

Research Note:

World Leaders on Twitter

Ranking Report

December 2013



World Leaders on Twitter

How governments engage their citizenry on the World Wide Web

The Digital Policy Council's (DPC) research continues to present analyses on world leaders and institutions of government employing social media outlets to discover how they govern and connect with their citizenry. This research note provides an update to the ranking of heads of state engaged on the social media website Twitter.com.

The DPC has been tracking this activity since 2009. Reports include: REAL LEADERS TWEET December 2009, WORLD LEADERS ON TWITTER: RANKING REPORT October 2010, WORLD LEADERS ON TWITTER: RANKING REPORT August 2011 and WORLD LEADERS ON TWITTER: RANKING REPORT December 2012.

All reports investigate how heads of state throughout the world are using this digital platform to engage their citizens.

Updates to World Rankings

New leaders join in, others step out.

In 2013, the Digital Policy Council observed a growth in the number of governments embracing social media, yet, adoption has stalled appreciably in comparison to the past years. *Analyses as of December 2013 reveals that 80%, or four out of five heads of state, were utilizing the social media site Twitter.*

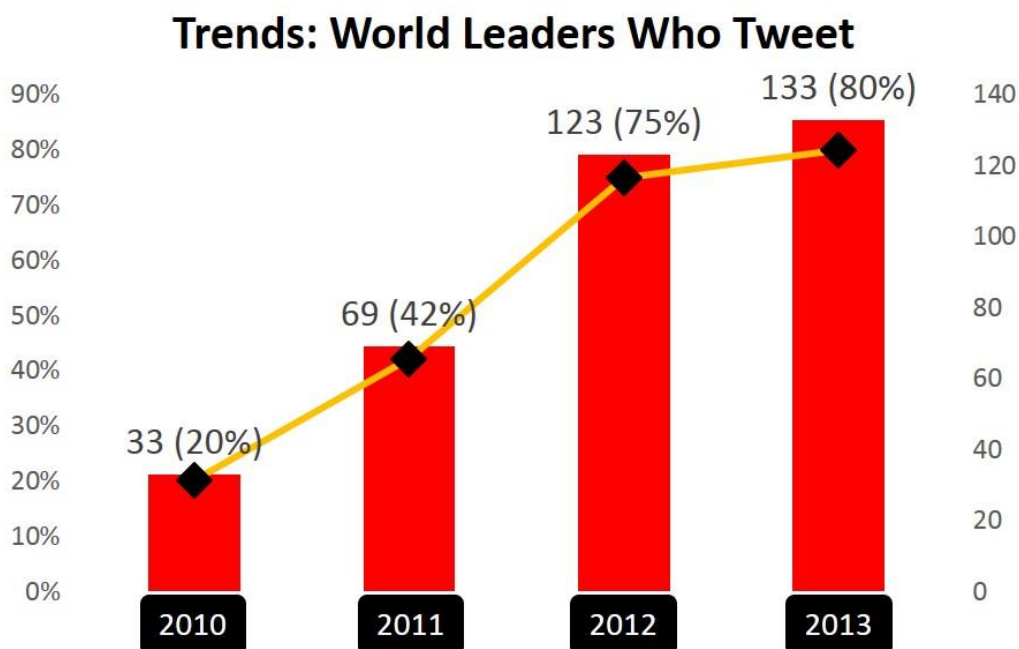


Figure 1 - Adoption of Twitter Among Heads of State

A total of 133 world leaders out of 167 countries¹ had accounts on Twitter set up in their personal name or through an official government office. This represents a growth of 8% over 2012. In 2011, only 69 out of 164² countries had embraced Twitter, but in 2012, the Digital Policy Council observed a tremendous growth in the number of governments embracing social media — 123 out 164 countries or three out of four heads of state had embraced Twitter, a 78% increase in the number of heads of state and national governments on Twitter from 2011. Despite the fact that Twitter has changed the political landscape, in 2013, there remain leaders in government who have yet to harness the benefits of a platform that allows for direct interaction with constituents.

In 2010, the notion that governments had the potential to openly engage their citizens as well as work toward building participation and collaboration into the government process was emphasized with President Obama's open government directive. Soon after, the Open Government Partnership was formed, as nations made official commitments to work toward creating more transparent, participatory and accountable governance.

Today more than 60 nations are involved in that partnership, striving to advance measurable progress in key policy areas such as government integrity, fiscal transparency, citizen empowerment, open data, and natural resource transparency. As part of President Obama's open government initiative, he directed federal agencies to make publicly available their daily operations and he crafted new guidelines for the Freedom of Information Act. The commitment to "open government" in terms of demonstrable actions has been questioned of late and as Obama pursues his final term in office, a second wave of momentum is necessary to push for increased governmental transparency.

In 2013, Twitter continued to be the platform of choice for political activists to champion government accountability. Across the world, citizen protests were again spurred by the 2011's pro-democracy Arab Spring uprisings where authoritarian regimes in the Middle East and northern Africa fell to rebellions that were in part inspired by social media. Many of the most prolific and popular world leaders on Twitter encountered an increase in protests in their countries in 2013. While some remained unrelenting or failed to acknowledge the protests via Twitter, they all were likely to become better informed about their own constituents having access to their collective opinions and wishes for their nation.

¹ The DPC uses for its research the 167 countries (as of 2013) in the *Polity dataset* of political regimes tracked by the U.S. government's Political Instability Task Force. The Polity dataset monitors countries with populations over 500,000 and provides coding on the types of government and political stability of these countries. The data provides insight to our research; e.g. political stable countries regardless of whether they are a democracy, monarchy or anocracy are the highest users of Twitter while politically fragile states tend to shun it.

² Prior to 2013, the Polity dataset contained 164 countries.

The Top 10 Rankings for 2013



The heads of state in the Top 10 list shifted since 2012 seeing one thundering new entrant from the President of Indonesia and the loss of a Twitter stalwart, President Hugo Chávez of Venezuela.



PRESIDENT OBAMA again maintained the top spot of all world leaders, with a vast 40 million followers, adding 16 million followers in one year. In January 2013, there were 1.1 million inauguration-related tweets sent out during Obama's inauguration ceremony, according to Twitter's government and politics team. This is 13 times more than the 82,392 sent out in 2009 during Obama's first inauguration.

In the fall of 2013 when the U.S. government shut down due to a budget impasse, it lasted 16 days and generated millions of tweets. President Obama tweeted on September 30, "A government shutdown will have a real impact on real people right away—and the House is hours away from forcing one. #EnoughAlready." During the shutdown, Twitter became a megaphone for politicians airing their frustrations.



