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From hybrid media system to hybrid-media politicians: Danish politicians and their cross-media presence in the 2015 national election campaign

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ABSTRACT

 Vælg sprog ▾
Translator disclaimer

An increasingly complex hybrid system of social and traditional news media surrounds Nordic election campaigns as politically experienced incumbents favor traditional news media and younger, lesser known candidates' social media. Despite little evidence for hybrid-media politicians, politicians' media use is changing rapidly; 15%-16% of Danish candidates used Twitter in 2011 but 68% in 2015. In this large-sample content analysis, party leaders have high traditional news media and low Twitter presence, and younger candidates vice versa, but some politicians have high presence in both. Hybrid-media politicians are younger than the average Danish Parliament member, represent various parties, and likely come from the greater Copenhagen area.

KEYWORDS: Campaigning, content analysis, Denmark, hybrid-media system, national elections, politicians, Twitter

Recent studies of (Twitter and) campaigning

- Jungherr (2016) reviewed 127 studies on Twitter and campaigning
 - Twitter-users are not representative but an **elite of politicians, journalists and politically interested**
 - There are no clear effects of Twitter and electoral success
 - **Twitter should not be the sole focus** when examining cyber campaigning, but other social media, blogs and/or traditional media should be taken into account
1. In the Nordic countries Twitter is utilized by the young and lesser known politicians
(Strandberg, 2009; Enli & Skogerbø, 2013; Skovsgaard & Van Dalen, 2013)
 2. Well-known politicians have easy and generous access to the traditional news media outlets
(Skovsgaard & Van Dalen, 2013; Blach-Ørsten, 2014)

Research questions

RQ1:

- On which platforms (legacy news media or Twitter) are well-known politicians and lesser-known politicians most active in the 2015 election campaign?
 - *Hypothesis: Well known politicians will have generous access to legacy media, where lesser known will try to utilize social media to gain attention.*

RQ2:

- What is the relationship between the candidates' communications activities and the election results?
 - *Hypothesis: The well known candidates will place high in the legacy quotes and become elected. The lesser known will place high in the social media but not elected.*

