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Beyond Twitter and Facebook – Exploring the political uses of Instagram

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About « Anders Olof Larsson


www.andersoloflarsson.se/about-2/

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Anders Olof Larsson (PhD, Uppsala University, 2012) is Associate Professor at Westerdals Oslo School of Arts, Communication and Technology, where he also chairs the fACT research group. Larsson was previously a Postdoctoral Fellow working in the Social media and Agenda-Setting in election campaigns project at the Department of Media and Communication, University of Oslo. During his PhD work, which was funded by The Swedish Research School of Management and Information Technology, Larsson took part in the 2011 Oxford Internet Institute Summer Doctoral Programme. His PhD thesis – “Doing Things in Relation to Machines – Studies on Online Interactivity” (pdf) – was awarded the 2012 Börje Langefors award (for best Swedish thesis within the field of Informatics) and the 2012 FSMK Doctoral Dissertation award (for best Swedish thesis within the field of media and communication studies). Anders Olof Larsson’s research interests include the use of online interactivity and social media by societal institutions and their audiences, online political communication and methodology, especially quantitative methods.

Anders is easiest reached via e-mail or Twitter, and maintains profiles on Google Scholar, Academia.edu and ResearchGate.

When not working, Anders enjoys rhythmical endeavors, zappaology and spending time with a certain norwegian lady.

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Harold A. Innis
The Bias of
Communication

How do specific communication technologies operate?

What assumptions do they take from and contribute to society?

What forms of power do they encourage?



När tidningarnas upplagor minskar måste branschen hitta nya sätt att locka konsumenterna. Och även om metoderna varierar verkar alla vara överens om att framtiden kräver större medverkan av läsarna.

TEXT JOHAN FRISK ILLUSTRATION MARTIN ODELL

Medier bjuder in engagerade läsare

Ekvationen är välkänd. Allt färre läser papperstidningen, samtidigt dröjer det innan intäkterna på webben kommer upp i pappersnivåer.

En av de mer pessimistiska bedömningarna av papperstidningens framtid gjordes under det ekonomiska toppmötet i Davos i januari. Där spådde en framtidspanel att tidningen i pappersform skulle gå i graven år 2014. Om sex år.

vanor att göra. De nätanvändare som ska lockas till tidningarnas hemsidor är vana vid tvåvägskommunikation. Så det är bara att gömma undan megafonen och börja kommunicera. Eller som den amerikanska tidningen *Spokesman Review* uttrycker



Joakim Jardenberg



Bo Hedin

handlar om att vaska fram guld-kornen, och lyfta upp dem. Då och då producerar Svenska Dagbladet en artikel utifrån kommentarerna. News is a conversation.

Och konversationen kommer att bli allt intensivare. När Bo Hedin beskri-

längre, och i praktiken raderat den där gränsen mellan producent och konsument. Tidningen Ångermanland/Örnsköldsviks Allehanda har när det här skrivs 588 läsareportrar knutna till tidningen. Reportrarna rapporterar, i text och bild, från lokala händelser som föreningsmöten och knattefotboll. Det kan också handla om att någon skjutit en björn, en stor nyhet lokalt men utan större betydelse för resten av länet. Artiklarna kodas

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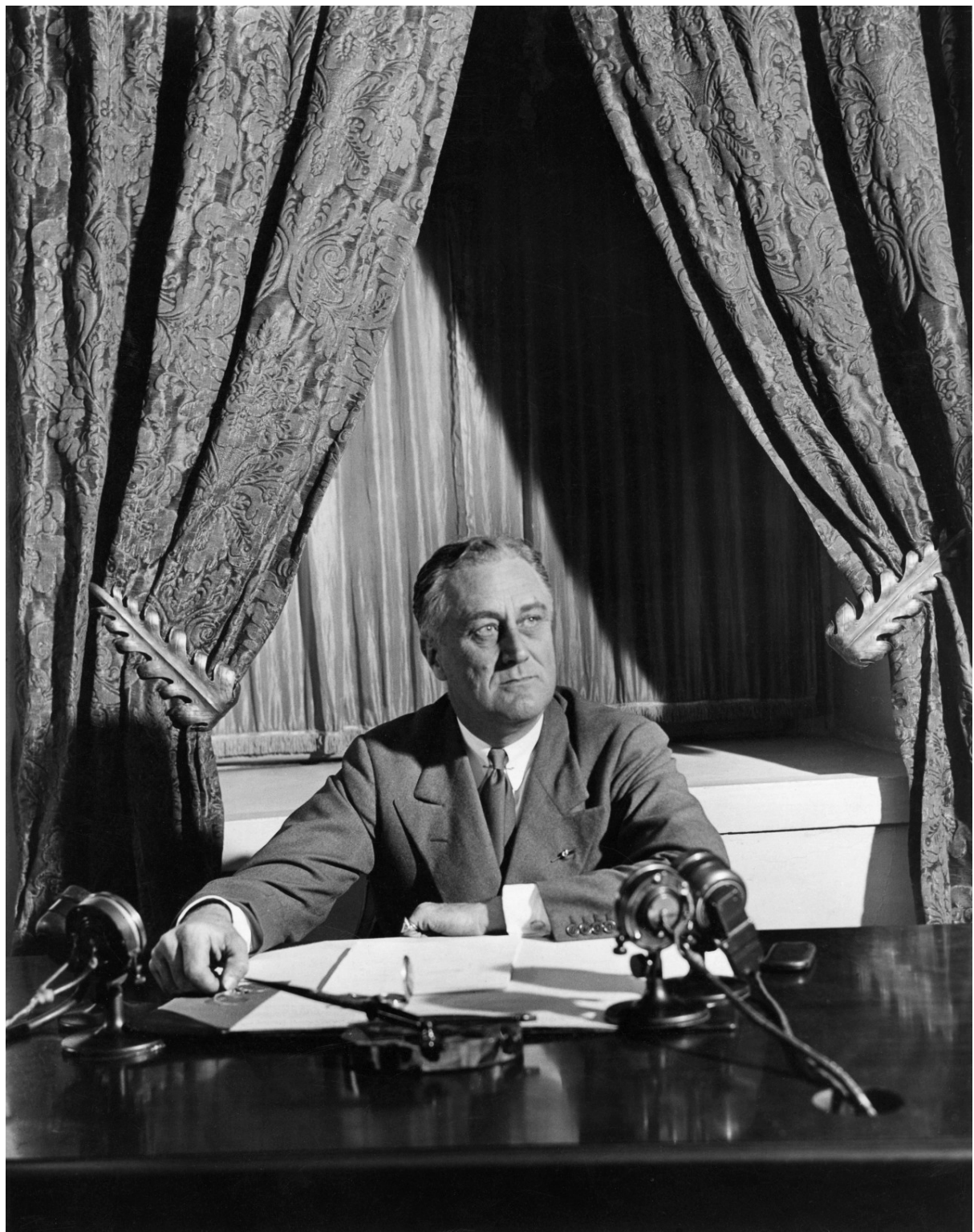
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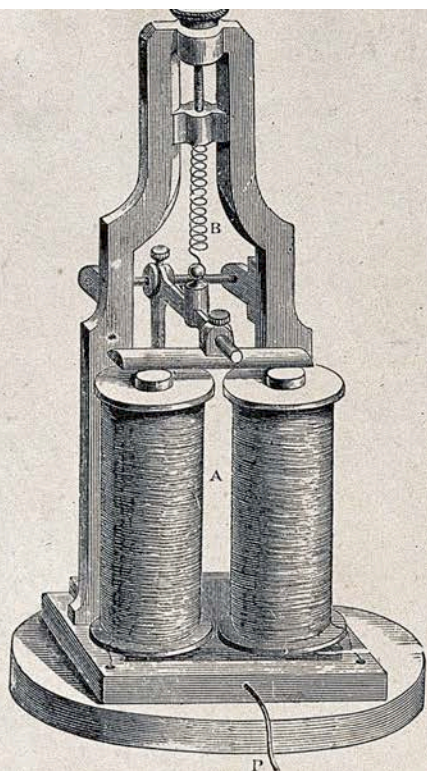


FIG. 5.—RELAY APPARATUS—FRONT VIEW.

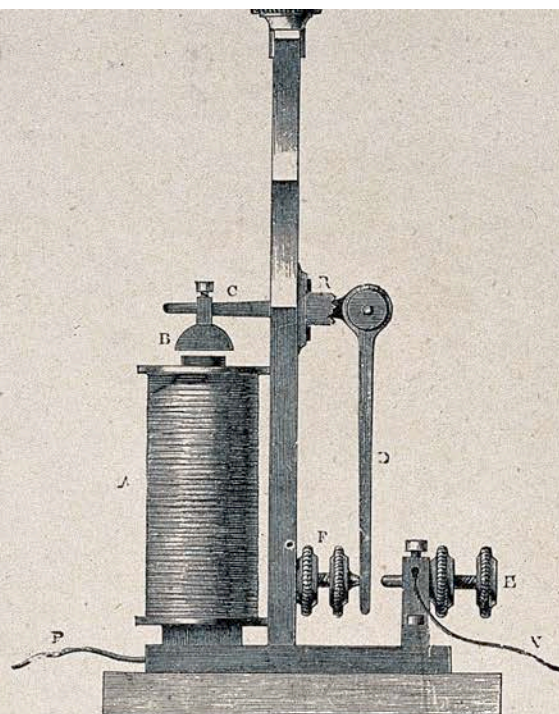


FIG. 6.—RELAY APPARATUS—ELEVATION.