PRESIDENT SUSILO BAMBANG YUDHOYONO OF INDONESIA was a new entrant to the top 10, grabbing the #2 spot formerly held by President Hugo Chávez. Joining Twitter in March 2013, President Yudhoyono is now very connected to his populace with nearly 4.2 million followers. Commonly referred to as SBY, and the first directly elected president of Indonesia, he is often recognized as a champion of anti-radicalization efforts who is strengthening democracy in the world's most populous Islamic country. *SBY's decision to join Twitter was based on his wish to "give more substance to true democracy" and build trust among the Indonesian people.*

In less than three months he had garnered 1 million followers, in part due to Twitter's popularity in Indonesia. (According to data from PeerReach, 6.5% of Twitter's monthly active users are based in Indonesia). Throughout 2013 the president expressed his personal views through his Twitter account, including his candid reactions to the alleged wire-tapping by Australian intelligence agencies of his personal cell phone.



In 2013, **PRESIDENT ABDULLAH GÜL OF TURKEY** increased his audience by over 1.5 million people to approximately 4.1 million followers. During the 2013 Turkish riots, Gül continued his use of Twitter including a supplemental English account. However, it was his colleague Prime Minister Erdogan of Turkey that called Twitter and social media "the worst menace to society," blaming it for the protests that rocked Istanbul. President Gül on the other hand, said, "If there are objections, there is nothing more natural than voicing them," adding that "democracy is not just about elections."



QUEEN RANIA, THE QUEEN CONSORT OF THE KING OF JORDAN grew her account by 500,000 followers. As one of the most influential women in the Middle East, in 2013 she continued to use her Twitter presence to promote cross-cultural dialogue and foster greater understanding and tolerance, as a key figure behind the launch of several educational initiatives and the empowerment of women.

Her husband, His Majesty King Abdullah II is now also represented on Twitter as Jordan's Royal Hashemite Court. The account was established just before the king's trip to Washington, D.C and has garnered 15,000 followers. The popularity of Jordanian leadership in the virtual world is secured with over 3 million followers across both accounts.



RUSSIAN PRIME MINISTER DMITRY MEDVEDEV maintained his spot at #5 in 2013. "Thanks to everyone who reads this blog. There are more than 2 million of you!" Medvedev wrote in his Russian-language Twitter account @MedvedevRussia in September 2013.

Joining Twitter in 2010, then-president Medvedev sought to demonstrate his high-tech credentials by being seen to actively engage with social media. His visits to Twitter's headquarters and other U.S. tech companies inspired his interest to advance the development of the Skolkovo innovation complex, dubbed "Russia's Silicon Valley." He also continues to maintain the English account included in his total of 2.8 million followers.



PRESIDENT CRISTINA FERNÁNDEZ DE KIRCHNER of Argentina moved up one spot to number six with 2.5 million followers. President Fernández rarely gives interviews or takes questions from reporters but often uses her Twitter account in place of those appearances. When two million Argentines flooded the streets in spring of 2013 to protest her government, President Fernández ended up sending more than 60 tweets in a single day.



HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM, PRIME MINISTER OF THE UAE AND RULER OF DUBAI is ranked #7 among the world leaders using Twitter. *Jumping up three spots, Sheikh Mohammed's account grew by 1 million in just one year, and saw the greatest movement of those who had also been in the Top 10 in 2012.* His Twitter presence of 2.4 million followers is punctuated by his eagerness to express his opinion and comment on both regional and global issues, as well as his openness to the world's different cultures. Upon reaching the milestone of 2 million followers in 2013, Sheikh Mohammed thanked and praised them for their active participation in discussions that have contributed to past social and humanitarian campaigns launched in the UAE.

In December 2013, utilizing Twitter, His Highness called for “every man, woman and child to join us in the biggest ever national brainstorm session to find new ideas for health and education.” He also announced the hashtag #uaebrainstorm for citizens to tweet to as they submitted their ideas and expressed his optimism that his citizens continually arise to the occasion “whenever approached to contribute to innovative ideas.”



MEXICO'S PRESIDENT ENRIQUE PEÑA NIETO moved up one spot in the top 10, gaining practically 100,000 followers in one year to top 2.35 million. President Nieto joined his fellow leaders to mourn one of history's greatest freedom fighters and statesmen, Nelson Mandela, upon his death in December. The Mexican president expressed on Twitter, “Humanity has lost a tireless fighter for peace, freedom and equality. Rest in peace, Nelson Mandela.”



PRESIDENT JUAN MANUEL SANTOS OF COLOMBIA fell by one spot in 2013 with 2.31 million followers. Like his fellow Latin American leaders in the top 10, Twitter remains a vital element of his approach to governing. In 2013 he continued to favor Twitter in place of more traditional communication strategies. “I use it sometimes to send messages to clarify certain things, to communicate with the country,” Santos said. “You send out a tweet and immediately, if it's something important, it comes out in the media. Instead of making so many press conferences, you use Twitter.”



2013 marked **BRAZILIAN PRESIDENT DILMA ROUSEFF'S** Twitter comeback. When the president had essentially abandoned her account following her election in 2010, a young Brazilian citizen created a parody account that would go viral and take on current political issues, without being cynical or mean-spirited. When the president invited the “other Dilma” to the presidential palace in September 2013, the media event provided the opportunity for the president to display her sense of humor and announce her re-election bid. President Rouseff even adopted some of the memes created by her parody account and has been tweeting prolifically since that time.

The government's lack of interaction with Brazilians on social media had become obvious during the June protests over corruption, poor public services, and police violence. President Rouseff fell from the #6 spot with about 2 million followers but remained in the Top 10 in 2013, most likely due to followers she gained after the media event.

Confident Leaders Tweet Whether They Serve in Democracies, Monarchies or Autocracies

The DPC's analyses indicated that 67% of the countries on the list are considered politically stable, reconfirming that heads of state who are confident in their leadership role and assured of their political legitimacy are most comfortable with social media -- regardless of the form of government whether they serve in democracies, monarchies, or autocracies. This percentage fell since 2011 when 80% of the tweeting countries were politically stable, but rose from the 2012 figure of 61%. Out of the total that tweets, there were 58 countries that are "not fully democratic" in 2013, up from 42 countries in 2012.

Moreover, 87% of fully democratic countries had a leader utilizing Twitter in 2012, but in 2013 this figure retreated to 80%. It's often the case with some countries that accounts have been opened in a leader's name or government, but then lay dormant.

The political leadership of the most fragile nations, or those with a high degree of political instability began experimenting with social media in 2012 conceivably viewing this medium as an opportunity rather than a threat as they did in previous years. However it appears that they opened accounts but could not maintain them due to lack of resources, poor public response or a limited understanding of how they could employ Twitter effectively as a means of strategic communication. This is especially evident in countries with lower Internet penetration and lower levels of digital literacy.

Notable exceptions to this included the fragile nations of Iran and Sri Lanka, all with Klout³ scores above 50, exhibiting that people interacted regularly with the leaders' content.