Sample

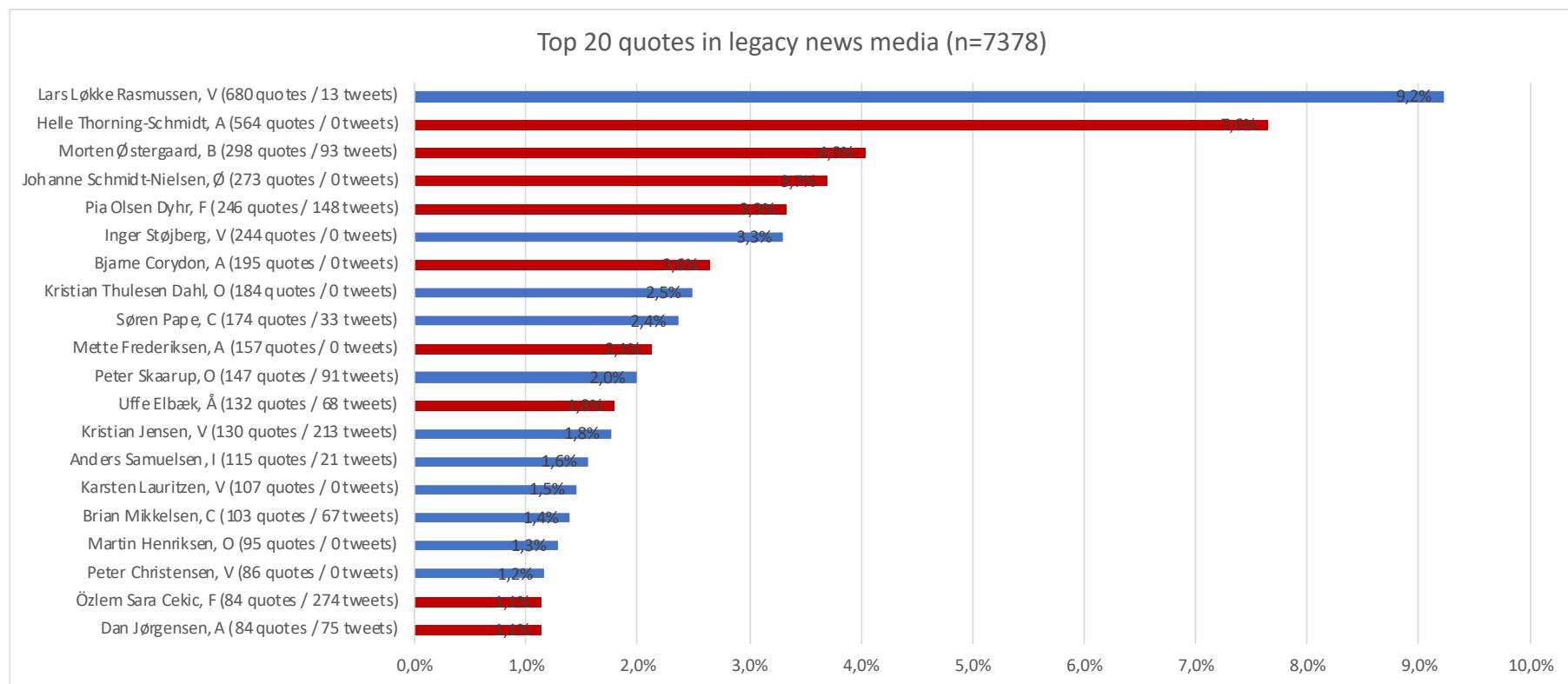
- Data sources
 - Content analysis of + 9000 news items from **leading legacy media, broadcast and radio**
 - 272.000 tweets from **dominant hashtags** on election
 - #dkpol, #fv15, #fv2015, #ft2015, #drdinstemme etc.
 - Pre-election lists for name, party, age, gender* etc.
 - * gender custom coding in Excel with official gender name lists from Denmark
 - External list of Twitter accounts
 - Election-lists with result
- Software:
 - Twapperkeeper (Now TCAT)
 - Custom SQL-work in database
 - Excel for gender
 - Google sheets for visualization of bubble-chart
- Period: May 27 (announcement) until June 18 (election day) 2015

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	SUM	X	✓	fx	=IF(ISNUMBER(MATCH(B2;REF-Navne!C;0));"Unisex";IF(ISNUMBER(MATCH(B2;REF-Navne!B:B;0));"K";IF(ISNUMBER(MATCH(B2;REF-Navne!A:A;0));"M";"Unclear"))))									
1	Citater - Person	Formavn	Gender											
2	Henrik Sass Larsen	Henrik	[A:0];"M";"Unclear")))		M	826	59,51%							

