Bu proje Avrupa Birliği ve Türkiye Cumhuriyeti tarafından finanse edilmektedir

"European Union" Training Course
"Campaigning & Mobility" Training Course

Campaigning and
Online Campaigning

Giovanni Alteri
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Didim,

Campaigning and Online Campaigning

» *The essence of a campaign (political, awareness, social) is communicating.*

» *In all developed countries the main means of communication of political information is television.*

» *In recent years, however, there has been a decline in television and growing and growing importance of the Internet and social media as a source of news on campaigns. (eg. Primary elections Obama campaign)*

Campaigning and Online Campaigning

» *The trend is particularly strong among young people.*

» *Furthermore, younger looking online news on campaigns cite a wider variety of sources.*

» *However, the main sources of political news on the Internet still are the websites of traditional media.*

Online Campaigning

» ***Online Campaigning*** *needs to adapt to the new language and format of digital media.*

» *In particular it is worth mentioning the <u>importance of the video</u>, which because of their ability to viral spread on networks like Youtube or Facebook have the potential to influence political and social campaigns, helping to shape the public image and thus the identity of the candidate or campaign.*

Online Campaigning

» *It is the <u>interaction between the mainstream media and the Internet</u> what characterizes the media policy in the digital age.*

» *The media are still the primary vehicles of the images, but <u>the impact of the message depends on the multiplication of points of access to the news.</u>*

Online Awareness Campaign

» *The **aim** is to raise the level of attention on a <u>specific topic</u> and on a <u>concrete goal</u>;*

» *Even if it is a large and complex topic you should try to <u>narrow the field and going into detail, focusing on individual topics</u> ;*

» *You need to have <u>very clear</u> your <u>target</u>, your <u>budget</u> (money and people), and you need to define a <u>timesheet.</u>*

Online Campaign

Can you tell some examples of internet based political and awareness campaign in Turkey?

Which of theese campaign, according to you, are the ones that work better, and why?

Do you think online campaign in Turkey work better for a specific group of people? (Young, students, women, ethnic groups). And, if yes, why?

Yes we Can! –
The Obama Campaign for the presidential primary election 2008

- *The Obama campaign for the presidential primary elections of 2008 is maybe the first political campaign in which the use of Internet had a central role.*

- *But it was not only the Internet, but also additional factors in the design of Obama's campaign.*

Internet Usage

- *A first reason the Internet played such a role, was Internet usage, that has hugely increased compared to the previous elections four years before: 46% of adults used Internet or cellular phones to get political information, and, indeed, there also were more Democrat voters using the Internet than Republican voters.*

- *A huge discovery was that 58% of youngsters used the Internet for political mobilization, while only 20% of people over 65 did: the Internet help mobilize young voters, which normally have a lower voting ration than elder people.*

The Obama Campaign
Fundraising and web interaction

- *The campaign was centralized in MyBarackObama.com plus a myriad of sympathising websites.*

- *But <u>fundraising</u> was centralized: any event, any action, led towards raising funds that inevitably led towards the Internet and the central website*

- *On average, Obama got US$250 per donor, 62% of which were through the Internet.*

- *But, besides money, a huge database was created with people contacting Obama. Profiles were created and, thus, <u>mobilization could be made almost on a personal basis.</u>*

The Obama Campaign
Fundraising and web interaction

- *The convergence of very important people around Obama's campaign made it possible to bring it to a higher level.*

- *Experts from the Web world and, specifically, the Social Networking Sites (SNS) world, helped to design a campaign perfectly fitted for a Web 2.0 environment, being the flagship the "Yes We Can" viral video.*

- *The posts on social network also were really different from the ones of the others candidates (90% of the Obama posts in his Facebook Fan Page were direct questions, and this is the best way to make people interact).*

The Obama Campaign
Fundraising and web interaction

- *Indeed, <u>web campaigning was also used in offline campaigning</u>: the level of detail in the supporters' profile allowed to identify who was supporting Obama in the territory, who should be addressed to, who was willing to vote, to engage…*

- *<u>This self-organization meant that the message was delivered not by the "candidate" or the "apparatus" but by "normal" people</u>, by neighbours, that explained why were they voting Obama, on a personal basis.*