National Offices

In addition to a head of state using Twitter, many countries also had their national office represented with a Twitter account such as the White House, "@KremlinRussia," France's @Elysee, and the United Kingdom's @number10gov, among many. Also of note, out of the 133 tweeting "heads of state," 37 of these were national offices.

However, for some countries, their national office Twitter account was the main or even sole Twitter voice for that government, including the accounts in the top half such as Germany, El Salvador, Saudi Arabia, and Uruguay.

³ Klout is a website and mobile app that uses social media analytics to rank its users according to online social influence via the Klout Score, which is a numerical value between 1 and 100, with 100 being the most influential. In determining the user score, Klout measures the size of a user's social media network and correlates the content created to measure how other users interact with that content. Social influence measurement is an evolving field with standards yet to be agreed upon and the scores currently remain volatile.

Regional Concentrations

Latin America

In Latin America, notably South America, Twitter has melded with leaders' personal identities -- heads of state take to the social platform with an unmatched zeal. In fact, data in the fall of 2013 showed Spanish as the third most popular language on Twitter (English is number one at 34%, Japanese second at 16%).

South America's most prolific tweeting presidents -- Argentina's Cristina Fernandez, Colombia's Juan Manuel Santos, and Venezuela's Nicolas Maduro all send a large percentage of messages themselves, according to inside sources. There were no new additions within Latin America in 2013, with the exception of Paraguay and Venezuela's newly elected officials.

Latin American leaders are likely to have high Klout scores in the 70-80 range. (President Obama had the highest Klout score at the writing of this report at 99, followed by the leaders of UK, Canada, Israel, El Salvador, and Ecuador.) Those with Klout scores from 70-80 are "thought leaders that are not only referring content, but creating original content and ideas." Eighty and above reflects that the personality is extremely well known.

The South American Twittersphere lost its most popular leader, following the passing of President Hugo Chávez, who at his time of death in March 2013 had amassed 4 million followers. In 2012 he weighed in as the second most popular world leader, although he had 20 million less followers than President Obama at that time. It was no surprise that Twitter erupted with tweets regarding his death, and in Venezuela his favorite political slogans were trending days after his death, where it became a rallying cry for his supporters and a warning for his detractors.

His successor, President Nicolas Maduro, was immediately popular, entering the ranking in the Top 15. However, in November a number of Venezuelan government Twitter accounts were suspended or cancelled, according to the country's Ministry of Information and Communication. The list includes the accounts of ministers, as well as journalists and prominent government supporters. President Maduro denounced what he described as a "massive attack" by Twitter and the "international right wing." He added that he mysteriously lost 6,000 of his 1 million followers as part of "a campaign to destabilize the government."

Europe

Several European countries now have an active Twitter presence such as Cyprus, Bulgaria, and Belarus. For Ireland, the @MerrionStreet has emerged as the country's main governmental presence on Twitter. While no European leader appears in the Top 10, France, Spain, and the UK are all at around 500,000 followers.

UK Prime Minister David Cameron, who finally established a Twitter handle in his own name @David_Cameron in 2012, did see a 35% growth in followers over one year, but has not cracked the

top 15. According to data from PeerIndex in November, Cameron's account is the 7th most influential within the UK.

The Middle East

In 2013, four out of the Top 10 heads of state using Twitter were pre-dominantly Muslim/Middle Eastern countries and five out of the top 15 with the inclusion of Prime Minister Najib Abdul Razak of Malaysia.

In the Middle East, Twitter is used for secular, national identities as well; Lebanese President Michel Sleiman's Twitter bio line reads, "Our national unity has cost us a lot, so let us preserve it together, hand in hand." His direct tweets are signed with his initials.

2013 saw the addition of Iran's new-elected President Hassan Rouhani who became active on Twitter even though it is blocked in his own country. While it's evident that a third party is tweeting for President Rouhani, the account expresses his political opinions and attracts the rapt attention of diplomatic and intelligence officials around the world. The account, with over 150,000 followers, is geared to Western audiences, although there is a Persian account as well. According to a report in The Guardian, the Rouhani administration sees Internet censorship as "futile" and will work to lift the ban on restricted social media sites. Since the country's full governmental authority is under the hand of Iran's supreme leader Ayatollah Khamenei, who pushes for the policing of online activities of Iranian citizens, it is not easy for the president to stop Internet restrictions.

In the days leading up to the fall of Egypt's President Mohamed Morsi, when his one-year reign would be cut short due to massive Egyptian protests calling for his resignation, he sent out a series of tweets negating the legality of his takedown by the military. While these tweets were in the past understandable only to those who read Arabic, during this time Twitter began testing a Bing-powered English translation tool on Morsi's and other prominent Egyptian's accounts, so that users worldwide could understand the tweets during these historic moments. While Morsi held the #14 position in 2012, the main account for the provisional government is a lot less popular, just squeaking by in the top half of leaders.

Adoption Rate among Leaders Has Stalled

2013 is the first year it has been necessary to examine the countries that are the major holdouts toward reaching 100% Twitter penetration for all nations.

In order to contain Internet dissent and protest, China aggressively censors the web. In the world's most populated country, the government has consistently blocked access to Twitter since 2009. Nonetheless, Global Web Index has claimed there are 35.5 million active Twitter users in China, accessing the site most likely via VPN software. However, China has its own Twitter-like platform called Sina Weibo with over 500 million registered users. Since users can potentially post socially and

politically controversial content, Chinese authorities use punitive measures to bring an appearance of accountability to its social media.

Reportedly, a team at Weibo will actively delete content that might cause it problems with authorities -- each member is said to process 3 million posts per day. Weibo messages that are deemed libelous and are clicked on more than 5,000 times, “retweeted” over 500 times, could land the writer in jail for a breach of the law. The campaign began as President Xi Jinping’s newly installed government intensified its persecution of those marked as dissidents, showing no sign of wanting to loosen the party’s grip on public media.

Surprisingly, Prime Minister David Cameron opened a Weibo account prior to his visit to China in 2013, prompting intrigued Weibo users to inquire as to why China’s own political leaders have stayed away from social media platforms, with one asking: “When will President Xi open a Weibo account?” Nearby communist holdouts to Twitter also include Laos and North Korea.

In 2013, it is surprising that not all democracies in Europe have their leader represented via Twitter. Denmark’s Prime Minister Helle Thorning-Schmidt is not present, although some citizens predict she may open a Twitter account during the next parliamentary election. Interestingly, the Swedish government does not have an official Twitter presence, although via the account @Sweden citizens themselves become spokespersons. Instituted by the Svenska Institutet and VisitSweden, the project hands the official Twitter account to a new citizen every week to manage, with the goal to manifest Swedish diversity and progressiveness through their own lives and personalities. Also noteworthy, Swedish Foreign Minister @CarlBildt was recently identified as one of the most well-connected government officials on Twitter.

