

Power to the people?

Social media and political power

Matti Nelimarkka

Mikä oli sosiaalisen median merkitys va

Ehdokkaat kokevat kampanjoinnin sosiaalisessa mediassa pakkona

Sosiaalisen median käyttö tyypistyy monesti vain kampanjan esittelyyn.

Esimerkiksi Facebookissa ehdok
Tutkimusten mukaan ehdokkaa
pakollinen osa kampanjastrateg

Sosiaalinen media valjastet vaalityöhön

Puolueet aikovat satsata sosiaaliseen mediaan ensi kevään edusk
Sosiaalisella medially pyritään tavoittelemaan esimerkiksi nuoria.
vaalipiirissä molemmat hallituksen pääpuolueet kokoomus ja kesk
lisäystä eduskuntapaikkoihin.

Equalization

Normalization

Eruption

Equalization

Normalization

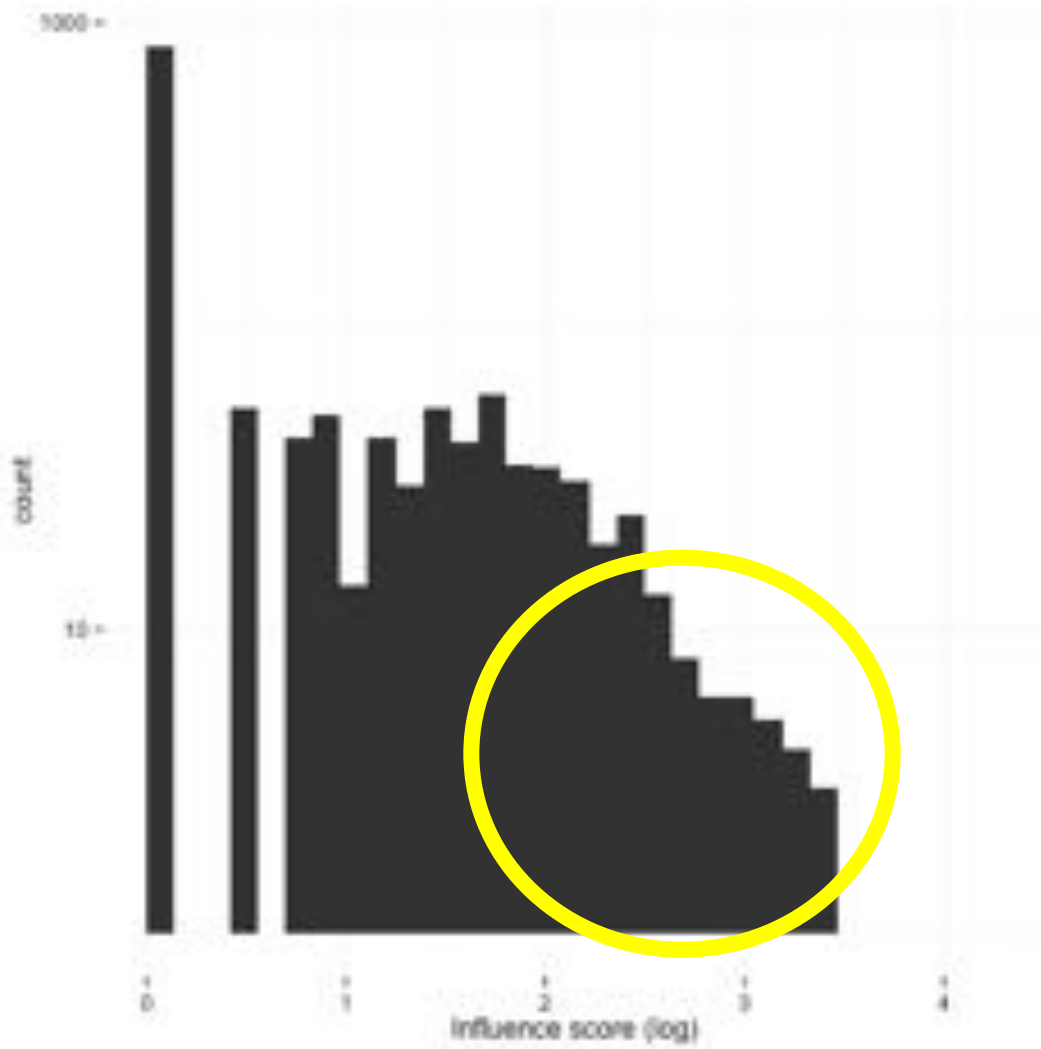
Eruption

Finnish elections Spring 2015

Candidates' influence to traditional media

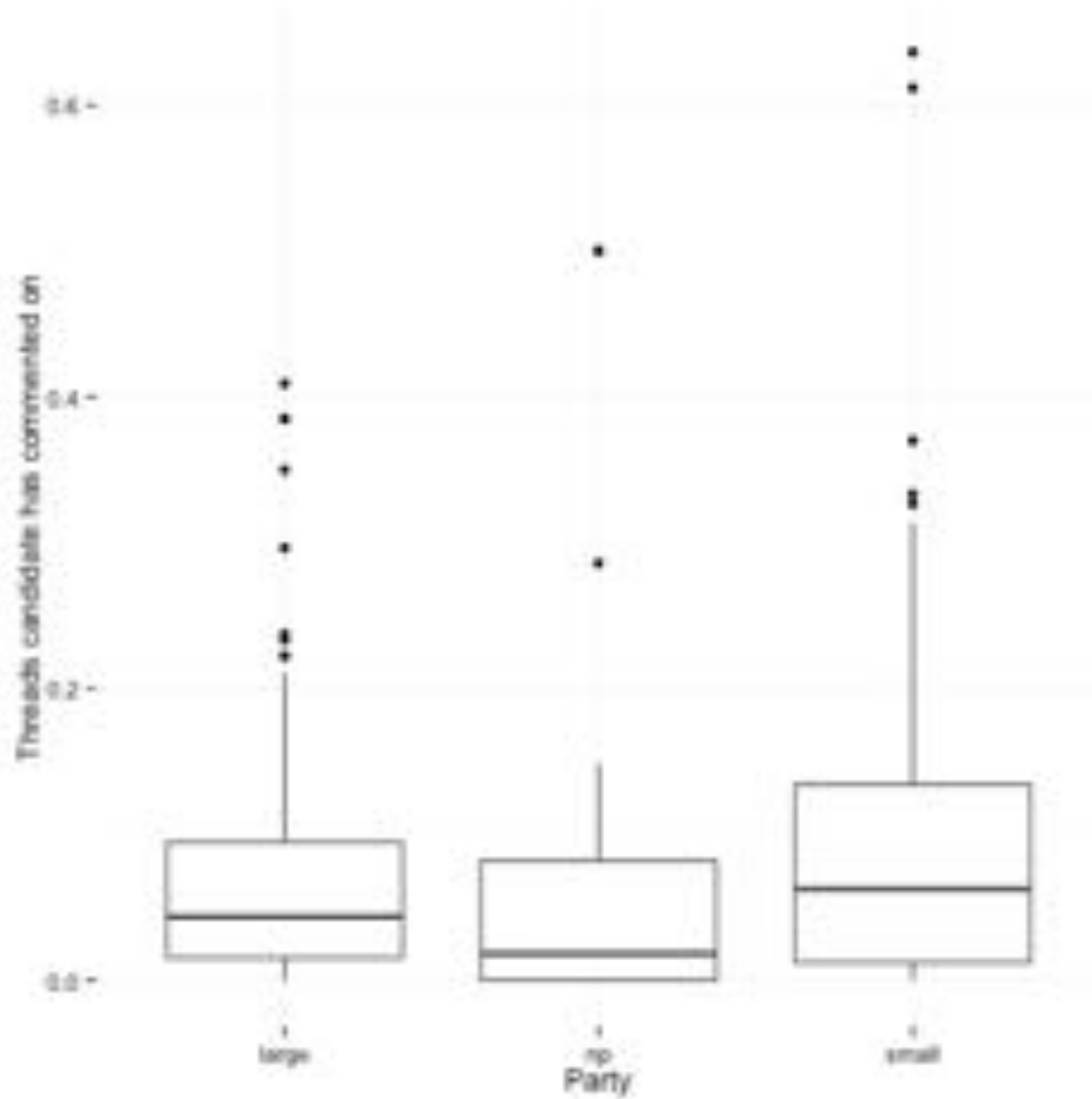
Types and forms of interaction

Forms of campaigning



	β	SE	Stand. β	t	p
(Intercept)	-1.0401	0.1278		-8.14	< 0.0001
Male	0.1196	0.0436	0.0569	2.74	0.0061
Age	-0.0018	0.0019	-0.0140	-0.93	0.3526
