

How to get citizens 'involved' in campaigns

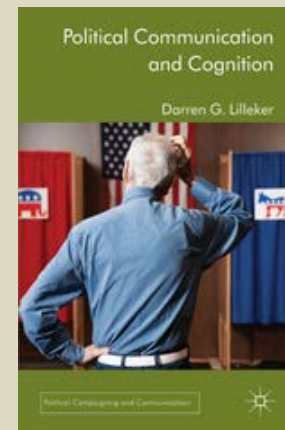
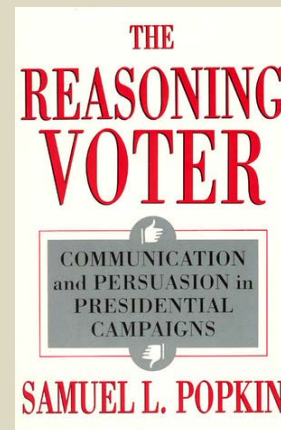


Centre for
Politics &
Media
Research

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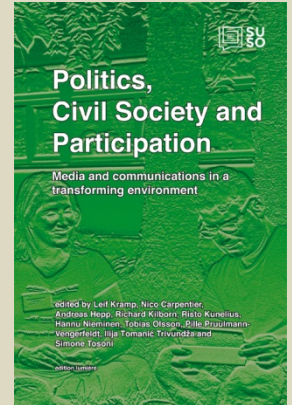
The cognitive miser

- Busy lives lead many to seek simple answers to complex questions
- Decision making based on habit or simple cues
- Constant, but partial, attention is paid to current affairs



A global context

- Hypermedia communication environment
- Complex, contrasting and sometimes fake information circulates
- The more connected, the greater the level of access to information
- People tend to form communities of the like-minded
- Communities act as filter bubbles



The expressive society

- Thinking may not be profound, but discussion is rife
 - 510 comments, 293,000 statuses and 136,000 photos are posted every 60 seconds to Facebook alone
 - Expressions are about things ‘we’ really like, or things ‘we’ really hate
 - Expressions driven by a desire to get rewards from ‘your’ network

Online expression has offline impact

- Labour did not win! But
 - A weak opposition campaign, inactive online
- VERSUS
- A strong online campaign + expressive support

Party	Followership	Engaged users (%)	Interactivity Index
Conservatives	633,477	34.23%	6,239,432
Green Party	305,577	47.32%	1,405,806
Labour	989,752	44.59%	15,875,607
Liberal Democrats	185,914	24.01%	839,772
Plaid Cymru	29,249	20.09%	110,462
Scottish Nationalists	287,883	19.14%	1,209,605
UKIP	596,471	6.56%	599,567

Table 1: Follower numbers and engagement on Facebook per party

**What do you want
to get out of this
session?**

The formula for success

- Multiple advocates
 - Individuals, online media, bloggers/vloggers, etc.
- Diverse support base
 - Willing to be advocates
 - Liking, sharing and promoting
- Accidental exposure occurring for communication that has the potential to go viral

Barriers

- Dull communication
- A narrow group of supporters
- Engagement is seen as 'niche'
- Social media platform processes

Social media algorithms

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * I \times P \times C \times T \times R$$

Interest Post Creator Type Recency

Interest

Interest of the user
in the creator

Post

This post's
performance
amongst
other users

Creator

Performance of past
posts by the content
creator amongst
other users

Type

Type of post
(status, photo,
link) user prefers

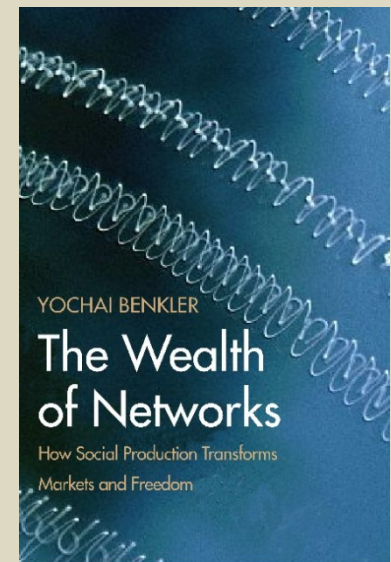
Recency

How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

Joining the bubble

- Filter bubbles consist of influencers and passive actors (1/9/90 rule)
- The 10% are trusted sources of information
- They tend to be
 - More engaged
 - Followers of news/info sites
 - E-Expressives
 - Debaters



**Where do you find
your 10%ers?**

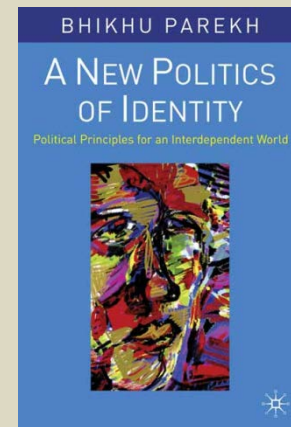
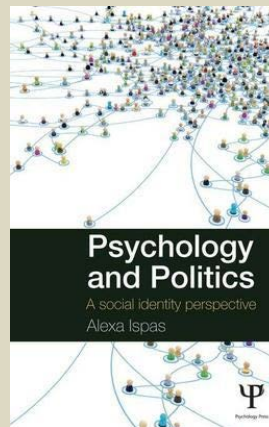
What goes viral

- A picture or video is 211% more likely to be engaged with than plain text
- Humour is 168% more likely to be engaged with
- Co-created 'memes' gain traction
 - May's chips got 12 variants, 2.68 million shares
- Virality captures 'the mood'



Why do people aid virality?

