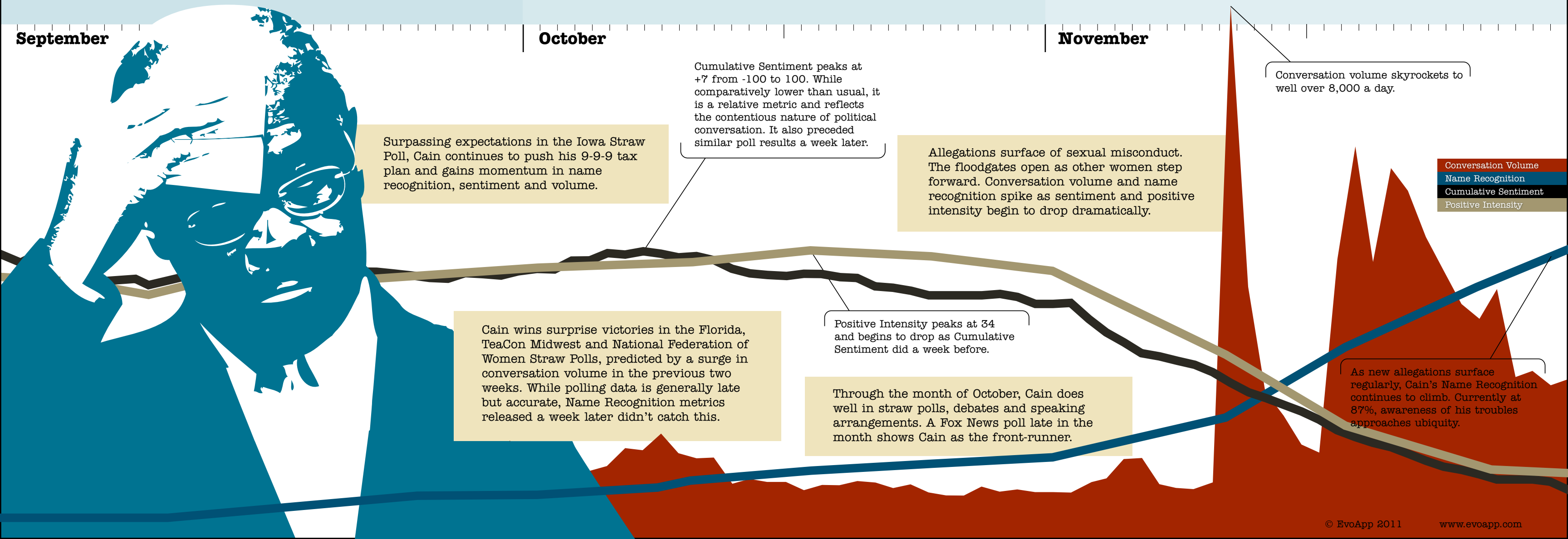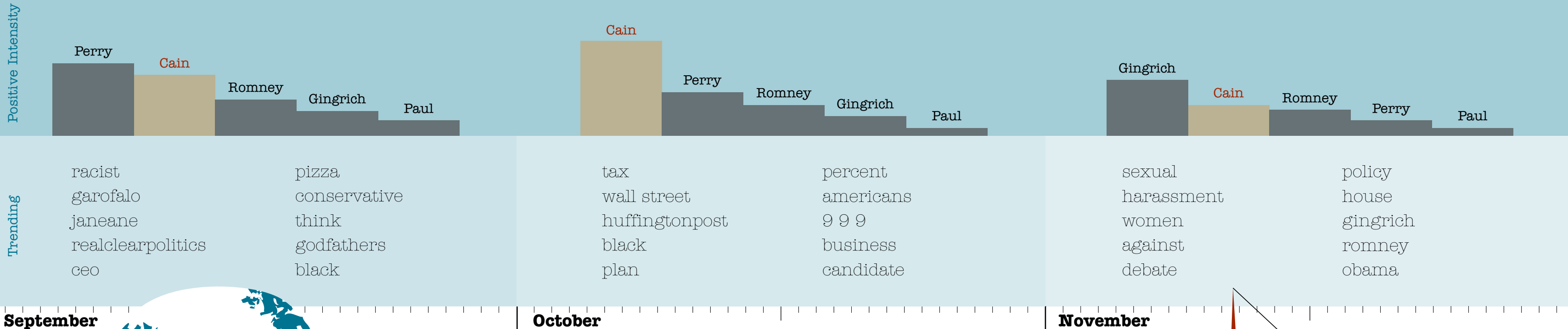# Razing Cain

How Herman Cain's Rise and Fall Correlates With Social Media

The old paradigm of waiting for poll results, focus groups and expensive reports is gone. The conversation now happens in real-time through social media, but the sources are as diverse and scattered as the opinions. EvoApp makes it easy to gather useful information by correlating disparate data sources to show the bigger picture. Here we have simply overlaid Gallup data against our search results for Herman Cain which reveals two correlated pairs of data sources:

Cumulative Sentiment	voapp	Running sentiment over time
Positive Intensity	GALLUP	Strongly Favorable minus Disfavorable

Conversation Volume	voapp	Total quantity of conversations
Name Recognition	GALLUP	Have you heard of Herman Cain?

Positive Intensity

Perry · Cain · Romney · Gingrich · Paul

Cain · Perry · Romney · Gingrich · Paul

Gingrich · Cain · Romney · Perry · Paul

Trending

racist	pizza	tax	percent	sexual	policy
garofalo	conservative	wall street	americans	harassment	house
janeane	think	huffingtonpost	9 9 9	women	gingrich
realclearpolitics	godfathers	black	business	against	romney
ceo	black	plan	candidate	debate	obama

September | **October** | **November**

Surpassing expectations in the Iowa Straw Poll, Cain continues to push his 9-9-9 tax plan and gains momentum in name recognition, sentiment and volume.

Cumulative Sentiment peaks at +7 from -100 to 100. While comparatively lower than usual, it is a relative metric and reflects the contentious nature of political conversation. It also preceded similar poll results a week later.

Conversation volume skyrockets to well over 8,000 a day.

Allegations surface of sexual misconduct. The floodgates open as other women step forward. Conversation volume and name recognition spike as sentiment and positive intensity begin to drop dramatically.

Cain wins surprise victories in the Florida, TeaCon Midwest and National Federation of Women Straw Polls, predicted by a surge in conversation volume in the previous two weeks. While polling data is generally late but accurate, Name Recognition metrics released a week later didn't catch this.

Positive Intensity peaks at 34 and begins to drop as Cumulative Sentiment did a week before.

Through the month of October, Cain does well in straw polls, debates and speaking arrangements. A Fox News poll late in the month shows Cain as the front-runner.

As new allegations surface regularly, Cain's Name Recognition continues to climb. Currently at 87%, awareness of his troubles approaches ubiquity.

| Conversation Volume |
| Name Recognition |
| Cumulative Sentiment |
| Positive Intensity |

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