In late 2013, the more fragile African countries of Zimbabwe, Angola and Chad let their accounts go dormant joining Djibouti, Gabon, and Liberia, which have not been active at all. Ukraine had an inactive Twitter account in 2013 as well as Pakistan, represented only by Ministry of Foreign Affairs accounts. Latin American countries which also have gone dormant include Guyana.

Moreover, in 2013, eGovernment portals such as those in Morocco, Egypt, Bahrain, Oman, Kuwait, Uzbekistan still remain the official Twitter presence, with no leader emerging. The only new government portal in 2013 was the eGovernment Portal of Belarus. As mentioned before, Egypt’s Government Services Portal is now the most active for Egypt with the bio line, “Provisional government appointed by military junta.”

We have also seen some big downward movers outside of the Top 10 that include Finland, Nepal, Mali, and Libya, all which have changed their major Twitter account from 2012 due to an election or another shift.

On a more positive note, while the adoption amongst world leaders has slowed, the number of people following their political leaders is growing at a healthy rate. In 2013, 83 million people followed a world leader or their national office. In 2012 it was 53 million. In 2011, the total was 24 million and a mere 10 million in 2010.

Conclusion

The data we have been tracking for the last four years shows a 59% compound annual growth rate (CAGR) in adoption of Twitter by Heads of State. The CAGR is appreciably reduced from the figure of 93% from the end of 2012. Notwithstanding the adjusted growth rate and retrenchment in 2013, the Digital Policy Council anticipates penetration on Twitter for world leaders to reach 90% in 2014. The usage of Twitter will be rekindled as political leaders better comprehend how to leverage the medium for strategic communications. World leaders will continue trendsetting campaigns for instance Sheikh Mohammed in Dubai who used this medium for crowdsourcing ideas on a national level, President Susilo Bambang Yudhoyono of Indonesia who sees Twitter as a means to deepen democratic ideals and build trust with his citizenry, and Iran's President Hassan Rouhani who became active on Twitter for purposes of international relations and influence global public opinion.

In Rwanda, a more fragile and autocratic nation, President Paul Kagame says of Twitter, "I learn a lot from that because you are having free access to as wide opinion as the whole world has ... I learn about people's views, about challenges, and that goes beyond Rwanda itself. For me, even before being a president, I am a person, I am myself -- there is the part of me that I never want to lose. I don't want to live in a prison; I want to live in this open world that I enjoy being part of."

2014 will likely raise challenges and opportunities for the Twitter landscape such as:

- Twitter will be impacted as the world's most open, fast and furious media when new pressures hit full force on generating ad revenues. As a public company, will their mission outcome shift from "...instantly connecting people everywhere to what's most important to them" to simply connecting people with promotional content from the highest bidder?
- Some leaders will become disillusioned with the distracting nature of Twitter and the incessant attacks from critics. Government officials and support teams will need to develop competencies at galvanizing the silent majority and building counter-narratives to vocal minorities.
- Twitter will be further leveraged as a vehicle for building foreign relations and support within the international community for government policies. However, there is a risk of misdirecting some leaders from realizing its potential for direct communication with their citizens.
- Many countries will begin to see their more traditional media channels as inadequate, such as South America where constituents are glued to social media.
- New approaches will need to be developed to viably maintain an account in areas where citizens still experience low Internet connectivity. Otherwise, some countries simply may not have the resources to support an intensive Twitter campaign.

We have seen concrete evidence that platforms like Twitter have helped leaders to gain a global "presence" in the highly-connected global community we live in. The potential influence of Twitter to truly transform leaders is convincing — the way they think, the way they choose to act, and the way they guide and are guided by their people. We are certain that a global political system with all its leaders connected to the public through social media will improve citizen participation, openness and accountability in governments worldwide.



Appendix

APPENDIX A – DETAILED RANKINGS OF HEADS OF STATE ON TWITTER

APPENDIX B – EXPLANATION OF POLITICAL FRAGILITY SCORES

2013 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2013	HANDLE	LINK	KLOUT	2012 RANKING
1	President Barack Obama	United States	10	DEM	3	3/5/2007	40,515,792	BarackObama	http://twitter.com/BarackObama	99	1
2	President Susilo Bambang Yudhoyono	Indonesia	8	DEM	9	3/27/2013	4,182,368	SBYudhoyono	http://twitter.com/SBYudhoyono	79	54
3	President Abdullah Gul	Turkey	9	DEM	7	12/9/2009	4,099,477	cbabdullahgul	http://twitter.com/cbabdullahgul	86	3
4	Queen of Jordan Rania Al Abdullah	Jordan	-3	AUT	7	4/29/2009	3,025,985	QueenRania	http://twitter.com/QueenRania	81	4
5	Prime Minister Dmitry Medvedev	Russia	4	DEM	7	6/9/2010	2,789,777	MedvedevRussia	http://twitter.com/medvedevrussia	73	5
6	President Cristina Fernández de Kirchner	Argentina	8	DEM	2	4/30/2010	2,498,610	CFKArgentina	http://twitter.com/CFKArgentina	82	7
7	UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum	United Arab Emirates	-8	AUT	3	6/3/2009	2,414,284	HHShkMohd	http://twitter.com/HHShkMohd	78	10
8	President Enrique Peña Nieto	Mexico	8	DEM	5	3/29/2007	2,350,921	EPN	http://twitter.com/EPN	84	9
9	President Juan Manuel Santos	Colombia	7	DEM	11	8/11/2009	2,316,720	JuanManSantos	http://twitter.com/JuanManSantos	83	8
10	President Dilma Rousseff	Brazil	8	DEM	6	4/10/2010	2,073,834	dilmabr	http://twitter.com/dilmabr	87	6
11	President Benigno Aquino III	Philippines	8	DEM	11	8/27/2009	1,884,417	noynoyaquino	http://twitter.com/noynoyaquino	80	11
12	Prime Minister Mohd. Najib bin Tun Haji Abdul Razak	Malaysia	6	DEM	5	9/21/2008	1,857,502	NajibRazak	http://twitter.com/NajibRazak	79	12
13	President Nicolás Maduro	Venezuela	-3	AUT	10	3/8/2013	1,548,535	NicolasMaduro	http://twitter.com/NicolasMaduro	80	2
14	President of Ecuador Rafael Correa	Ecuador	5	DEM	11	10/29/2010	1,347,671	MashiRafael	http://twitter.com/MashiRafael	88	15
15	President Sebastián Piñera	Chile	10	DEM	2	2/18/2008	1,142,741	sebastianpinera	http://twitter.com/sebastianpinera	77	13
16	Prime Minister Manmohan Singh	India	-7	DEM	13	1/22/2012	950,884	PMOIndia	http://twitter.com/PMOIndia	81	19
17	President Ollanta Humala	Peru	9	DEM	6	6/2/2010	737,662	Ollanta_HumalaT	http://twitter.com/Ollanta_HumalaT	70	17