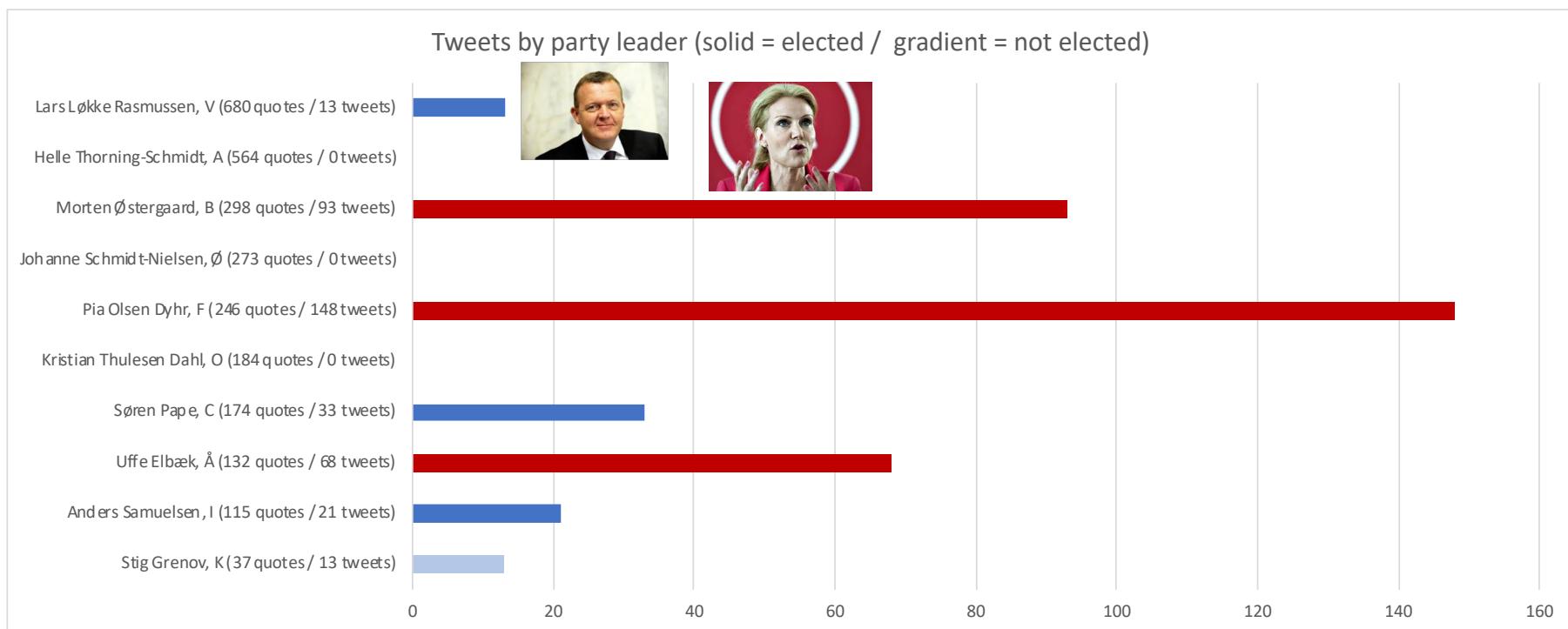
»Presidentialization« of the election

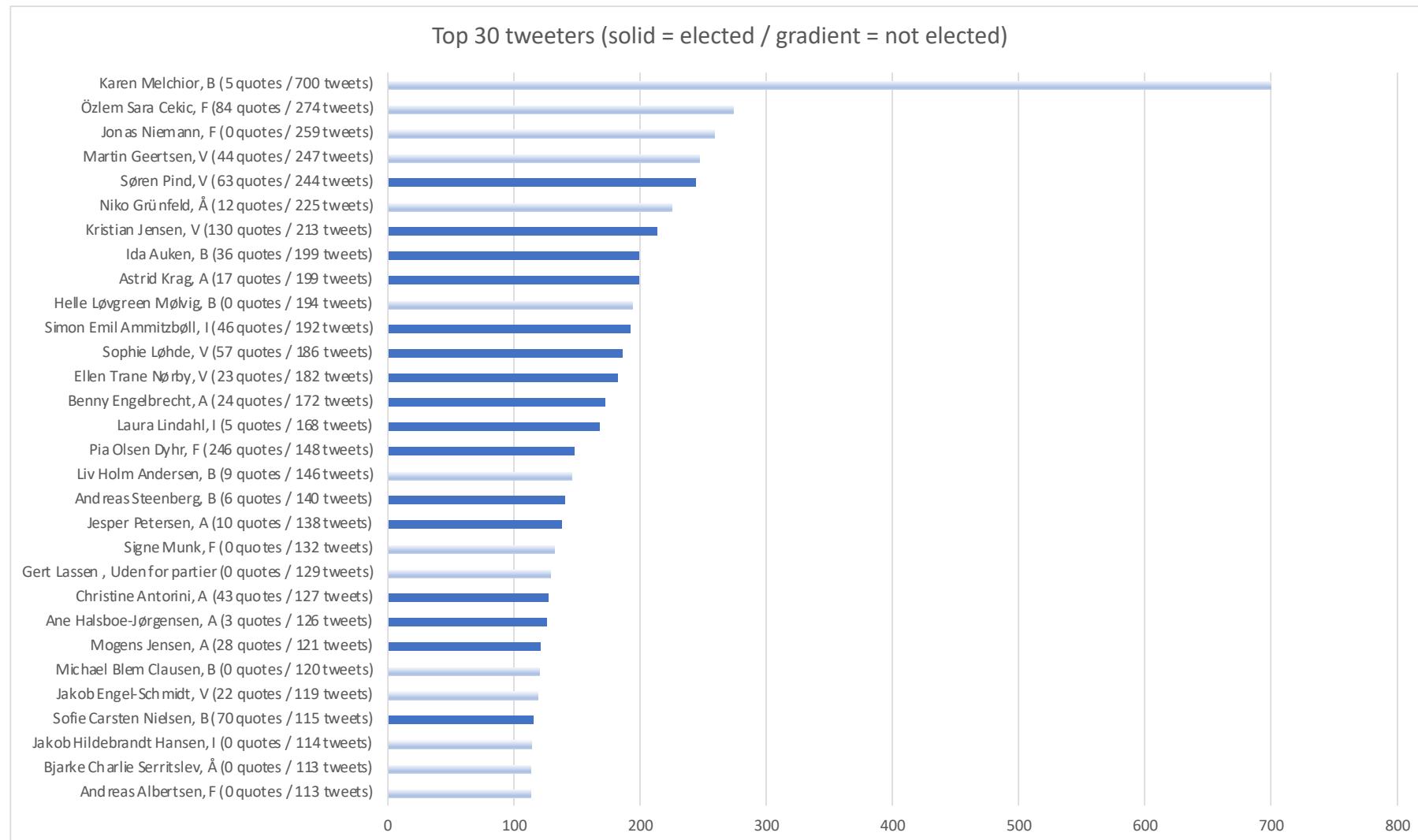


Results: Quotes in legacy media

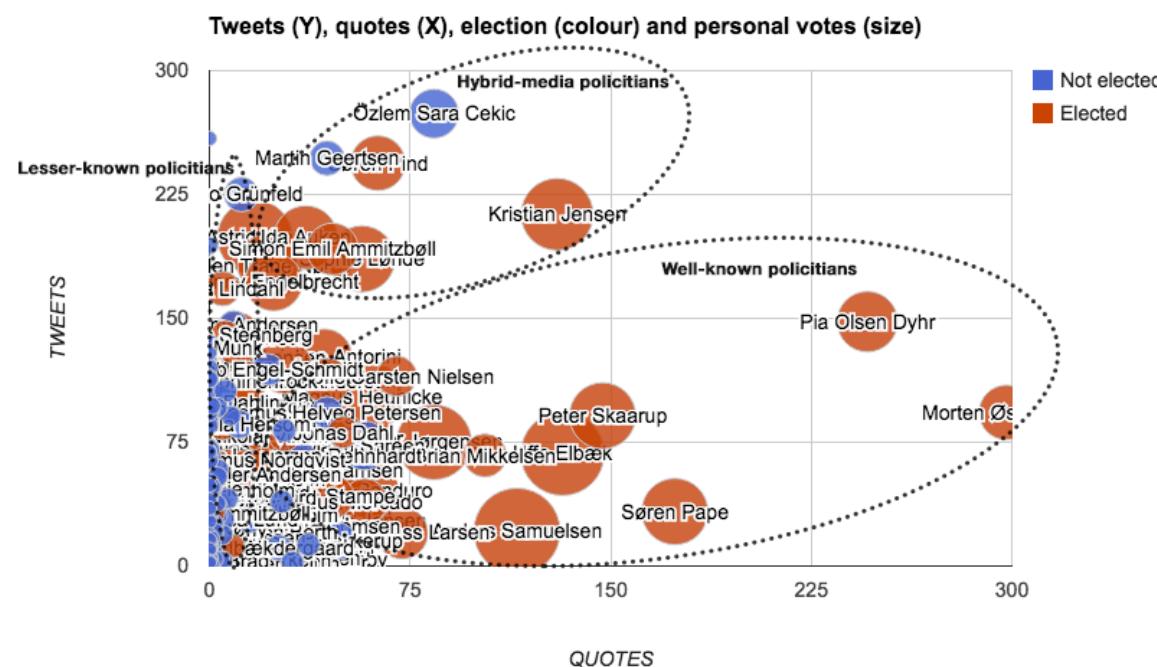


Results: Party leaders on Twitter





Results and conclusions



- **Well known** politicians are elected and present in legacy media
- **Lesser known** politicians try to use Twitter. Most are not elected
- **Hybrid media** politicians use both with success
 - They are younger than the average MP
 - They come from various parties
 - They are from the greater copenhagen area

Mads Kæmsgaard Eberholst

Den transnationale offentlighed i Øresundsregionen

#Øresund og #greatercph på Twitter

Norden er ikke blot et geografisk område. Det er også en række lande, der har grænser gennem mod hverandre, og der er én ting vi ved omkring disse regioner, så er det at journalistikken bestemt ikke flyder frit over grænsen. Nærmere gælder det modsatte som oftest. Men sagen kunne tænkes at være en anden, hvis man ser på det sociale medie Twitter, hvor både politikere og journalister er at finde i store tal. Dette studie undersøger Øresundsregionen på Twitter, og giver et bud på, hvilken horisontal europeisering, der foregår i en digital ad hoc offentlighed her.

