

## Politics



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### Context

COVID-19 has tested leadership around the world, and many have been found to be lacking in their response and politicians have widely demonstrated a failure to connect when the need was significant. This has been the case in both the UK and Japan where both government leaders have been under constant public scrutiny, for their perceived failures and insincere attitude. Japan's PM Suga resigned taking responsibility for his governments handling of the pandemic in the wake of the Olympics, and at the time of writing, the UK's PM is not listening for calls for his resignation from opposition and some colleagues, for flaunting his own COVID-19 laws.

In both countries concern for well-being and mental health has been increasingly voiced, but the response has varied due to other pressing challenges. In the UK the regional inequalities that gave rise to the geographic leveling-up policy has been diluted as Brexit

and the war in Ukraine have fueled inflation and a dramatic rise in the cost of living. Globally, the pandemic increased inequality and in Japan this manifest itself in terms of both economic and diversity factors, the latter representing a failure of the 2013 commitment to 'womenomics' as part of Japan's growth strategy.

### Politics

Politics in the UK is a timeless narrative and people remain engaged with a positive, and active, affect orientation. However, their emotional response (Figure 1) says it all now with hostility currently fueling hate and dislike. The key topics driving the engagement are Boris Johnson and Party, not the political party but the illegal Christmas party (during lockdown) for which he has become the first sitting Prime Minister to be fined for an illegal act. People, in the UK, believe in politics but not this form of politics practiced under the Johnson leadership.

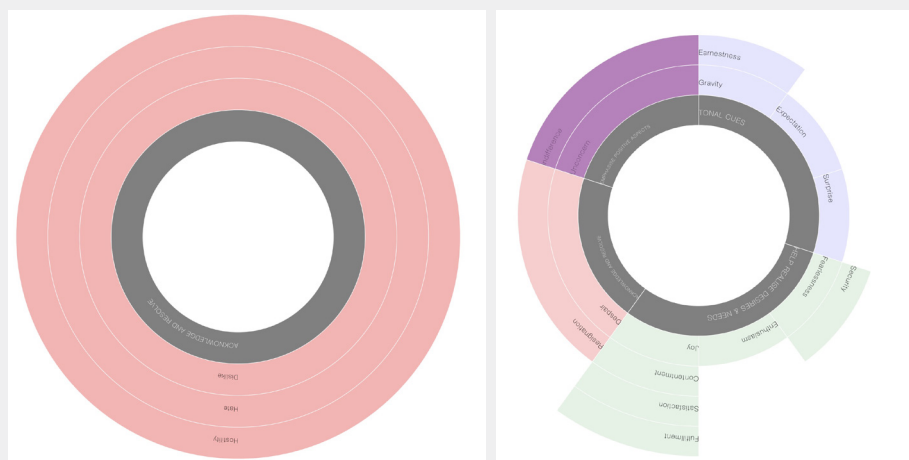


Figure 1: Emotional response of Politics in (a) UK and (b) Japan.

Title	Content Power	Title	Content Power
UK politics live: Boris Johnson unveils sanctions on five ...	30.0	Association of County-Level Prescriptions for Hydroxychloroquine and Ivermectin With County-Level Political Voting Patterns in the 2020 US Presidential Election   Complementary and Alternative Medicine   JAMA Internal Medicine	160.0
John Bercow defects to Labour with withering attack on Johnson   John Bercow	30.0	政治史 - Wikipedia	39.0
Putin's looming threat gives Johnson some breathing space   John Crace	21.0	本田圭佑が戦争回避願う「ウクライナが譲歩しないと戦争が起こると思う」情勢を憂慮 (デイリースポーツ) - Yahoo!ニュース	22.0
Politics, Policy, Political News- POLITICO	19.0	シリーズ累計50万部突破「NHK「100分de名著」ブックス」の最新刊。政治学者・中島岳志氏による解説が好評を博したNHKテキスト「100分de名著 オルテガ 大衆の反逆」が単行本化。   株式会社NHK出版のプレスリリース	15.0
Morning after: Boris Johnson recovers from Lebedev's exotic Italian party   Boris Johnson	18.0	ふくおか市民政治ネットワーク	10.0
Johnson tells ministers he wants to give his side of story over parties   Boris Johnson	15.0	学生団体ivote   若者の投票率向上を目指して「若者と政治のキョ ...	10.0
Brexit: Government to launch study on economic benefits of reintroducing imperial units	15.0	経済ニュース - Yahoo!ニュース	10.0
Politics - PBS NewsHour	10.0	東京大学法学部・大学院法学政治学研究科	10.0
BBC news: Half of Lords inquiry panel into future of licence fee declare interest in BBC   Politics   News	9.0	政治 - Wikipedia	9.0
Johnson accused of withholding key report on Russia from voters   Boris Johnson	9.0	政治 - BLOGOS	9.0

Figure 2: Powerful pieces of content driving Politics in (a) UK and (b) Japan.

Heightened inequality, increased cost of living and Ukraine compound the governments' standing (Figure 2).

In Japan, politics is transient partly reflective of its inherent lower relevance to people's lives, as reflected in voting participation, as well as the lack of new content in the narrative, with a focus on the impact of COVID-19 on house and elections. Prime Minister Kishida's poll numbers stay high. Ironically, it's because there's no-one else. Kishida is only the fourth PM to score these sort of numbers, and while there are some unique reasons why he's in this position a staggering 42percent of respondents said that they supported him because there was no-one else. That says much about the sorry state of LDP politics (and indeed the Opposition). Government by the grey majority and resignation of no change and general indifference.

### Implications

In difficult times, leaders come to the fore and take responsibility and, at the same time, others are found to be lacking

and do not deserve the privilege! At such times, the great leaders communicate more and communicate often. They recognize the need for openness and the imperative to offer guidance and clarity.

Measuring and interpreting social and linguistic signals by accessing openly available online content, as in this paper, is naturally more directly reflective of human behavior, than traditional qualitative or quantitative survey methodologies. Critically, they also provide a coherent diagnostic base to understand, exploit and change behaviour, which is at the heart of any politician's policy agenda. Our focus to measure long-term engagement for narratives is in keeping societal change but the ability to measure in real-time is especially potent during periods of volatility. 'Engaging with engagement' and being part of the on-going story, naturally helps drive efficiency and effectiveness of communications, as well as critically confirming credibility and relevance.