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2013

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2013 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2013	HANDLE	LINK	KLOUT	2012 RANKING
18	President François Hollande	France	9	DEM	1	1/9/2009	563,708	fhollande	http://twitter.com/fhollande	87	16
19	Prime Minister David Cameron	United Kingdom	10	DEM	0	1/8/2010	543,909	David_Cameron	http://twitter.com/David_Cameron	93	23
20	Prime Minister Mariano Rajoy Brey	Spain	10	DEM	0	7/27/2011	472,127	marianorajoy	http://twitter.com/marianorajoy	78	18
21	Prime Minister Stephen Harper	Canada	10	DEM	0	7/11/2007	394,416	pmharper	http://twitter.com/pmharper	91	21
22	President Ricardo Martinelli	Panama	9	DEM	4	2/10/2011	393,857	rmartinelli	http://twitter.com/rmartinelli	84	22
23	President Geun Hye Park	South Korea	8	DEM	0	4/19/2010	363,332	GH_PARK	http://twitter.com/GH_PARK	82	31
24	President Uhuru Kenyatta	Kenya	8	DEM	10	8/26/2010	326,707	UKenyatta	http://twitter.com/Ukenyatta	86	33
25	President Jacob Zuma	South Africa	9	DEM	8	5/9/2011	304,187	SAPresident	http://twitter.com/SAPresident	70	24
26	Prime Minister Tony Abbott	Australia	10	DEM	2	11/30/2009	267,387	TonyAbbottMHR	http://twitter.com/TonyAbbottMHR	79	20
27	President Danilo Medina	Dominican Republic	8	DEM	5	4/26/2009	240,564	DaniloMedina	http://twitter.com/DaniloMedina	82	29
28	Prime Minister Shinzō Abe	Japan	10	DEM	0	1/18/2012	230,564	AbeShinzo	http://twitter.com/AbeShinzo	69	48
29	President Laura Chinchilla Miranda	Costa Rica	10	DEM	0	1/9/2009	229,333	Laura_Ch	http://twitter.com/Laura_Ch	70	26
30	Prime Minister Mark Rutte	Netherlands	10	DEM	0	6/14/2010	213,982	MinPres	http://twitter.com/MinPres	86	27
31	Prime Minister Benjamin Netanyahu	Israel	10	DEM	8	10/30/2008	199,980	netanyahu	http://twitter.com/netanyahu	89	28
32	President Paul Kagame	Rwanda	-4	AUT	17	5/4/2009	185,693	PaulKagame	http://twitter.com/PaulKagame	84	34
33	President Moncef Marzouki	Tunisia	-88	—	5	3/7/2011	170,532	Moncef_Marzouki	http://twitter.com/Moncef_Marzouki	61	32
34	Prime Minister Yingluck Shinawatra	Thailand	7	DEM	7	5/20/2011	166,831	PouYingluck	http://twitter.com/PouYingluck	69	30
35	Prime Minister Donald Tusk	Poland	10	DEM	0	7/17/2009	154,198	PremierRP	http://twitter.com/PremierRP	62	50
36	President Hassan Rouhani	Iran	-7	AUT	12	5/5/2013	152,542	HassanRouhani	http://twitter.com/HassanRouhani	79	

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

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Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2013

A:3

2013 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2013	HANDLE	LINK	KLOUT	2012 RANKING
37	President Michel Sleiman	Lebanon	7	DEM	5	3/26/2010	139,916	SleimanMichel	http://twitter.com/SleimanMichel	77	37
38	European Council President Herman Van Rompuy	European Union	—	—	—	9/30/2010	138,399	euHvR	http://twitter.com/euHvR	86	35
39	Federal Government of Germany	Germany	10	DEM	0	1/5/2011	125,710	RegSprecher	http://twitter.com/RegSprecher	80	36
40	President Ilham Aliyev	Azerbaijan	-7	AUT	11	7/27/2010	122,306	azpresident	http://twitter.com/azpresident	55	38
41	President Jakaya Kikwete	Tanzania	-1	AUT	10	3/21/2011	115,840	jmkikwete	http://twitter.com/jmkikwete	83	47
42	President Horacio Cartes	Paraguay	8	DEM	7	8/24/2011	110,718	Horacio_Cartes	http://twitter.com/Horacio_Cartes	66	45
43	President Otto Pérez Molina	Guatemala	8	DEM	9	11/18/2009	106,605	ottoperezmolina	http://twitter.com/ottoperezmolina	70	41
44	Prime Minister John Key	New Zealand	10	DEM	2	11/14/2008	101,535	johnkeypm	http://twitter.com/johnkeypm	70	39
45	Prime Minister Elio Di Rupo	Belgium	8	DEM	2	4/15/2007	100,694	eliodirupo	http://twitter.com/eliodirupo	80	42
46	Prime Minister Erna Solberg	Norway	10	DEM	2	9/24/2008	76,944	erna_solberg	http://twitter.com/erna_solberg	66	25
47	Curators of Sweden	Sweden	10	DEM	0	1/28/2009	68,126	sweden	http://twitter.com/sweden	70	40
48	President Michel Martelly	Haiti	-77		15	1/20/2010	67,459	MichelJMartelly	http://twitter.com/MichelJMartelly	69	46
49	President Tsakhiagiin Elbegdorj	Mongolia	10	DEM	8	1/14/2011	67,270	Elbegdorj	http://twitter.com/Elbegdorj	78	49
50	Prime Minister Antonis Samaras	Greece	10	DEM	1	1/10/2010	64,982	PrimeministerGR	http://twitter.com/PrimeministerGR	61	43
51	President Goodluck Ebele Jonathan	Nigeria	4	DEM	16	7/6/2010	62,856	JGoodlucktweets	http://twitter.com/JGoodlucktweets	57	44
52	Prime Minister Lee Hsien Loong	Singapore	-2	AUT	2	4/23/2009	48,588	leehsienloong	http://twitter.com/leehsienloong	66	55
53	Egyptian Government Services Portal	Egypt	-88		11	9/7/2009	43,148	Egyptgovportal	http://twitter.com/egyptgovportal	46	14
54	Government of El Salvador	El Salvador	8	DEM	4	11/9/2009	37,560	presidencia_sv	http://twitter.com/presidencia_sv	89	53
55	President Porfirio Lobo Sosa	Honduras	7	DEM	8	4/4/2011	31,494	PEPE_LOBO	http://twitter.com/PEPE_LOBO	61	59

