

AKEL is a very common used topic in Cyprus. Numerous online conversations and posts for this topic appear daily on local (sites, blogs etc) an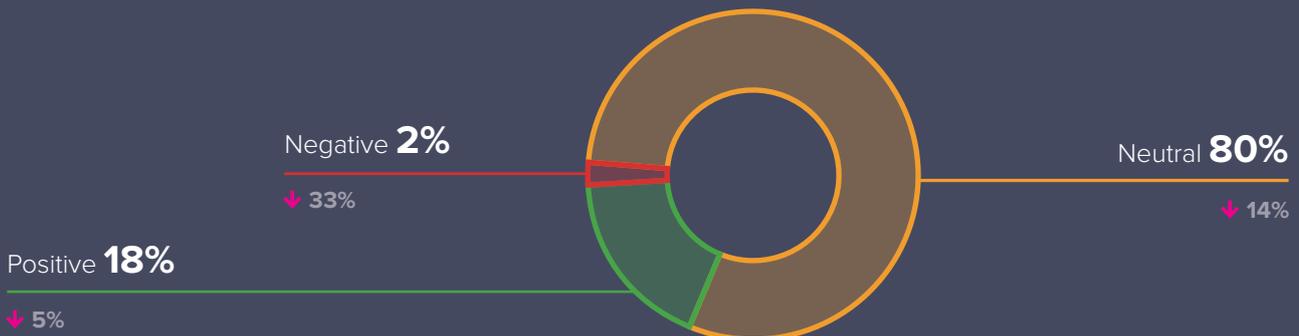d global (facebook, twitter, instagram, youtube) internet channels. What is the tone of these conversations and how far these conversations "travel" online?

How much of the conversation is negative?

⊯ SENTIMENT OVER THE PAST WEEK 🏷 AKEL

NEUTRAL
160

1500	
1250	
1000	
750	
500	
250	
0	

12/12/2015 13/12/2015 14/12/2015 15/12/2015 16/12/2015 17/12/2015 18/12/2015

◕ SHARE OF SENTIMENT 🏷 AKEL

Negative **2%**
↓ 33%

Positive **18%**
↓ 5%

Neutral **80%**
↓ 14%

The Report

Sentiment analysis reveals that online publicity for AKEL becomes better day by day.

There are some negative mentions that originate from voting of a law raising the electoral threshold to 3.6 per cent from 1.8 percent but majority of mentions are either neutral or positive.

Apart from sentiment, a strong indicator that we need to focus on is potential reach.

The potential reach metric allows us to quantify not only the users that are engaged with the topic AKEL, but also the followers and friends of those users.

This reach metric tells us which content is working to grow our audience and ultimately "reach" new people.

▣ POTENTIAL REACH 🏷 AKEL

↑ **12%**

978.234

The number for the topic **AKEL** is close to 1.000.000 users, slightly increased by the previous period number.

Same is the situation for all topics except from topic Stefanou, which has even more positive mentions than the others. The following table presents top online sources (influencers) concerning topic Stefanou for period 11/12/2015 - 18/12/2015 compared to previous 7 days (3/12/2015- 10/12/2015).

⊞ INFLUENCES 🏷 STEFANOU

RANK	INFLUENCES	NUMBER OF POSTS			
		TOTAL	POSITIVE	NEUTRAL	NEGATIVE
1	dialogos.com.cy	35 ↑ +75%	3	31 ↑ +82%	1 ↓ -67%
2	24.com.cy	23 ↓ -34%	2 ↓ -67%	21 ↓ -22%	0 ↓ -100%
3	dialogos.com.cy	23 ↓ -36%	5 ↑ +25%	16 ↓ -50%	2
4	philenews.com.cy	21 ↑ +62%	1	19 ↑ +46%	1
5	offsite.com.cy	17 ↓ -45%	14 ↓ -36%	3 ↓ -67%	0

What is even more interesting is that for the topic Cyprus Dispute (in Greek "Κυπριακό") there is a notable increase in the number of mentions and in the number of potential reach.

European and Turkish officials at a summit in Brussels at late November reported progress in negotiations on resolving a long-standing dispute over Cyprus, moving closer to removing a key obstacle to Turkey's EU accession bid. This caused an increase in the number of conversations and in the number of participants in the conversations.

↑ **54%**

4.789.991

🗒 **POTENTIAL REACH** 🏷 CYPRUS DISPUTE

With Parliamentary elections to be held in Cyprus in May 2016 challenges for AKEL are ahead.

Naroclips, the Global Social Intelligence Platform, is the ultimate source for real time monitoring and analyzing of online conversations and is proud to help the organization succeeded in its goals.

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Naroclips, is a Global Social Intelligence Platform. Used by some of the world's top brands and organizations, and the agencies that support them, Naroclips is the framework for building social intelligence that provides real business results. Its social media listening and analytics platform gathers millions of online posts and conversations from million sources every day and provides users with the tools to analyze them, empowering brands, organizations and agencies to make smarter, data-driven decisions.