Der mangler ikke studier af Twitter og politik i almindelighed. Et af de nyeste litteraturstudier¹ viser blandt andet, at Twitter-brugere ikke er representative men nærmere en elite bestående af politikere, journalister og politisk interesserede. Studiet finder også, at der er en overvegt af Twitter-studier fra USA og Storbritannien samt at det kun eksisterer få studier af Twitter i de nordiske lande. Blandt de skandinaviske politikere er Twitter mindre populært blandt danske politikere end deres svenske og norske kolleger. Danmark er det land, hvor Twitter bruges mindst af politikerne².

Den digitale offentlighed

I takt med udbreelsen af sociale netværksmedier som Facebook og Twitter, har forskere påpeget, at netop denne type medier kunne være med til at sikre et mere inkluderende de-

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NORDICOM
Nordiskt Informationscenter för Medie- och Kommunikationsforskning

GÖTEBORGS UNIVERSITET

Nordiska ministerrådet

AKTUELLT PUBLIKATIONER STATISTIK OCH FAKTA OM MEDIEFORSKNING UNGA OCH MEDIER OM NORDICOM SÖK

NORDICOM

INFORMATION

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Nordicom-Information är en nordisk tidskrift vars syfte är att skapa en mötesplats för forskningen, politiken samt medie- och kommunikationsbranschen. Tidskriften ges ut två gånger per år, i maj och december, både tryckt och i onlineversion, på svenska, norska, danska eller engelska.

Innehållet av varje nummer är tematiskt, och beroende på aktuellt tema är ambitionen att få en blandning av deltagande skribenter från de olika nordiska länderna. Artiklarna skrivs på uppdrag, av olika slags experter inom det valda temaområdet.

NORDICOM INFORMATION

ÖPPENHET I MEDIER OCH KOMMUNIKATION

Senaste numret Kommande nummer Alla nummer Prenumerera/abonner



Europe of regions

- Many ways to count regions
- Prioritized by EU: Interreg
- Transnational labour and mobility
- Research: Transnational news is limited
 - What about Twitter?

RQ1:

What type of Europeanization exists on Twitter
in the Øresund region?

RQ2:

Who are the main actors?

RQ3:

What topics are present?