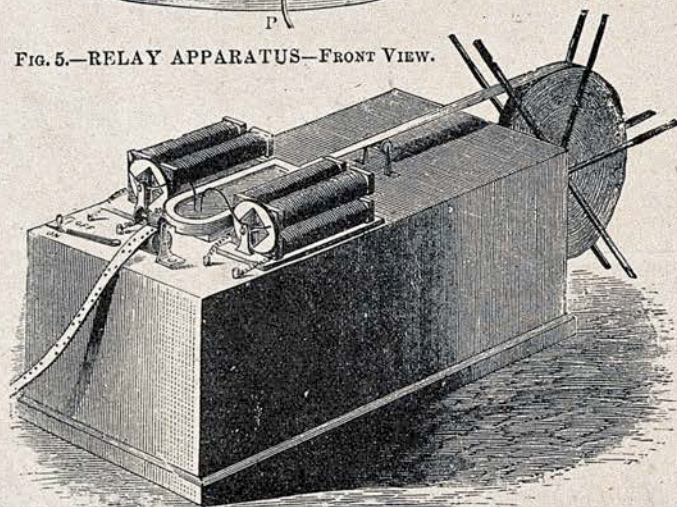


FIG. 3.—WHEATSTONE'S AUTOMATIC TELEGRAPH—
THE "RECEIVER."

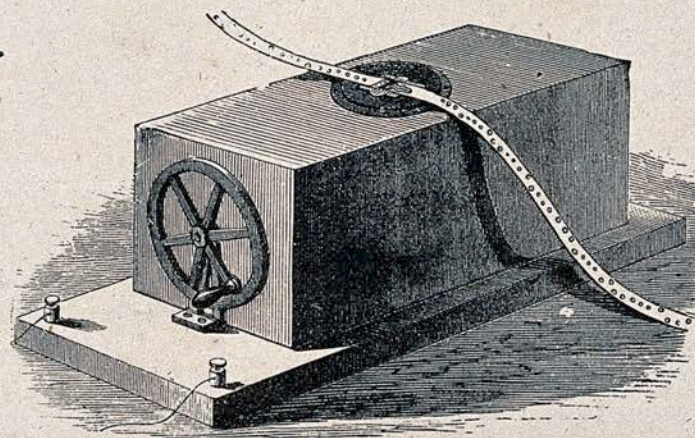


FIG. 4.—WHEATSTONE'S AUTOMATIC TELEGRAPH—
THE "TRANSMITTER."

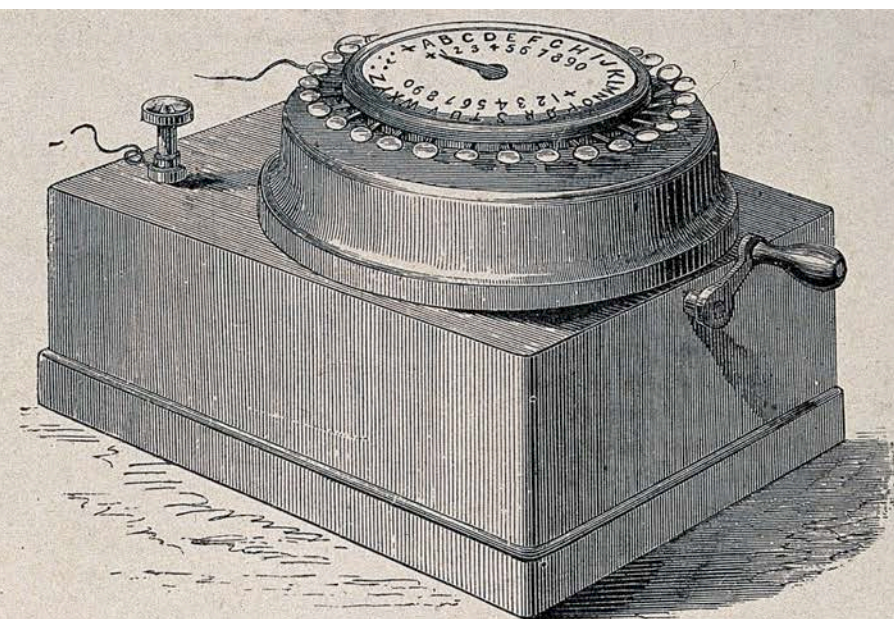


FIG. 1.—WHEATSTONE'S MAGNETO ALPHABETICAL TELEGRAPH—
THE "COMMUNICATOR."

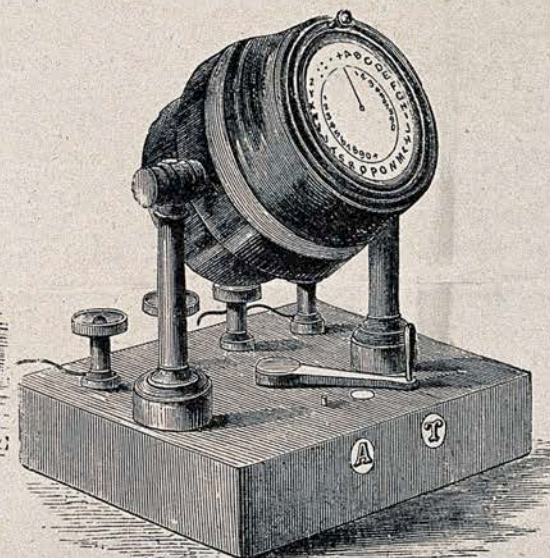


FIG. 2.—WHEATSTONE'S MAGNETO TELEGRAPH—
THE "INDICATOR."



EDITED AND TRANSLATED BY
MARC SILBERMAN

"It is purely an apparatus for distribution, for mere sharing out. So here is a positive suggestion: change this apparatus over from distribution to communication.

The radio would be the finest possible communication apparatus in public life, a vast network of pipes. That is to say, it would be if it knew how to receive as well as to transmit, how to let the listener speak as well as hear, how to bring him into a relationship instead of isolating him.

On this principle the radio should step out of the supply business and organize its listeners as suppliers.

Any attempt by the radio to give a truly public character to Public occasions is a step in the right direction."



ON FILM & RADIO
BLOOMSBURY

Web 1.0

"the mostly read-only Web"

250,000 sites



published
content



user
generated
content



45 million global users

1996

Web 2.0

"the wildly read-write Web"

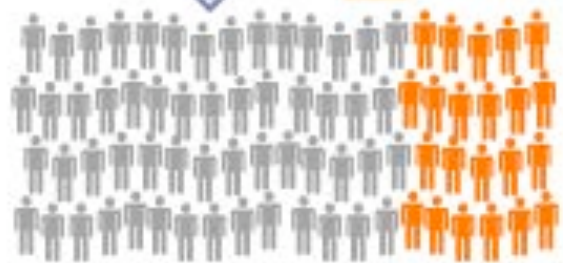
80,000,000 sites



published
content



user
generated
content



1 billion+ global users

2006

Interactivity

- Several definitions from several disciplines
- Two main categories:
 - *Human*: discussion, contact between citizens, politicians, policy-makers
 - *Medium*: citizen can interact with content provided for them - "online brochures", "Extended infomercials"



On-Line Interaction and Why Candidates Avoid It

By Jennifer Stromer-Galley

The Internet has properties that make possible increased interaction between citizens and political leaders. Interviews of campaign staff and analysis of U.S. candidate websites in 1996 and 1998, however, indicate that most political campaigns are resistant to using human-interactive features. I conceptualize interaction, offering that there are two kinds: human interaction and media interaction. More democratizing components of the medium, human interaction, are avoided in favor of media interaction because of the potential for a loss of control and ambiguity of campaign communication.

In March 1994, Vice President Al Gore spoke before the International Telecommunications Union (ITU) in Buenos Aires about building a Global Information Infrastructure (GII), an electronic network that would make possible a high-speed network for business and government to share information internationally. In his address, Gore explained:

The GII will be a metaphor for democracy itself. Representative democracy does not work with an all-powerful central government. . . . Instead, representative democracy relies on the assumption that the best way for a nation to make its political decisions is for each citizen—the human equivalent of the self-contained processor—to have the power to control his or her own life.

Furthermore, the GII would "promote the functioning of democracy by greatly enhancing the participation of citizens in decision-making" (Gore, 1994). The network of networks, he argued, will enable citizens to engage in the governing process by making participation easier and faster.

Jennifer Stromer-Galley is a doctoral student at the Annenberg School for Communication at the University of Pennsylvania. Her research interests include political communication, rhetorical theory and criticism, and new technology. Part of this research was funded by a grant from the Pew Charitable Trusts. The author would like to thank Aryeh Aslan and Carly Salaman for their assistance with the 1998 interviews, as well as Heather Ross and Alana Napri for their assistance in the 1998 website analysis. She also thanks W. Russell Neuman, Karlyn Kohrs Campbell, Kathleen Hall Jamieson, and the anonymous reviewers for their insights and critical comments on earlier drafts of this essay.