Social media activity	0.9052	0.0398	0.5206	22.73	< 0.0001
Adjusted R ²	0.3098				
Party is in parliament	0.0395	0.0712	0.0200	0.55	0.5794
Party is in cabinet	-0.0976	0.0453	-0.0468	-2.16	0.0312
Adjusted R ²	0.3111				
Model F-test	0.11642				
Member of parliament	0.1816	0.0764	0.0485	2.38	0.0175
Adjusted R ²	0.3137				
Model F-test	0.01755				

Table 4: Candidates' influence to news media



RQ2: Candidate interaction

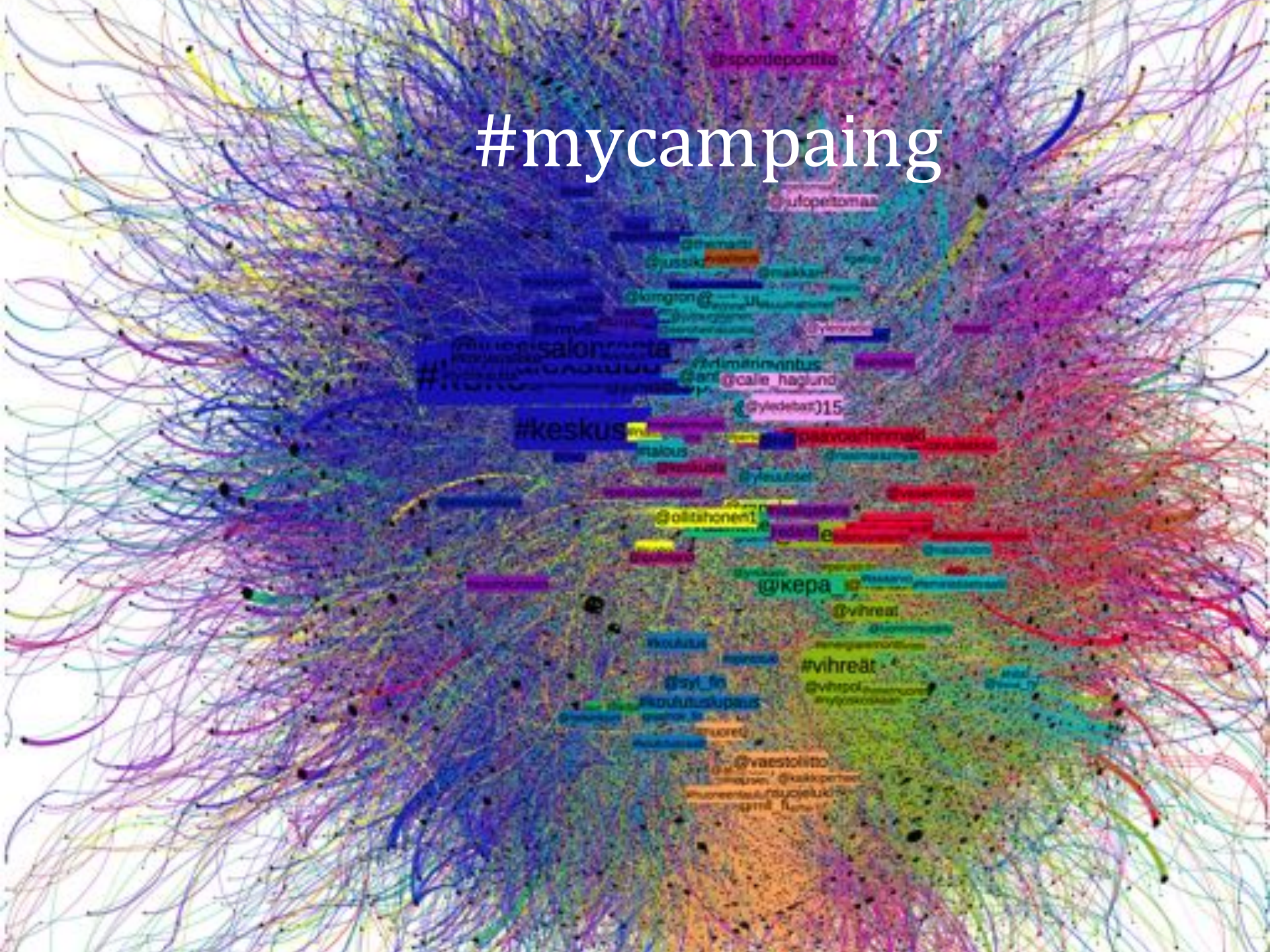
Engaging other candidates from other parties with harsh conversation.