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2013

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2013 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2013	HANDLE	LINK	KLOUT	2012 RANKING
56	President John Dramani Mahama	Ghana	8	DEM	11	7/30/2012	31,121	JDMahama	http://twitter.com/JDMahama	69	65
57	Prime Minister Valdis Dombrovskis	Latvia	8	DEM	0	6/24/2009	27,508	VDomrovskis	http://twitter.com/vdombrovskis	80	56
58	Government Portal of Saudi Arabia	Saudi Arabia	-10	AUT	9	1/3/2011	27,098	Saudiportal	http://twitter.com/Saudiportal	50	70
59	Prime Minister Irakli Garibashvili	Georgia	6	DEM	8	10/14/2011	21,580	PrimeMinisterGE	http://twitter.com/PrimeMinisterGE	58	51
60	Prime Minister Amama Mbabazi	Uganda	-1	AUT	17	3/27/2010	20,648	AmamaMbabazi	http://twitter.com/AmamaMbabazi	61	60
61	President Alassane Ouattara	Côte d'Ivoire	4	DEM	16	10/29/2009	20,554	adosolutions	http://twitter.com/adosolutions	51	63
62	President Toomas Hendrik Ilves	Estonia	9	DEM	0	5/14/2012	19,712	IlvesToomas	http://twitter.com/IlvesToomas	66	61
63	Government of the Republic of Croatia	Croatia	9	DEM	2	12/22/2011	19,392	VladaRH	http://twitter.com/VladaRH	57	58
64	President Macky Sall	Senegal	7	DEM	9	10/1/2010	19,386	macky_sall	http://twitter.com/macky_sall	63	66
65	Prime Minister Morgan Tsvangirai	Zimbabwe	1	DEM	17	11/11/2011	18,802	MRTsvangirai	http://twitter.com/MRTsvangirai	58	71
66	eGovernment Portal of Morocco	Morocco	-4	AUT	7	4/11/2011	16,983	Maroc_eGov	http://twitter.com/Maroc_eGov	54	67
67	Government of Uruguay	Uruguay	10	DEM	1	9/27/2011	16,725	Scpresidenciauy	http://twitter.com/Scpresidenciauy	59	64
68	Office of the President	Kazakhstan	-6	AUT	9	7/14/2012	16,550	AkordaPress	http://twitter.com/AkordaPress	52	92
69	Government of Qatar	Qatar	-10	AUT	4	3/16/2011	15,223	HukoomiQatar	http://twitter.com/HukoomiQatar	46	77
70	President Traian Băsescu	Romania	9	DEM	4	6/16/2010	14,440	tbasescu	http://twitter.com/tbasescu	48	79
71	President Tomislav Nikolić	Serbia	8	DEM	5	3/3/2012	13,778	predsednikrs	http://twitter.com/predsednikrs	59	88
72	Government of Ireland	Ireland	10	DEM	0	5/25/2010	13,777	merriestreet	http://twitter.com/merriestreet	62	
73	eGovernment Portal of Bahrain	Bahrain	-10	AUT	9	10/15/2009	13,288	eGovBahrain	http://twitter.com/eGovBahrain	51	62

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2013

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2013 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2013	HANDLE	LINK	KLOUT	2012 RANKING
74	President Mahinda Rajapaksa	Sri Lanka	4	DEM	13	12/11/2012	13,241	PresRajapaksa	http://twitter.com/PresRajapaksa	63	
75	President Nicos Anastasiades	Cyprus	10	DEM	3	5/2/2012	11,549	AnastasiadesCY	http://twitter.com/AnastasiadesCY	58	
76	Office of the President	Mali	-77		19	10/12/2011	11,267	PresidenceMali	http://twitter.com/PresidenceMali	63	106
77	Government of the Czech Republic	Czech Republic	8	DEM	1	7/8/2010	10,863	strakovka	http://twitter.com/strakovka	49	69
78	Government of Botswana	Botswana	8	DEM	3	6/12/2011	10,324	BWGovernment	http://twitter.com/BWGovernment	63	85
79	Government of Somalia	Somalia	5	DEM	21	11/15/2012	9,513	TheVillaSomalia	http://twitter.com/TheVillaSomalia	57	101
80	President Borut Pahor	Slovenia	10	DEM	0	7/13/2012	9,372	BorutPahor	http://twitter.com/BorutPahor	56	80
81	Government of Montenegro	Montenegro	9	DEM	3	6/1/2011	8,632	MeGovernment	http://twitter.com/MeGovernment	50	73
82	President Paul Biya	Cameroon	-4	AUT	16	5/18/2011	8,409	PR_Paul_Biya	http://twitter.com/PR_Paul_Biya	51	78
83	Government of South Sudan	South Sudan	0	—	19	7/8/2011	7,788	RepSouthSudan	http://twitter.com/RepSouthSudan	48	72
84	Prime Minister Kamla Persad-Bissessar	Trinidad and Tobago	10	DEM	4	10/10/2011	7,746	PMKamla	http://twitter.com/PMKamla	58	75
85	Presidential Palace of Afghanistan	Afghanistan	-66	—	22	11/15/2011	7,550	ARG_AFG	http://twitter.com/ARG_AFG	56	84
86	President Dalia Grybauskaitė	Lithuania	10	DEM	1	5/14/2009	6,073	Dgrybauskaite	http://twitter.com/Dgrybauskaite	40	68
87	President Blaise Compaoré	Burkina Faso	0		16	4/25/2012	5,849	presidence_faso	http://twitter.com/presidence_faso	49	95
88	Prime Minister Hailemariam Desalegn	Ethiopia	-3	AUT	20	5/30/2011	5,839	HailemariamD	http://twitter.com/HailemariamD	45	86
89	Prime Minister Joseph Muscat	Malta	—	—	—	4/7/2009	5,773	JosephMuscat_JM	http://twitter.com/JosephMuscat_JM	53	120
90	Presidency of Portugal	Portugal	10	DEM	0	2/25/2011	5,580	prcavacosilva	http://twitter.com/prcavacosilva	54	81
91	eGovernment Portal of Kuwait	Kuwait	-7	AUT	4	3/26/2012	4,329	egovkuwait	http://twitter.com/egovkuwait	46	83