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Build

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for the creation of not one but multiple issue- and interest-based public spheres, the interactions of which are said to encourage an "informational democracy" (Castells, 1996, p. 353). One of the core philosophical tenets of Web 2.0 is participation online as co-production. It is

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Davide C

YOUNG PEOPLE
POLITICAL
Findings of
and The N

Do young people
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interested in politics
said to play an
Internet triggered
results of a large
(Italy, Spain and
Internet reinforced
'old' to 'new'
communication formats
young people

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information
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as a procedure
ended political
day's relations

Keywords
activism, campaigns, citizenship, civic engagement, elections, ethnography, communication technologies, internet, participant-observation, political participation

Introduction

'I don't believe much in websites.' That was the blunt reply of the teen coordinator in one congressional campaign when I asked him about the internet in his job. 'But I don't know what people did before the internet.' I present an analysis that reconciles his dismissal of the state campaign had invested almost 40 thousand dollars in with his

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Online and Undecided: Voters and the Internet in the Contemporary Norwegian Election Campaign

Rune Karlsen*

This article addresses the Internet as a campaign communication channel, and the approach is to explore voters' use of the Internet for electoral information in the contemporary Norwegian campaign. Theoretically it is argued for a distinction between party-controlled and uncontrolled online communication channels, and this distinction proves important as patterns of use differ between these two types of the new media. Based on digital inequalities and assertions of web campaigning being 'preaching to the converted', the article explores the factors that contribute to the use of the Internet for electoral information, and to what extent online voters are available on the electoral market. The article finds that the Internet was an important information source for a relatively small, but nonetheless substantial, part of the electorate. However, most other channels of communication were considered more important. Digital inequalities related to socioeconomic status and gender were mostly about following the campaign on online newspapers (uncontrolled), not acquiring information from party websites (controlled). Moreover, while the youngest, most inexperienced voters visited party websites to a greater extent than their older cohorts, they did not follow the campaign on online newspapers to a greater extent. Furthermore, online voters are not 'converted' to a party, but are available on the electoral market.

Electoral information is a key aspect of modern democracies and democratic theory. Dahl (1998, 37) maintains that each voter should have equal opportunity to learn about the relevant policy alternatives and their likely consequences. The opportunities to learn about politics have changed considerably during the last decades. Once campaigning was about mobilising the party electorate through mass rallies. Today the ties between parties and voters have weakened, voter volatility has increased and most people get their information about politics and the campaign from the (mass) media. Furthermore, the last decade or so has seen the increasing prominence of new information and communication technologies (ICTs). Indeed, campaigning is said to have entered a new period characterised by extensive use of the new ICTs (Farrell 1996; Farrell & Webb 2000; Norris 2000; Blumler & Kavanagh 1999). Whereas ICTs generally have received a great deal of

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Keywords Europe; young people; political participation; web survey

1. Does the Internet reinvigorate political participation?

Many sources indicate that young people are not as much involved in politics as their parents were (Mindich 2005; Putnam 2000). Analyses show that this is not related to their age – the older generations were more active as youngsters than young people are today – but can be attributed to a changing attitude towards politics (Mindich 2005). This change is related to a more individualistic and even hedonistic attitude, which results, among other things, in limited attention in politics. Generally, young people are much less interested in gathering political information about their community. Mindich (2005, pp. 18–33) shows that there is a long-term decline in news interest in the USA; young people spend much less time on reading or viewing the news than their parents. Consequently, their

use has evolved and is increasingly used in gathering online tools and presents a rationale for the suggested approach is exemplified by the 2010 Swedish election. Although many of these have gone largely unfulfilled, the successful US presidential campaign has again raised early social media applications like Twitter, Facebook, and MySpace. Besides Twitter use was fashioned during the 2010 US election. It is different user types based on how high-achieving a novel approach to the study of politics is contributed to the burgeoning field of microblogging.

media, Sweden, Twitter

Uppsala University, Box 513, 751 20 Uppsala,



Information, Communication & Society Vol. 12, No. 6, September 2009, pp. 679–698
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http://www.tandf.co.uk/journals DOI: 10.1080/13691180802158508

(More) Positive take...	(More) Negative take...	Employed by (among others)
Equalization/ Innovation	Normalization	Gibson, Lusoli and Ward, 2008, Lilleker, Koc-Michalska, Schweitzer, Jacunski, Jackson and Vedel, 2011, Margolis and Resnick, 2000, Mascheroni and Mattoni, 2012, Resnick, 1998, Schweitzer, 2008, Schweitzer, 2009
Optimistic	Pessimistic	Bentivegna, 2006, Coleman and Blumler, 2009
Cyber-Optimist	Cyber-Realist	Shane, 2004, Wright, 2011
Optimist	Sceptic	Christensen and Bengtsson, 2011
Utopian	Dystopian	Hara and Jo, 2007
Shift	Enhancement	Larsson, 2011
E-ruption	Web 1.5	Kalnes, 2009, Pascu, Osimo, Ulbrich, Turlea and Burgelman, 2007

(more) optimistic view

- Largely stems from comparably early, primarily conceptual efforts, sketching out the *potentials* of digital media
- “Many users and contemporaneous scholars believed that computer networking technology had the potential to dramatically alter the nature and shape of political discourse – and of democracy itself – by engaging and energizing new participants in the political process”

(Foot & Schneider, 2006, p. 8)



Obama's First Real Tweet!

Do you like this story?




Like



Be the first of your friends to like this.

Although social media played a significant role in the election of Barack Obama, the President has admitted that he's **never actually used Twitter**.

That changed this afternoon though, as Obama "pushed the button" on a tweet for the American Red Cross, whose Twitter  account and use of text messaging donations to the tune of **more than \$20 million** has been at the center of the disaster recovery efforts in Haiti.

According to the tweet, the President and the First Lady are currently visiting the organization's disaster operation center:



(more) pessimistic/realistic view

Focus on the *actual uses* rather than the *potentials*



Campaigning on the Internet

Parties and Candidates on the World Wide Web
in the 1996 Primary Season

Michael Margolis, David Resnick, and Chin-chang Tu

Will cyberspace bring new forms of participatory democracy as computer-mediated

First, we must remember that unless extraordinary events like a war or economic depression impinge on their daily lives, most people don't actively participate in politics and neither know nor care very much about it.

Second, contrary to the hopes of some theorists of participatory democracy, the Internet is rapidly becoming a commercial medium. As

doesn't. If you do a Gopher search, or ask a Web robot to find the word
Republicans, you'll get a pretty good response. But after you sort out the

The Internet may have the potential to change the nature of American and indeed even world politics, but we doubt that it will.

Right now, only two sites on the Net are run by the Democratic party. Both
of them are in the Senate. The other two are in the House.

[...] we expect that most people will act as high-tech consumers rather than political activists. In sum: plus ça change, plus c'est la même chose

linked to by some of the Democratic pages, and is included here on that basis. A profile of Senator Edward Kennedy, the first Senator on the Web, completes the picture. (Mann 1995:43).

1996: A majority of the American political party sites listed on Yahoo now belong to the Republicans and Democrats.

Press/Politics 2(1):59-78

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On-Line Interaction and Why Candidates Avoid It

By Jennifer Stromer-Galley

The magic elixir [...] to reinvigorate the masses to participate in the process of government”

date websites in 1996 and 1998, however, indicate that most political campaigns are resistant to using human-interactive features. I conceptualize interaction, offering that there are two kinds: human interaction and media interaction. More

Political candidates’ websites must be viewed, then, as infomercials for the candidate – extended advertisements in the best light possible in order to win the most votes to lead the country, the state, or the city

structure (GII), an electronic network that would make possible a high-speed network for business and government to share information internationally. In his address, Gore explained:

The real work of democracy, however, is not only in letting people donate money or download screen savers onto a computer. The real work also is in human-human interaction

Furthermore, the GII would “promote the functioning of democracy by greatly enhancing the participation of citizens in decision-making” (Gore, 1994). The network of networks, he argued, will enable citizens to engage in the governing process by making participation easier and faster.

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Anthony Giddens

British social theorist, born 1938. Prolific output. Theory of 'structuration' solved problem of whether individual acts, or major social forces, shape society, by asserting that it is human agency which continuously reproduces social structure. This relationship means individuals can bring change. In the 1990s, Giddens fashioned theory on how selves find meaning, and create narratives of identity, in modern society.

For more, see www.theory.org.uk/giddens

[Card 1 of 12]