The world's highest tax rate is not an competitive advantage. To which country are you referring here @Calle_Haglund? I would rather concentrate on questions considering Finland (tweet from the chairman of the Left Alliance, April 7th 2015)

@paavoarhinmaki By saying this I am trying to tell where Finland would end up to if for example the Left Alliance got to realize their election promises (tweet from the chairman of the Swedish People's Party, April 7th 2015)

Comments made to other party candidates' pages are more negative in tone ($p \approx 0.002$)

#mycampaing



Back to smart cities...



Status updates

Comments

Likes

Shares

Friendships

Followership

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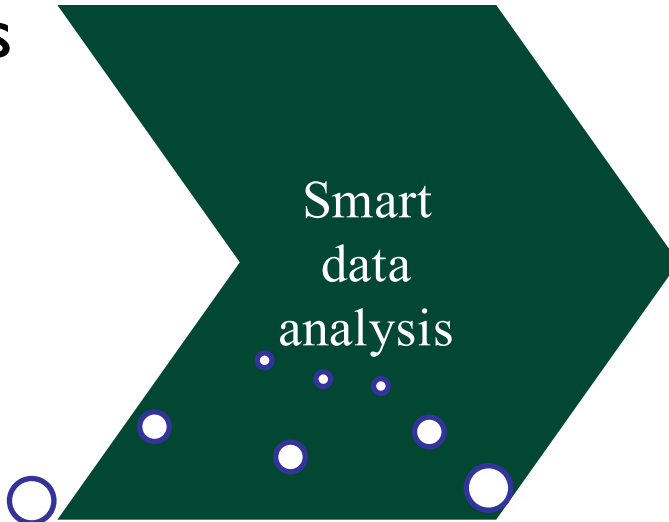


Societal (?)
relevant (??)
information (???)

Back to smart cities...



Status updates
Comments
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Societal (?)
relevant (??)
information (???)

Topic models

Sentiment analysis

Trace and behavioral data

Beyond social media

Le Dantec, Christopher A., Mariam Asad, Aditi Misra, and Kari E Watkins. 2015. “Planning with Crowdsourced Data.” In *Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work & Social Computing - CSCW '15*, 1717-1727.

Prpi, John, Araz Taeihagh, and James Melton. 2015. “The Fundamentals of Policy Crowdsourcing.” *Policy & Internet* (in press)





Data enhanced politics