Methodology

- 17 month harvest of hashtags pertaining to region (2017/2018)
 - 41.740 tweets / 20.157 users
 - Search words: “øresund, lund, malmø, øresundsbron, øresundsbroen, #greatercopenhagen, greater Copenhagen, #øresundsregionen, #øresundsregionen, #greatercpn”
 - No language og geo-distinction
- Software:
 - Harvest: Twapperkeeper (Now TCAT)
 - Custom SQL work
 - Custom coding in PHP: Hashtag extraction
 - Coding of user-roles: ImportXML in Google Sheets
 - Semantic analysis: Wordij
 - Visualization: Gephi

```
01 #TAKE A FILE AND EXTRACT HASHTAGS FROM IT PUBLIC VERSION
02 #FILE FORMAT MUST BE UTF-8
03 name = input("Enter filename - default is txtfile.txt: ")
04 if len(name) < 1 : name = "txtfile.txt"
05 handle = open(name)
06 tags = dict()
07 lst = list()
08
09 for line in handle:
10     hline = line.split()
11     for word in hline:
12         #set exceptions for END of word to filter out special cases
13         #if word.startswith('#') and word.endswith(',') or word.endswith('.')
14         if word.startswith('#') and word.lower()[-1] == ',' or word.lower()[-1] == '.':
15             tags[word[:-1].lower()] = tags.get(word[:-1].lower(), 0) + 1
16             continue
17         #set loop to catch rest of words
18         if word.startswith('#'):
19             tags[word.lower()] = tags.get(word.lower(), 0) + 1
20             continue
21     for k,v in tags.items():
22         tags_order = (v,k)
23         lst.append(tags_order)
24
25 lst = sorted(lst, reverse=True)[:34]
26 print('Hashtags and count of in this file: ', '\n')
27 for v,k in lst:
28     print(k , v, '')
```

Findings: User roles

User role	Tweets		Users	
Others	1420	8%	149	14%
Citizens	Usually: 2441	14%	216	20%
Corporate	3621	15%	145	13%
Scientists	192	1%	13	1%
NGO's	524	3%	46	4%
Cultural	692	4%	57	5%
Media	Here: 2114	12%	91	8%
NA (Profile deleted in period)	2011	11%	176	16%
Public offices	2744	15%	88	8%
Politicians	1148	6%	44	4%
Twitter bots and -services	1891	11%	57	5%
Total	17798	100%	1082	100%