Mobilization

- *Despite the fact that "most" people is connected to the Internet, it is also true that <u>intensive Internet users (read online, interact online, are heavy SNSs users, etc.) are below 40. This meant mobilizing the youngsters.</u>*

- *Indeed, <u>Obama used the campaign</u> not only for campaigning, but <u>to send out a social message.</u> And this was a major difference in relationship with Hillary Clinton.*

- *Obama <u>addressed people that were outside the political system</u>, or disenfranchised from the whole system.*

Organizing strategy

- *Triggering the social movement, socializing the campaign, bringing it to the grassroots level was crucial. The values of campaigning were transformed*

- *Barack Obama entered political mobilization when joining in churches in Chicago that worked mobilizing communities. And Obama organized the primary election campaign this way too.*

- *He applied those techniques to mobilize voters... and increase the voting rate.*

The platform is the message

- *Obama himself was a message. If Hillary Clinton decided that "she was a woman". In Obama, he was the message and words mattered. And words were "hope" and "change". Not gender, not race.*

- *"Hope" became a framework, a framework within another framework characterized by crisis or war. And in this framework, he would bring "change".*

The platform is the message

- *Obama mastered communication. A first pint was to dismantle the attacks on his person.*

- *But most attacks, Obama fought them by being himself. And he also responded by bringing the level of debate to higher grounds, to more "philosophical" levels, avoiding personal reasons or personal confrontation.*

The platform is the message

- *To understand the success of the Obama campaign we have to think about the concept of <u>ambivalence, on how people innovate without being trapped in their approaches</u>:*

  "I want to change the world, but I don't know how I'm going to do it, but I will try, and I will experiment".

- *And, in this sense, Obama is ambivalent. <u>Why is it so important to be ambivalent</u>? Because goals are clear, but they leave enough blank spaces that citizens, experts, politicians, can fill in and participate.*

- *The means are collectively constructed… but led by the leader. People are engaged, people are involved through constant interactivity to go through constraints*

Discussion

- *So what do you think about?*
- *In which situation is better to be ambivalent?*
- *In which campaign is better to be focused and on a <u>specific topic</u> and on a <u>concrete goal</u>;*
- *Can depend from the dimension of the campaign?*
- *Can depend from the issue? (Political or awareness campaign)*

A case study of the the potential of the media of mass self communication– 11M in Madrid

» *In many countries activist used a mobile phone or other electonic device to multiplay the impact of social protest , but perhaps the most emblematic case is that one happened in Madrid (Spain) after the called 11M.*

» *The day 11 of March at the train station of Atocha (Madrid) 2 bombs exploded in a terroristic attack. There were 191 people dead and 2057 injured.*

» *The prime minister Jose Maria Aznar (PP) called by phone the editors of major newspaper 4 hours after the attack speaking of ETA (Euskadi Ta Askatasuna - Basque Country and Freedom) asd responsible of the attack.*

11M in Madrid

» *El Pais (left wing newspaper) put it on the front page and headlined "ETA massacre in Madrid"*

» *After few hours some news from international media started indicating Al Quaeda as author of the attack*

» *But the prime the interior ministry was still pointing ETA as author of the attack for all the day 12, speacking at the television.*

» *Between the evening of the day 12 and the morning of 13 started coming more and more news from foreign media and independent media that confirmed the foreignness of ETA.*

11M in Madrid

» *The first to understand that the government was lying and that the responsibility of the attack was Al Qaeda and not ETA were the young people and those more knowledgeable, able to find news on the net and able to read them on foreign media.*

» *But the day 13 was the reflexion day before elections and it was prohibited any political communication.*

» *Everything started with an SMS, a text message urging people to demonstrate in silence beneath the headquarters of the Popular Party in Madrid.*

» *That day there were + 30% o0f text message and + 40% of internet access services.*

11M in Madrid

» *After a few hours hundreds of people were demonstrating in calle Genova under the seat of the PP, accusing Aznar of lying to the people for political reasons.*

» *Everything started with an SMS, a text message urging people to demonstrate in silence beneath the headquarters of the Popular Party in Madrid.*

» *Finally at 20:20 on Saturday 13, 12 hours before the vote, Aznar goes on television screen to say that the police arrested the Al Qaeda terrorist s.*

» *As a result of lie detection, on election day the PSE takes 42.6% and the PP only 37.6%, while all the polls up to 2 days before indicated the PP as sure winner*