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

2013 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2013	HANDLE	LINK	KLOUT	2012 RANKING
92	Government portal of the Republic of Uzbekistan	Uzbekistan	-9	AUT	13	9/18/2009	4,291	GOVuz	http://twitter.com/GOVuz	46	91
93	Federal Council Spokesman André Simonazzi	Switzerland	10	DEM	1	6/6/2011	3,813	BR_Sprecher	http://twitter.com/BR_Sprecher	51	90
94	eGovernment Portal of Oman	Oman	-8	AUT	5	8/30/2010	3,767	eomanportal	http://twitter.com/eomanportal	42	103
95	President Atifete Jahjaga	Kosovo	8	DEM	6	11/7/2012	3,272	PresidentKosovo	http://twitter.com/PresidentKosovo	51	112
96	Prime Minister Nguyễn Tấn Dũng	Vietnam	-7	AUT	8	2/11/2011	3,143	nguyen_tandung	http://twitter.com/nguyen_tandung	35	94
97	Office of the President	Finland	10	DEM	0	11/21/2010	3,082	TPKanslia	http://twitter.com/TPKanslia	50	52
98	Prime Minister Nikola Gruevski	Macedonia (FYROM)	9	DEM	4	5/16/2011	3,034	GruevskiNikola	http://twitter.com/GruevskiNikola	48	93
99	President Faure Gnassingbé	Togo	-2	AUT	13	8/27/2012	2,930	FGNASSINGBE	http://twitter.com/FGNASSINGBE	49	109
100	Prime Minister Ali Zeida	Libya	-77	—	15	10/15/2012	2,283	Ali_Zeidan	http://twitter.com/Ali_Zeidan	43	74
101	Prime Minister Nouri al-Maliki	Iraq	3	DEM	20	1/2/2012	2,212	NKMaliky	http://twitter.com/NKMaliky	40	102
102	President Yayi Boni	Bénin	7	DEM	12	12/30/2009	2,155	DrBoniYAYI	http://twitter.com/DrBoniYAYI	43	99
103	Prime Minister Portia Simpson-Miller	Jamaica	9	DEM	3	12/18/2011	2,130	PSimpsonMiller	http://twitter.com/PSimpsonMiller	45	98
104	President Almazbek Atambayev	Kyrgyzstan	7	DEM	13	5/4/2010	2,024	atambayev	http://twitter.com/atambayev	38	96
105	President Armando Guebuza	Mozambique	5	DEM	14	1/18/2010	1,826	ArmandoGuebuza	http://twitter.com/ArmandoGuebuza	40	97
106	Palestinian Gov. Media Center	Palestine	—	—	—	10/27/2009	1,729	PalestinianGov	http://twitter.com/PalestinianGov	42	89
107	President Abdulla Yameen	Maldives	—	DEM	n/a	10/10/2013	1,516	PresYameen	http://twitter.com/PresYameen	46	57
108	Office of the President	Bulgaria	9	DEM	3	8/4/2012	1,293	BgPresidency	http://twitter.com/BgPresidency	49	
109	Office of the Prime Minister	Fiji	-4	AUT	7	10/21/2011	1,235	FijiPM	http://twitter.com/FijiPM	45	105

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 => Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2013

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2013 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2013	HANDLE	LINK	KLOUT	2012 RANKING
110	Office of the President	Burundi	6	DEM	18	2/3/2012	1,094	BdiPresidence	http://twitter.com/BdiPresidence	49	107
111	Government of Antigua and Barbuda	Antigua and Barbuda	—	—	—	7/13/2010	1,092	antiguagov	http://twitter.com/antiguagov	42	108
112	eGovernment Portal of Belarus	Belarus	-7	AUT	4	1/21/2012	1,009	eGovby	http://twitter.com/eGovby	32	
113	President Denis Sassou Nguesso	Congo-Brazzaville	-4	AUT	14	1/20/2013	945	SassouCG	http://twitter.com/SassouCG	41	
114	President Mahamadou Issoufou	Niger	6	DEM	18	6/30/2012	789	Mahamadoulssouf	http://twitter.com/Mahamadoulssouf	44	119
115	Prime Minister Iurie Leancă	Moldova	8	DEM	11	6/3/2013	725	IurieLeanca	http://twitter.com/IurieLeanca	37	100
116	Government Portal of Hungary	Hungary	10	DEM	0	1/12/2011	723	kormany_hu	http://twitter.com/kormany_hu	43	110
117	Chief Justice Khil Raj Regmi	Nepal	6	DEM	14	2/25/2013	697	KhilRajRegmi	http://twitter.com/KhilRajRegmi	23	76
118	Office of the President	Guinea	1	DEM	18	6/5/2012	689	Sekhoutuoreya	http://twitter.com/Sekhoutuoreya	39	
119	Prime Minister Tigran Sargsyan	Armenia	5	DEM	7	12/21/2012	660	PM_Sargsyan	http://twitter.com/PM_Sargsyan	43	
120	President of the High Transitional Authority Andry Rajoelina	Madagascar	3	DEM	12	2/6/2012	522	andryrajoelina	http://twitter.com/andryrajoelina	32	116
121	Office of the Prime Minister	Brunei	—	AUT	—	1/25/2013	498	brunei_pmo	http://twitter.com/brunei_pmo	38	
122	Government of Vanuatu	Vanuatu	—	DEM	—	11/22/2010	446	govofvanuatu	http://twitter.com/govofvanuatu	32	113
123	President Emomali Rahmon	Tajikistan	-3	AUT	11	4/3/2011	362	EmomaliRahmon	http://twitter.com/EmomaliRahmon	38	117
124	Government of Angola	Angola	-2	AUT	17	9/14/2011	360	CasaCivilPRA	http://twitter.com/CasaCivilPRA	24	118
125	President Ernest Bai Koroma	Sierra Leone	7	DEM	17	1/7/2013	301	ebkoroma	http://twitter.com/ebkoroma	32	
126	Office of the President	Cape Verde	10	DEM	6	5/14/2012	293	presidenciaCV	http://twitter.com/presidenciaCV	34	
127	Prime Minister Perry Christie	Bahamas	—	—	—	12/1/2010	282	pgchristie	http://twitter.com/pgchristie	30	115
128	President Taur Matan Ruak	East Timor	7	DEM	12	9/25/2012	224	PRepublicaTL	http://twitter.com/PRepublicaTL	40	111

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 =>

Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

Appendix A: World Leader Rankings

Research Note: World Leader Rankings on Twitter - December 2013

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2013 RANKING	NAME	COUNTRY	POLITY SCORE	REGIME TYPE	FRAGILITY	TWEETING SINCE	FOLLOWERS DEC 2013	HANDLE	LINK	KLOUT	2012 RANKING
129	Office of the Prime Minister	Chad	-2	AUT	22	3/21/2012	188	PMTCHAD	http://twitter.com/PMTCHAD	10	121
130	President Michel Djotodia	Central African Republic	-1	AUT	22	5/29/2013	131	MICHELDJOTODIA	http://twitter.com/MICHELDJOTODIA	42	
131	President Yahya Jammeh	Gambia	-5	AUT	13	3/13/2012	112	jammehofficial	http://twitter.com/jammehofficial	—	123
132	President Robert Fico	Slovakia	10	DEM	1	5/9/2009	99	fico2014	https://twitter.com/fico2014	—	
133	President Michael Sata	Zambia	7	DEM	14	2/24/2011	46	michaelsata	http://twitter.com/michaelsata	—	122

Note: **Fragility Score** [0="Highly Stable" to 25="Extreme Fragility"]: State Fragility Index measuring the country's Political, Economic, Social, and Security stability ("Stable" are scores 0-11 =>

Little to Moderate Fragility, "Fragile" are scores 12-25 => Serious to Extreme Fragility)

Polity Score [-10 to -6 "Autocracy", -5 to +5 "Anocracy", +6 to +10 "Democracy"]: Measures degree of democracy on 21 point scale (-10 to +10) ranging from monarchy to fully institutionalized democracy

APPENDIX B: Guide to Political Scores

The Polity Spectrum of Governance

Government Types

The Polity IV Project, a well-respected research group, tracks the characteristics and transitions of regime characteristics to quantify and compare political schema over time, and on a global scale.