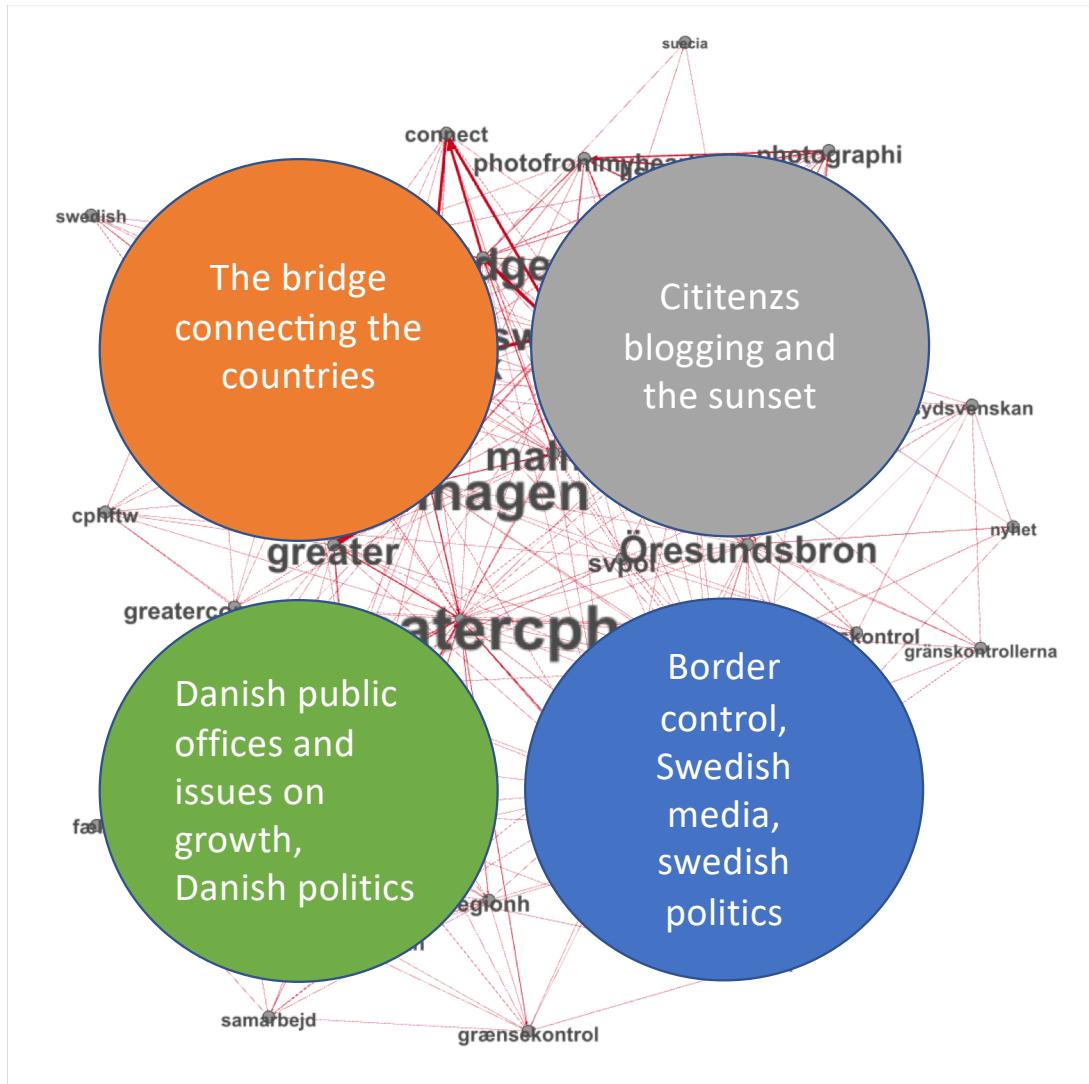
An elitist political public sphere

(Jungherr 2016)

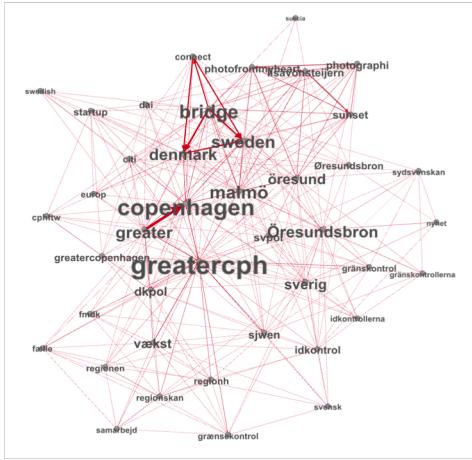
A corporate bureaucratic public sphere

Findings: Words and hashtags

Word	Count	Hashtag	Count
• <i>Connect</i> : The bureaucratic aim	1.165	#nyheter	140
• <i>Sunset</i> and <i>Photofrommyheart</i> : Many pictures of the bridge with many international RT	1.050	#photography	130
• <i>Photofrommyheart</i>	975	#fmdk	110
• <i>Growth</i> : The corporate dream	642	#copenhagen	102
• <i>Idkontrollerna</i>	604	#photofrommyheart	97
• <i>Border control</i> and <i>Passport control</i> : Important issue with national interest	485	#malmö	90
• <i>Startup</i> , however, there is almost no national political hashtags (eg. #dkpol and #svpol).	404	#seel	74
• <i>Ansvar</i>	224	#sweden	71
• Interest for Copenhagen higher than Malmö	223	#fasthh	47
Asyltrycket	206	#dkpol	40



Conclusions



- A region that speaks of it self and with itself
- Stronger Danish attention
- A bureaucratic public sphere
- Few politicians, many civil servants, active citizens
- Limited connection between issues and actors
- Weak horizontal Europeanization