

# **CAMPAIGNING ON TWITTER: THE EFFECT OF VERIFIED TWEETS ON 2015 MLB ALL-STAR GAME VOTING**

*Allison R. Levin, Independent Scholar, 8631 Old Bonhomme Rd, Unit 1E, St. Louis, MO 63132,  
[allison@socialnetworkadvisors.com](mailto:allison@socialnetworkadvisors.com)*

## **ABSTRACT**

In a project looking at the changing trends in major league baseball all-star game voting from 2004-2014, one of my most interesting was the impact Twitter played in influencing fan votes from 2012-2014. The results showed that Twitter requests for votes was statically significant at the 1% level in explaining the percentage change in votes received by players at each position. Further, in a 2013 project I demonstrated the existence of significant parasocial relationships between baseball fans and certain influential players on Twitter. For this project, I examined all tweets posted from verified team and player accounts on the 2015 all-star ballot in conjunction with the voting updates released by Major League Baseball. Quantitative analysis combined with textual and network analysis was used to understand how votes received by players were influenced by the tweets. Overall the project adds to our understanding of: (1) what factors lead to one tweet being retweeted over another, (2) what factors lead to fans developing parasocial relationships on Twitter, and (3) what factors lead to action being taken following a request on Twitter.