STRENGTHS: Social analysis mixing classic and modern

RISKS: Misguided postmodernists may attack

SPECIAL SKILLS: Appreciation of impact of feminism

Conversations with

Anthony Giddens

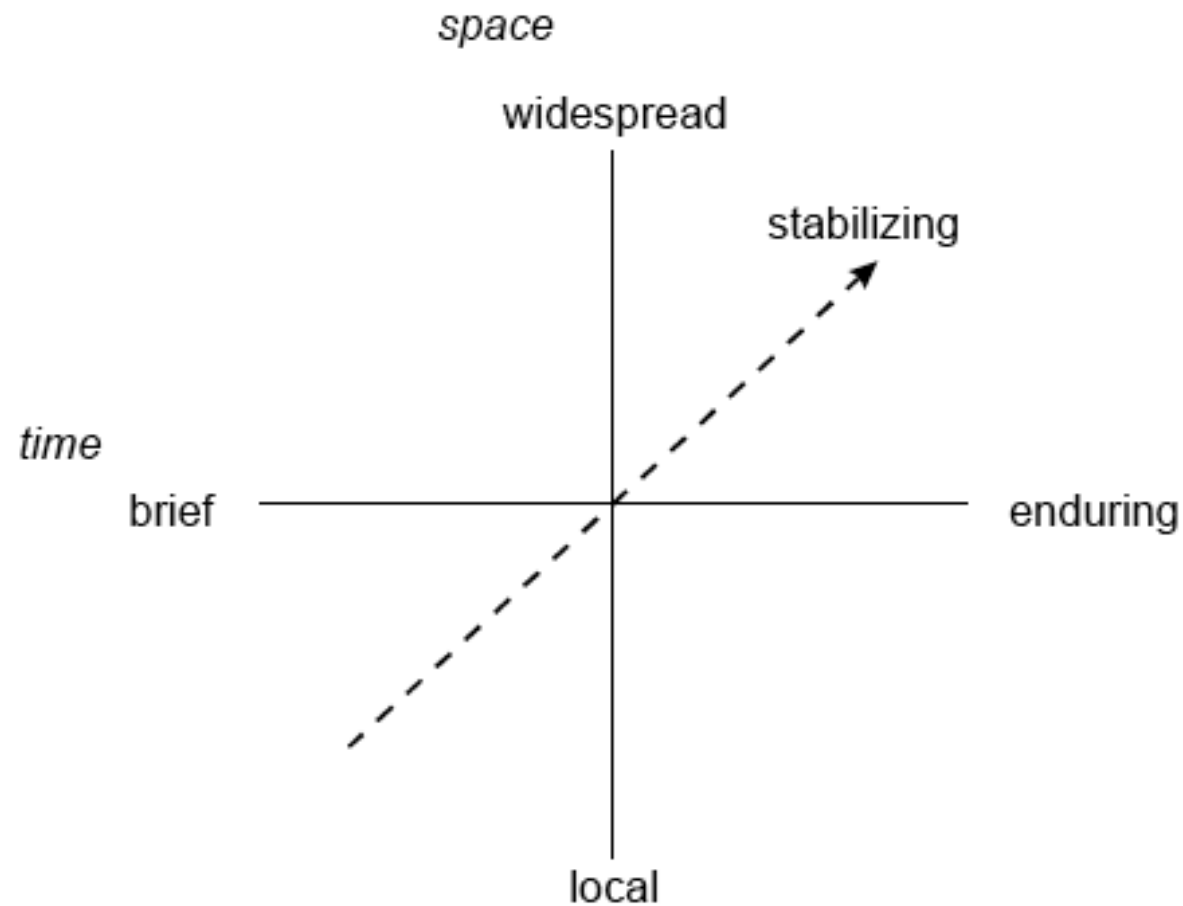
Making Sense of Modernity



Anthony Giddens
and Christopher Pierson

Convention – what people do, what they do in their day-to-day lives – can have very severe constraining effects, of course, on what is possible for any individual. Language is the same; yet language is the means of doing all sorts of things one couldn't accomplish without it. Although it has a physical presence, technology is no different: it is constraining and enabling. It depends upon relationships between reasoning agents, who have various habits and conventions and do things. The fact that as they do these things in relation to machines and so forth these are the stuff out of which structural properties are constructed. At the same time, structural

Giddens, A., & Pierson, C. (1998). Conversations with Anthony Giddens : making sense of modernity. Cambridge: Polity Press., p 83.



Rose, J., & Scheepers, R. (2001). Structuration Theory and Information System Development - Frameworks for Practice. Paper presented at the 9th European Conference on Information Systems, Bled, Slovenia.

Using Technology and Constituting Structures: A Practice Lens for Studying Technology in Organizations

Wanda J. Orlikowski

*Sloan School of Management, Massachusetts Institute of Technology, 50 Memorial Drive,
Cambridge, Massachusetts 02139, wanda@mit.edu*

[...] "most people don't do things very differently. Most of my studies, if you look at them, are more about people doing more of the same."

technology and develop a practice lens to examine how people, as they interact with a technology in their ongoing practices, enact structures which shape their emergent and situated use of that technology. Viewing the use of technology as a process of enactment enables a deeper understanding of the constitutive role of social practices in the ongoing use and change of technologies in the workplace. After developing this lens, I offer an example of its use in research, and then suggest some implications for the study of technology in organizations.
(*Information Technology; Organization; Structuration Theory; Work Practices*)

Technology—and its relationship to organizational structures, processes, and outcomes—has long been of interest to organizational researchers. Over the years, different research perspectives on technology have developed in parallel with research perspectives on organizations—for example, contingency theory (Woodward 1965, Galbraith 1977, Carter 1984, Daft and Lengel 1986), strategic choice models (Child 1972, Buchanan and Boddy 1983, Davis and Taylor 1986, Zuboff 1988), Marxist studies

(Barley 1986, Orlikowski 1992, DeSanctis and Poole 1994).

Today, both technologies and organizations are undergoing dramatic changes in form and function, and new and unprecedented forms and functions are becoming evident. In response, organizational researchers have applied notions of innovation, learning, and improvisation to account for such dynamic and emerging patterns of organizing (Brown and Duguid 1991, Weick 1993, Hutchins 1991, Brown and Eisenhardt 1997, Hedberg et al. 1997, Barrett 1998, Hatch 1998, Lant 1999). Similarly, researchers of technology have also begun to use the notions of innovation, learning, and improvisation to understand the organizational implications of new technologies (Ciborra 1996, Cook and Brown 1999, Orlikowski 1996, Tushman et al. 1997). This paper continues the development of concepts that address the role of emergence and improvisation in technology and technology use, and in particular, seeks to extend the structural perspective in this direction.

The past decade has seen the development of a number of structural models of technology which have generated numerous insights into the role and influence of technologies in organizations (Barley 1986, Poole and

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1526-5455 electronic ISSN

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Vol. 11, No. 4, July–August 2000, pp. 404–428

Scharmer, C. O. (1999) "Awareness is the First and Critical Thing" - Conversations with Professor Wanda Orlikowski.

Empirical approaches



Common Starting Points...

- There is (supposedly) a crisis in contemporary, western democracies
 - declining parliamentary-political engagement, lower voting attendance (e.g. Hermans and Vergeer, 2012 Lilleker and Malagón, 2010)
- This crisis can (supposedly) be remedied by the Internet
 - Techno-utopianism... nothing new
- Same hopes in the 1.0 era – empirical studies largely disproved – resurfacing with a *shiny, new 2.0 look*
- Plenty of studies look at how politicians and citizens make use of these services during elections...
- Comparative studies between similar countries and across elections









Going viral? Comparing parties on social media during the 2014 Swedish election

Anders Olof Larsson

University of Oslo, Norway

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Abstract

While plenty of research have provided useful insights into political parties' use of Twitter, comparably few efforts have focused on the arguably more popular Facebook service. This article presents a comparative approach, detailing similar functionalities on each platform and providing statistical analyses of the social media activities undertaken by Swedish political parties during the 2014 elections. Moreover, the types of attention and feedback received by these parties are analyzed, suggesting that while sizable parties are not necessarily the most ardent at using their social media presences, they receive the most attention. The study largely complements previous research, suggesting that larger actors receive the bulk of new media attention on both platforms – with some internal variation. However, the role of the right-wing populist Sweden Democrats is clearly felt throughout, suggesting the apparent prowess of controversial parties in the online context.

Keywords

Comparative, election campaign, Facebook, political communication, social media, Twitter, Sweden

Introduction

Novel media and communication channels have always been greeted by pundits, critics, and some scholars, with unrealistic ideas about their applications to remedy some societal malady. In particular, such speculation has revolved around traditional definitions of parliamentary democracy and the lack of engagement in it among the general public, particularly younger generations (Chadwick, 2006). Musings like these have perhaps been especially plentiful in relation to the

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Comparative insights are needed

- Facebook and Twitter use at the hands of Swedish political parties during the 2014 general elections
- Go beyond the 'routine' aspect of simply having an online presence – in the form of web sites (Gibson, 2004; Druckman et al., 2007) or on the services discussed here (Groshek and Al-Rawi, 2013)
 - “new tools are broadly available [...] scholars can learn little from comparing which candidate has more, or better, technology” (Bimber, 2014: 132)
- Detail the actual activity as undertaken by political actors...
- ... As well as the types of feedback that this activity yields on both platforms (Hansen and Kosiara-Pedersen, 2014)



Research Questions

Adopting an overarching, structural approach, the study presents two research questions:

- *To what extent did Swedish political parties use Facebook and Twitter during the 2014 election?*
- *What types of feedback did Swedish political parties receive on Facebook and Twitter during the 2014 election?*

What parties were involved in the election?

Specific characteristics of these parties?

Specific characteristics of Twitter and Facebook use?

... Based on these characteristics, what should we expect?



Party (abbreviation)	2010 Vote %	Twitter Followers	Facebook Fans	Incumbent after 2010 elections?	Ideology
Social Democrats (S)					
Conservative Party (M)					
Environmental Party (Mp)					
Liberal Party (Fp)					
Centre Party (C)					
Sweden Democrats (Sd)					
Left Party (V)					
Christian Democrats (Kd)					
Pirate Party (Pp)					
Feminist Initiative (Fi)					

Party (abbreviation)	2010 Vote %	Twitter Followers	Facebook Fans	Incumbent after 2010 elections?	Ideology
Social Democrats (S)	30.7	38 728	79 866	No	Left
Conservative Party (M)	30.1	32 133	40 374	Yes	Right
Environmental Party (Mp)	7.3	18 090	45 295	No	Environmentalist
Liberal Party (Fp)	7.1	17 666	9 881	Yes	Centre
Centre Party (C)	6.6	17 746	12 327	Yes	Centre
Sweden Democrats (Sd)	5.7	13 008	85 250	No	Populist Right
Left Party (V)	5.6	30 483	40 456	No	Left
Christian Democrats (Kd)	5.6	14 704	6 158	Yes	Right
Pirate Party (Pp)	0.65	38 795	84 218	No	Centre
Feminist Initiative (Fi)	0.40	25 537	108 270	No	Left