- To gain rewards from their networks
- Because they care a lot
- To gain influence in their networks
- To aid them manage their identities



**Is there a potential
for 'you' to go viral?**

Building a community

- You need a hub
 - FB, Twitter, Instagram but a presence everywhere
- You need to reach out to the interested
 - These are the 10%
- You need them to advertise your ‘hub’
 - Through sharing and liking
- You need to amass a community who give you permission to contact them

Cutting through the clutter



**What can you do to
cut through the
clutter online?**

Creating and Mobilising the Community



Activists Empowered through connectedness. Shared desire for realisable outcomes

Evangelists are part of organisation and spread the word following simple, tailored requests.

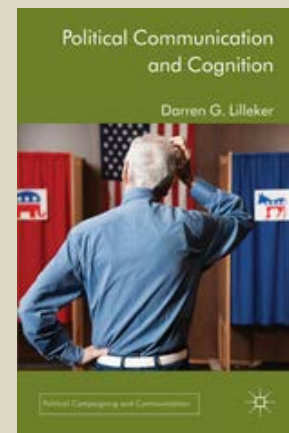
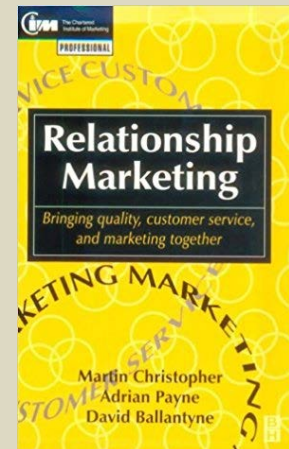
Community Members seek to be part of organisation and are co-creators.

Passive Supporter Welcome interactivity, monitor various platforms.

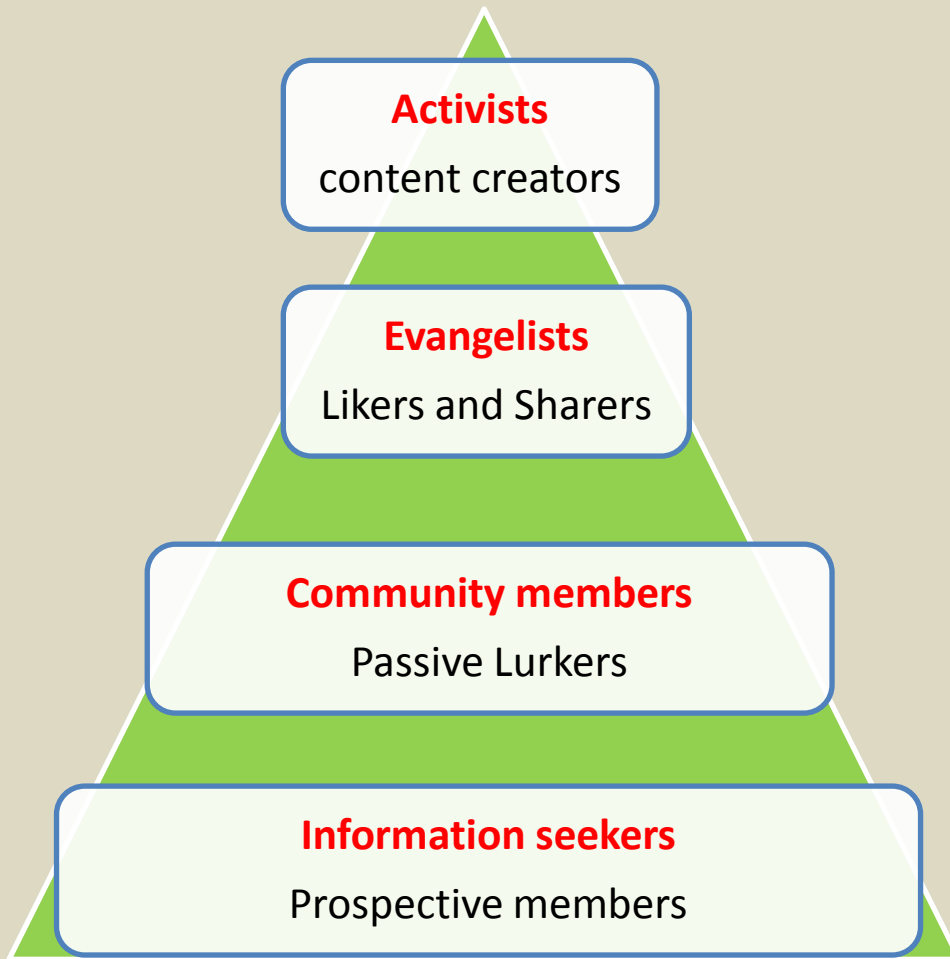
Information Seekers Attracted by engaging and appealing broad messages and interactive opportunities.