Begun in 1975, Polity is based on foundational research conducted by the collaborative work of Harry Eckstein in his seminal thesis, *Patterns of Authority: A Structural Basis for Political Inquiry*. Since its inception, Polity has tracked trends in governance on a worldwide scale, and has become the “most widely-used data resource for studying regime change and the effects of regime authority.”

The most recent rendition, the Polity IV Project, collates data through 2012 at the Center for Systemic Peace and George Mason University, with its main campus located in Fairfax, Virginia, U.S.

The Polity IV dataset covers all major, independent states in the global system (i.e., states with total population of 500,000 or more in the most recent year).

The Polity approach to analysis employs a unique methodology, examining “concomitant qualities of democratic and autocratic authority” in institutional governments, assigning a quantifiable score based on a 21-point scale that ranges from hereditary monarchies, which are scored at -10, to consolidated and stable democracies which are given a score of +10.

Polity Score:	
> -10 to -6	"Autocracy"
-5 to +5	"Anocracy"
+6 to +10	"Democracy"

The organization makes no value judgments in its scoring model. It is simply a means by which change can be measured, evaluated and assessed and data collated. It should be considered an index – a measurement used to compare the status quo over time. As governments evolve, as new regimes gain or lose power, their scores change, providing a measureable means of tracking change in the way countries govern their people.

Today, 94 of the 167 states recognized by the United Nations (56%) are considered to be fully democratic, or to put it another way, more than half the world's population lives under a consolidated democracy as free citizens with a say in the role of their governments.

In 1940, the number of autocratic nations far outweighed the number of democratic governments. When compared with today's data, there is a clear trend toward a more democratic world – a trend that continues to grow as social media expands its sphere of influence.

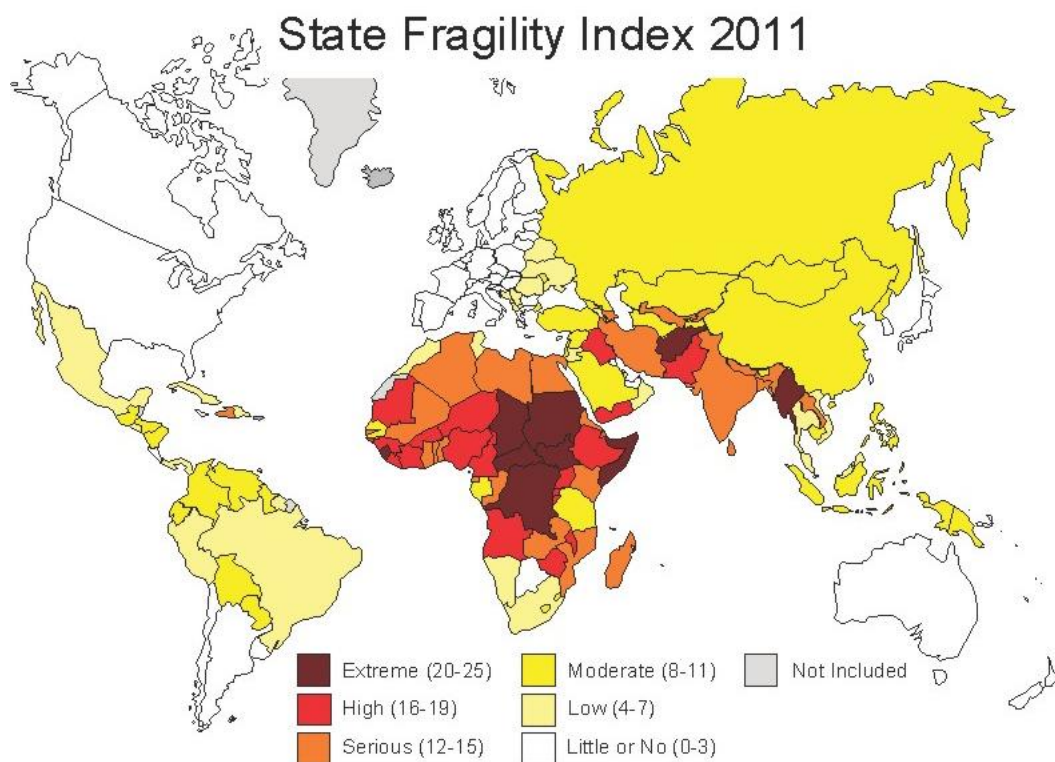
Stability of Government

The data set collated by the most recent publication of Polity covers 167 countries currently recognized by the United Nations and spans the time frame from 1800 through 2012.

In addition to the creation of a tracking index to measure change in how states are governed, Polity also develops what it calls its State Fragility Index. This index is a yardstick of how stable current regimes are – how entrenched the system of government is.

States with high fragility scores are more inclined to change than governments of countries with low fragility scores, indicating that governance around the world is in a constant state of flux.

The map below, developed by Polity, shows those countries that are most stable in terms of governance. The map indicates those countries that are most and least stable in 2011. Countries with high fragility scores are more susceptible to change, either peaceful change or revolutionary change, but change nonetheless.



Aspects of “fragility” include such elements as factionalism, important policy changes that affect broad segments of the population, autocratic “backsliding,” auto-coups and the collapse of the state government (state failure).

A quick review of the map indicates that world governance is in a constant state of evolution. The State Fragility Index ranges from > 0 ="Highly Stable" to 25="Extreme Fragility" measuring the country's Political, Economic, Social, and Security stability.

The Center for Systemic Peace and Center for Global Policy's fragility index points us toward a more stable world. Measuring each country's political, economic, social and security stability, this organization's fragility index (see map above) indicates that over 1/3 of all countries have serious to extreme fragility.

Fragility Score:
0-11 Little to Moderate Fragility
12-25 Serious to Extreme Fragility

In other words, approximately two-thirds of the world's population lives under stable or somewhat stable government structures based on the criteria employed by this respected think tank. The trends toward democratization and social and economic stability are increasing.



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