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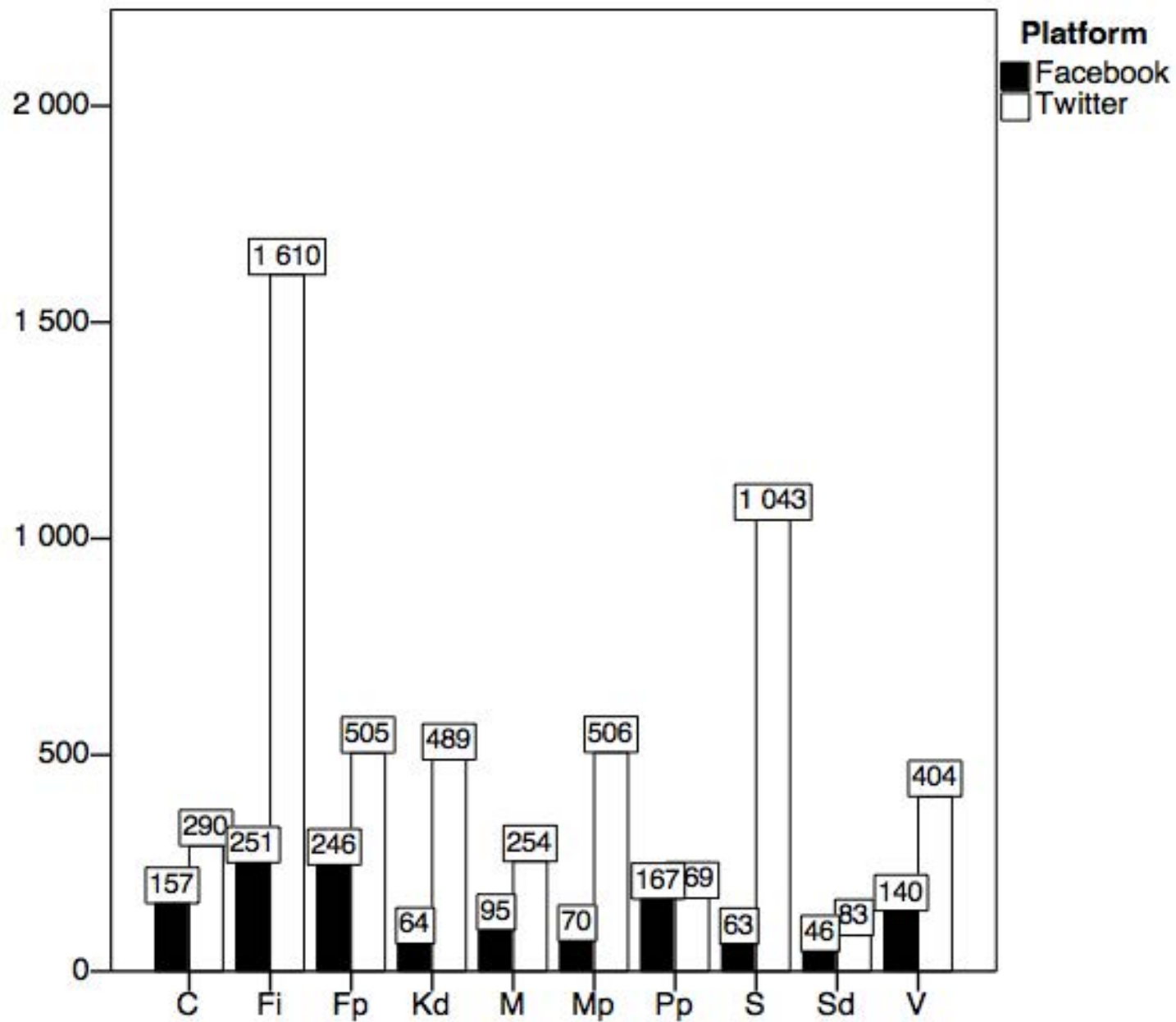
Method

- Data collection
 - For Facebook: *Netvizz*
 - For Twitter: *yourTwapperKeeper*
 - Official party accounts traced for a one-month leading up to the election (held on September 14th, 2014)
- Data analysis
 - SPSS
 - Tablelau

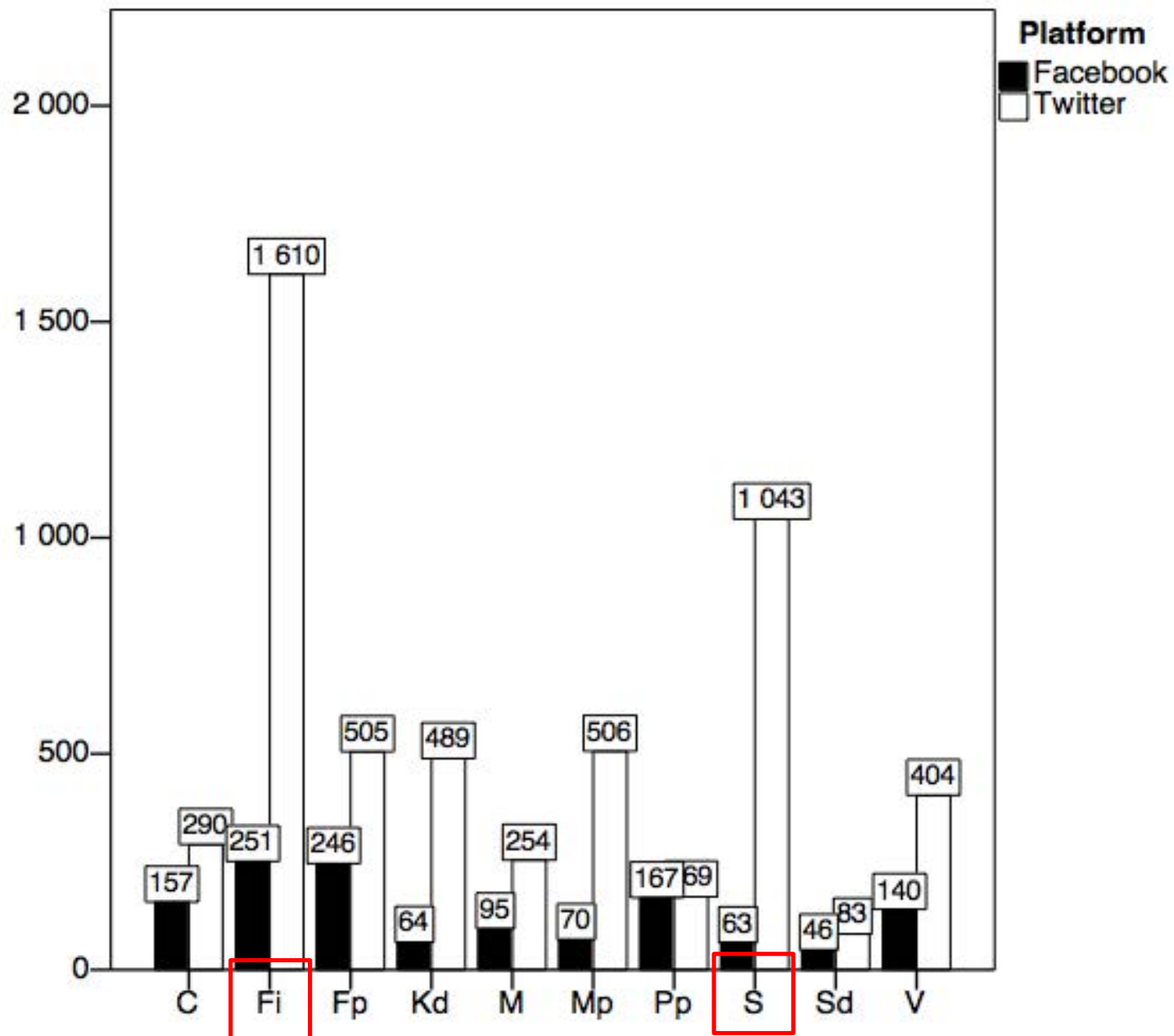


To what extent did Swedish political parties use Facebook and Twitter during the 2014 election?





Bars indicate N of posts or tweets made during one-month period leading up to 2014 elections



Bars indicate N of posts or tweets made during one-month period leading up to 2014 elections