Prospect Targeted through Activists and Active Advocates. Personal appeals using broad messages. Market-oriented brand identity

(Source: adapted from Christopher et al. 2002 to suit the political environment)



How your community will look



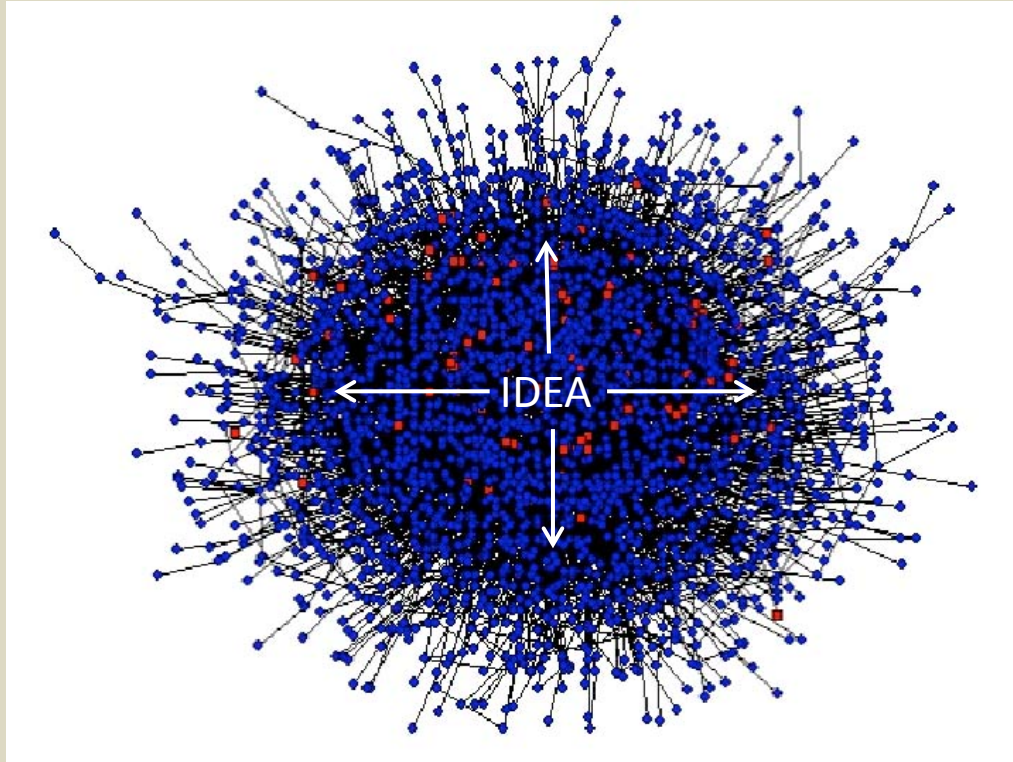
- Activists are always a minority (10%)
- Evangelists a slightly larger group
- Most people stay passive
- Even more stay outside of the community

**What is the current
size and shape of
your community?**

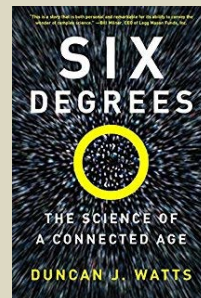
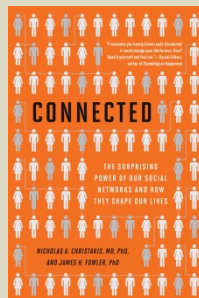
Growth

- Increased interest
 - Draw in the prospects
- Eye-catching graphical communication
 - Designed for sharing
- Create a rewards culture within the community
 - Drives evangelists
- Urgency
 - Motivates activists to mobilise others

Networked influence



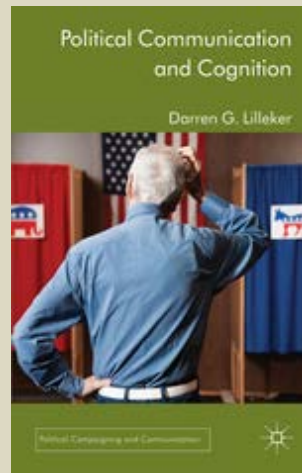
- Networks breed contagion
- Networks populated by the empowered
- The empowered are influential activists
- Organisations can empower or disempower
- Communication builds relationships



**Leads to the
development of a
communication plan?**

Thank you for your attention

ANY QUESTIONS?



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