	Twitter	Facebook
Redistribute		
Interact		
Acknowledge		

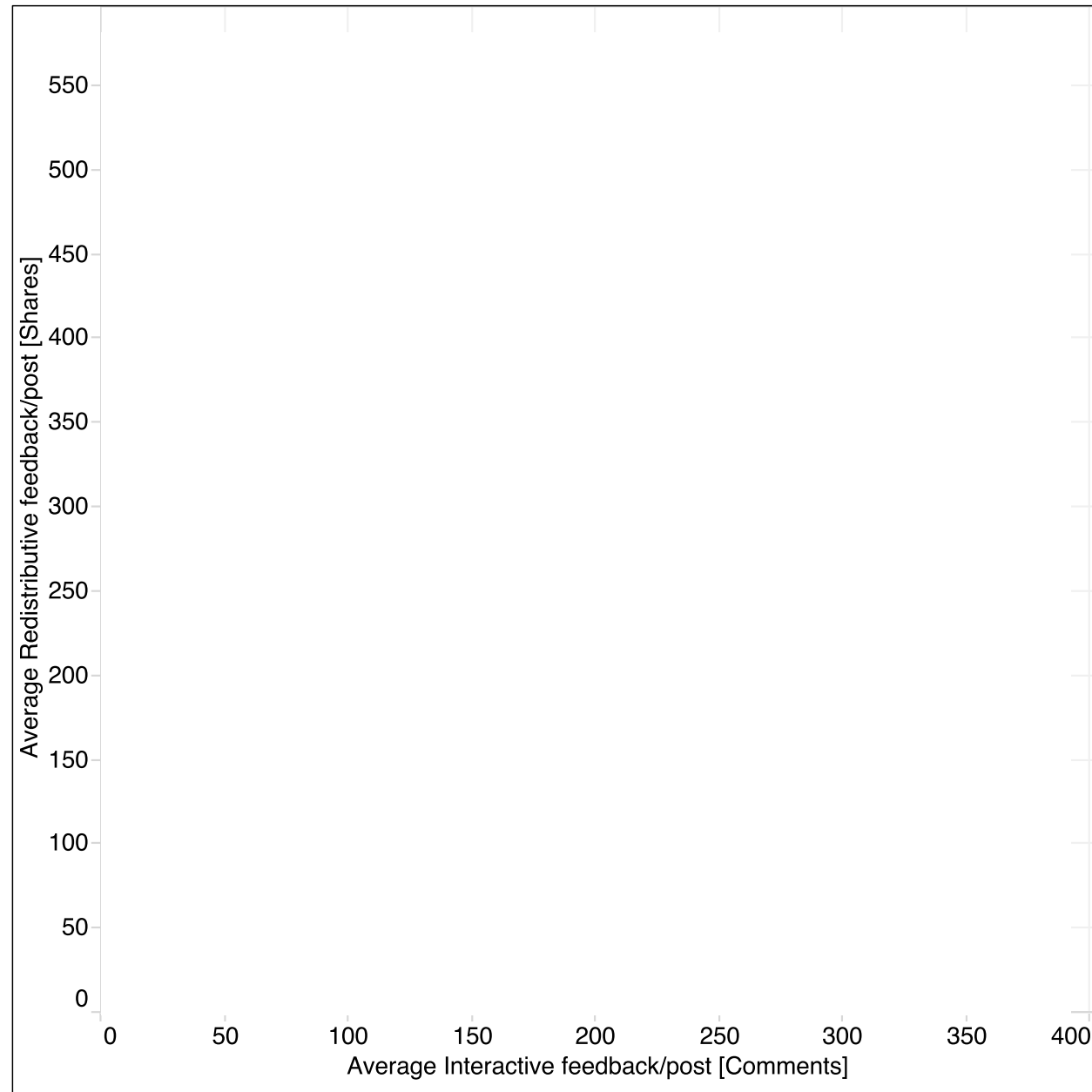
	Twitter	Facebook
Redistribute	Retweet	Share
Interact	Mention, @mention (Direct message)	Comment (Chat)
Acknowledge	Favorite	Like

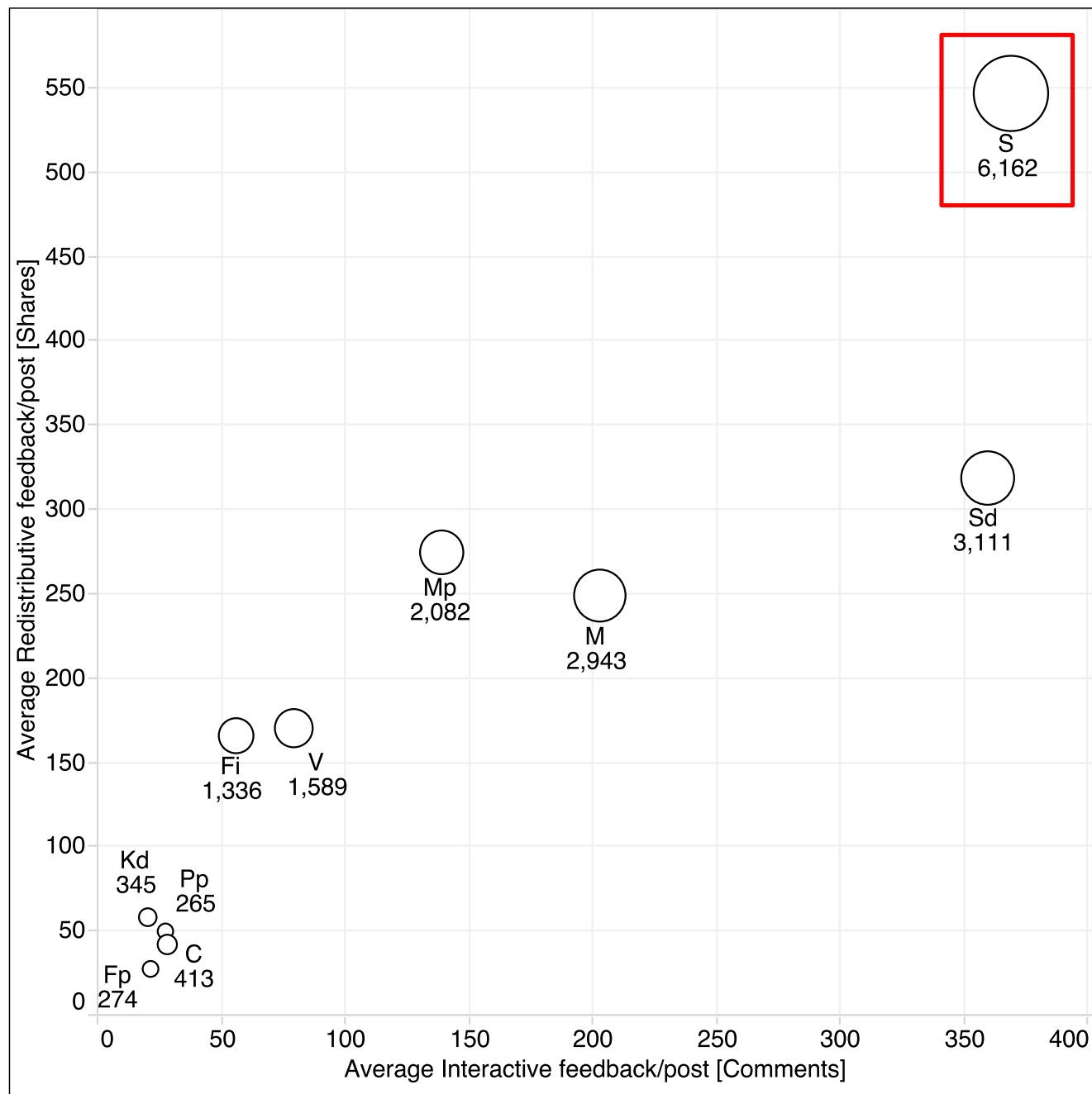
What types of feedback did
Swedish political parties receive
on Facebook and Twitter during
the 2014 election?



What types of feedback did
Swedish political parties receive
on **Facebook** and Twitter during
the 2014 election?







Average feedback received per post on Facebook.
Horizontal axis indicates M of Comments/post; Vertical line indicates M of Shares/Post; Node size and label indicate M of Likes/Post.

Most liked, commented post

 **Socialdemokraterna** ✓
den 15 september 2014 · 🌐

Gilla sidan

Nu skapar vi ett bättre Sverige. För alla.



Gilla · Kommentera · Dela

👍 28 962 personer gillar detta. Toppkommentarer ▾

🔗 1 367 delningar

 **Socialdemokraterna** ✓
den 27 augusti 2014 · Har redigerats · 🌐

Gilla sidan

Redan idag kan du rösta för regeringsskifte och ett bättre Sverige. För alla. Påminn dina vänner och dela bilden!

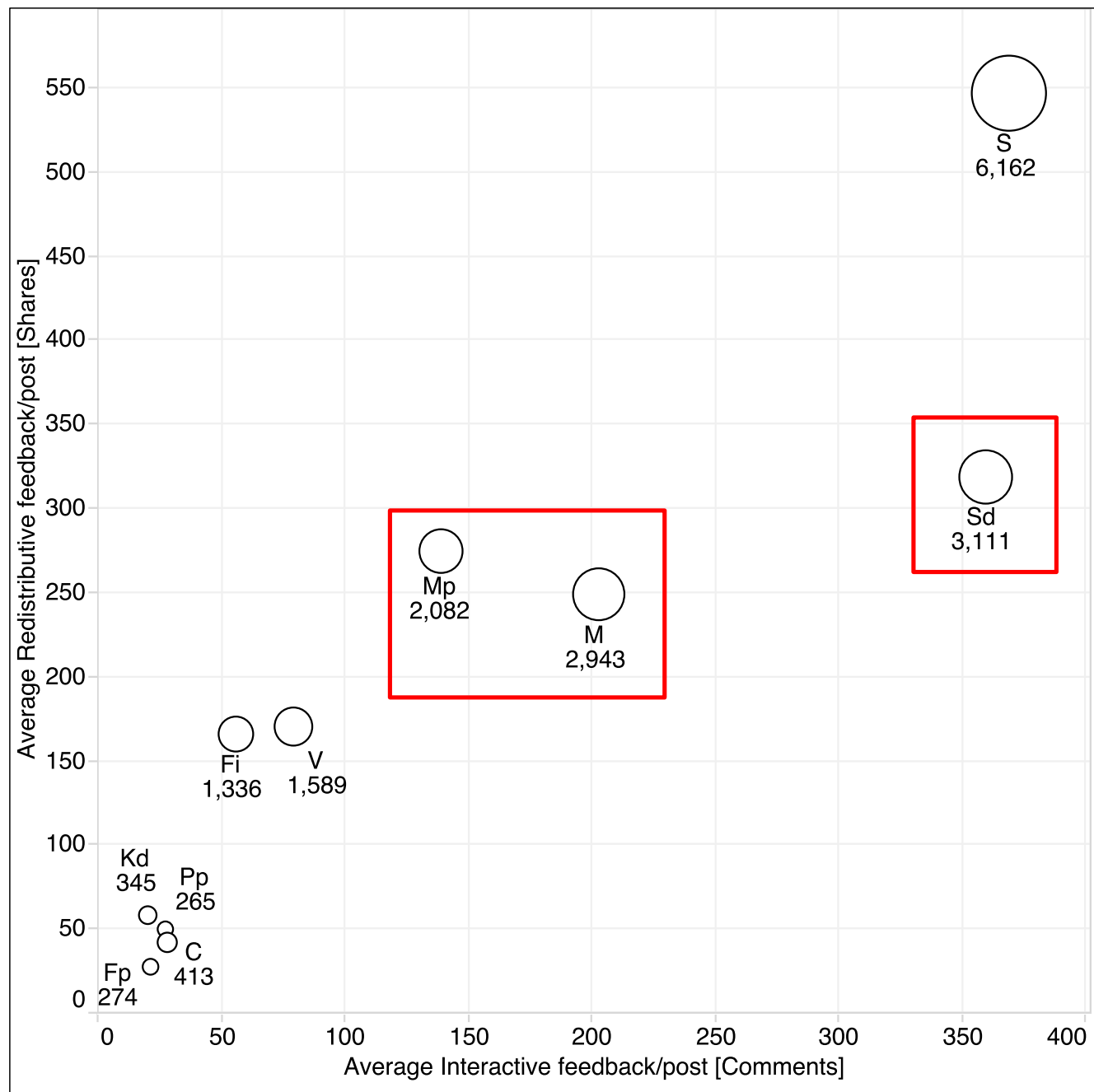


Gilla · Kommentera · Dela

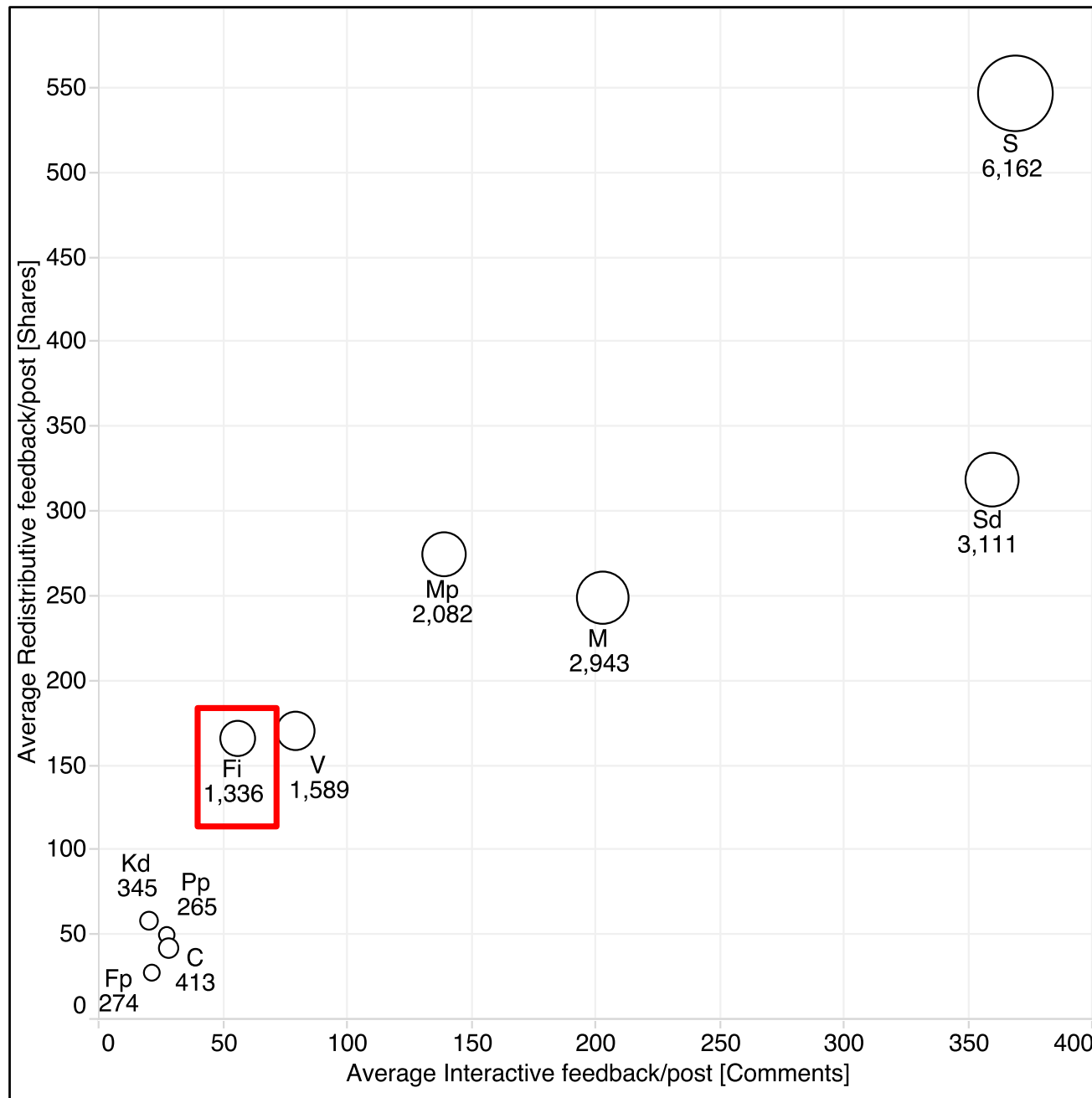
👍 3 518 personer gillar detta. Toppkommentarer ▾

🔗 1 968 delningar

Most shared post



Average feedback received per post on Facebook.
Horizontal axis indicates M of Comments/post; Vertical line indicates M of Shares/Post; Node size and label indicate M of Likes/Post.



Average feedback received per post on Facebook.

Horizontal axis indicates M of Comments/post; Vertical line indicates M of Shares/Post; Node size and label indicate M of Likes/Post.



Feministiskt initiativ ✓
den 13 september 2014 · Har redigerats · ✖

Gilla sidan ▾

NU GÄLLER DET – NU RÄKNAS VARJE RÖST
Nu är det väldigt, väldigt nära. I DN/Ipsos slutmätning når Fi upp till 3,6 %. Där konstateras att Fi enbart behöver 30 000 röster till för komma upp till spärren. I fredagens valprognos från Demoskop får Feministiskt initiativ 3,9 % av rösterna. Det är 6000 röster från att vi tar plats i riksdagen!

I samma stund som vi säkrar en rödgrönrosa regering försvinner SD:s inflytande som vågmästarparti.

Det är nu vi kan skriva historia. Det är nu vi har chansen. Rösta med hjärtat – lägg din röst på en säkrad rödgrönrosa majoritet. Gå och rösta redan idag! (Och ta med dig en kompis också!) Tack för att ni är med oss ❤️

#röstarosa #taplats #feminist4procent

**NU RÄKNAS
VARJE RÖST!**



#FEMINIST4PROCENT

F!

Gilla · Kommentera · Dela

 Martin Berg, Margareta Melin, Lisa Norberg och 3 241 andra gillar detta.

 1 268 delningar

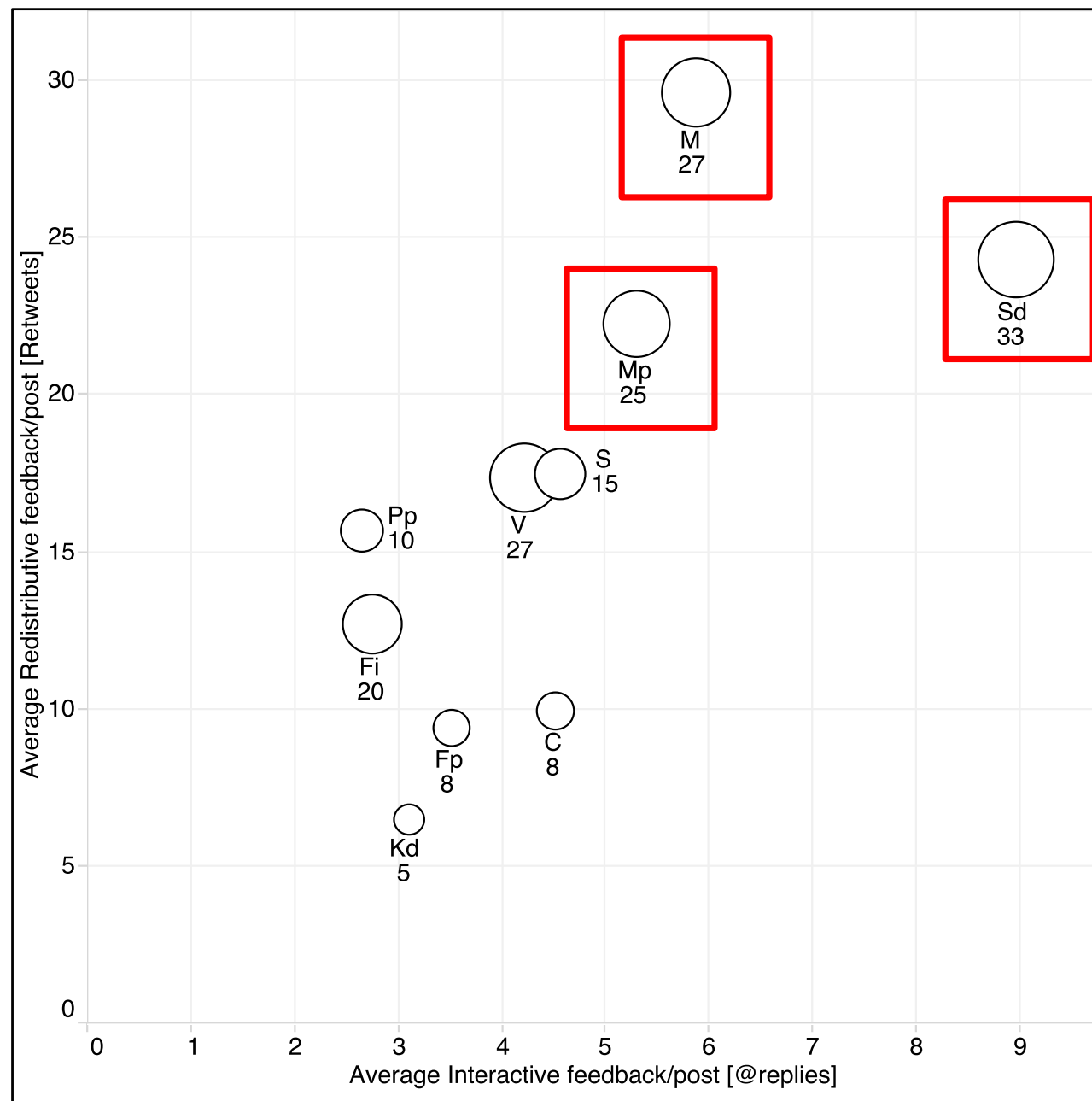
Most shared post

What types of feedback did
Swedish political parties receive
on Facebook and Twitter during
the 2014 election?



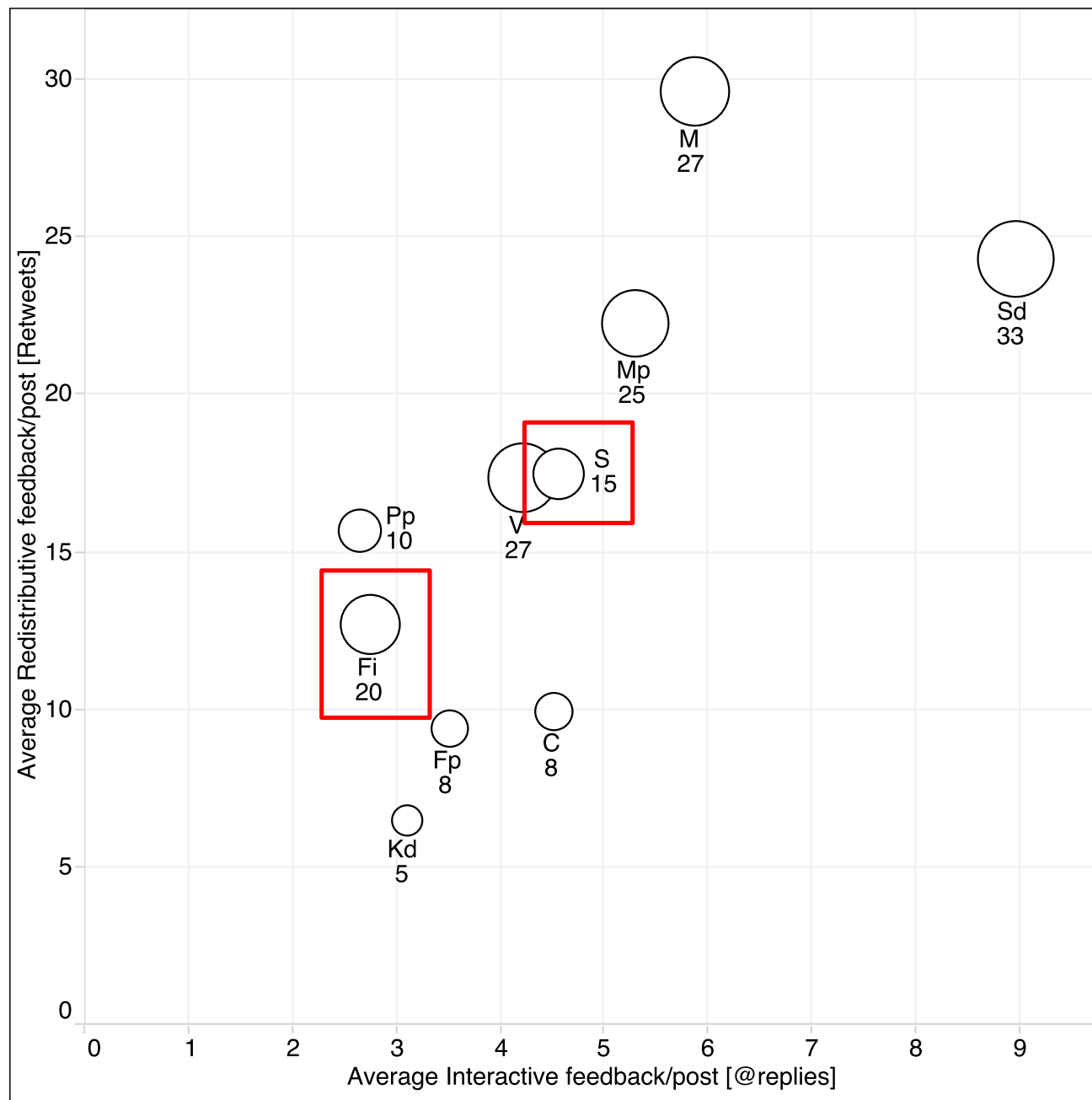
What types of feedback did
Swedish political parties receive
on Facebook and **Twitter** during
the 2014 election?





Average feedback received per tweet on Twitter.

Horizontal axis indicates M of @mentions/post; Vertical line indicates M of Retweets/Post; Node size and label indicate M of Favorites/Post.



Average feedback received per tweet on Twitter.
Horizontal axis indicates M of @mentions/post; Vertical line indicates M of Retweets/Post; Node size and label indicate M of Favorites/Post.

In conclusion...

- Dominance of Twitter over Facebook
 - "Communicative mismatch" (Larsson & Kalsnes, 2014) between citizens and politicians
 - "Swedish political parties appear to prioritize reaching out societal elites on Twitter rather than to the more 'Average Joe' type citizen one would find on Facebook."
 - Possible opinion leaders – few redistributions – but redistributions that reach the right people?



In conclusion...

- Sweden Democrats emerge as succesful on both services
 - “the politically cynical or disenfranchised may be using the Internet to express their concerns” (Gil de Zúñiga et al, 2010: 46)
 - Social democrats popular on Facebook, Conservatives on Twitter... fits their respective voter profile
 - The curious case of Feminist Initiative... lack of party organization? Strong 'grassroots' not enough?
- Is feedback always a positive thing?
 - Not necessarily – but from the point of view of the algorithm...





Skiing all the way to the polls – Exploring the popularity of personalized posts on Norwegian political Instagram accounts

Abstract

While studies have gauged the degree to which political actors focus on their personal sides rather than on their more official sides in their communication, few research efforts have been geared towards assessing to what extent personalized content could be considered successful in gaining traction among online followers. The current study compares the ways in which the content offered by Norwegian parties and party leaders is received by those who follow their updates on Instagram – a social media image sharing service. Results indicate that party leaders are more successful than parties in gaining attention on the studied service, and that they offer personalized content to higher degrees than the parties they represent. While personalized content might lead to increased political engagement among Instagram users, the fact that personalization ‘works’ in terms of gaining attention might also skew political PR and marketing towards excessive use of such themes.

Introduction

The online environment is an essential battleground for political actors. Granted, while television still appears as the dominant “voter communication tool” (Marcinkowski and Metag, 2014: 152) in a series of different political contexts (e.g. Hansen and Kosiara-Pedersen, 2014; Lilleker and Jackson, 2010), we can also discern considerable overlap between comparably older and newer media formats – such as the often-reported upsurges of Twitter use during televised election debates in countries like Australia (Brums and Highfield, 2013), Germany (Jungherr, 2014), Norway (Author and Co-author 1, 2014) or Sweden (Author and Co-author 1, 2016). Besides these more overarching tendencies of political

Personalized politics

- “a greater focus on personalities and leaders” (Gibson et al. 2008: 15)
- “growing electoral relevance of the individual characteristics and qualities of politicians, including information about their private lives” (Kluver et al., 2007: 46)
- Party focus diminishing, specific issues less important
- Focus on (charismatic) party leaders, their everyday lives and private spheres



[Like](#) [Comment](#)**Barack Obama**

Four more years.

[Like](#) · [Comment](#) · [Share](#) · 16 hours ago

3,649,112 people like this.

493,840 shares

[View previous comments](#)

5 of 178,067

Album: Timeline Photos

Shared with: Public


[View Larger](#)[Download](#)[Report/Remove Tag](#)


Brian Ries på Twitter: "The mo... X

Twitter, Inc. [US] | <https://twitter.com/moneyries/status/440331042361454593>


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

Sök på Twitter Q Har du ett konto? Logga in ▾


**Brian Ries** ✓
@moneyries

 Följ


The moment [@TheEllenShow](#) passed [@BarackObama](#) for the most popular tweet of all time [#Oscars](#) [#twitter](#)

**Ellen DeGeneres** ✓
@TheEllenShow


If only Bradley's arm was longer. Best photo ever. [#oscars](#)
pic.twitter.com/C9U5NOtGap



RETWEETS 783,792 FAVORITES 198,273

**Barack Obama** ✓
@BarackObama

Four more years.
pic.twitter.com/bAJE6Vom







RETWEETS 778,801 FAVORITES 294,133

RETWEETS 3 000 GILLADE 1 145



19:41 - 2 mars 2014

  3 tn  1,1 tn ...

**Matt Silverman** @Matt_Silverman · 2 mars 2014

[@moneyries](#) That should be a post

Personalization online

- “Personalization is not a new phenomenon, but has already been applied in political advertising for a long time”
(Hermans and Vergeer 2012: 76)
- Process started with TV – Kennedy as an example
- Internet functions as a catalyst for personalization
 - Online channels controlled by politicians themselves
 - Possible to avoid certain questions, issues
 - Possible to focus on issues of own choice, “spin” issues that challenge them
 - The importance of beer

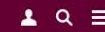


POLITICS

WHO'S WINNING, WHO'S LOSING, AND WHY.

FEB. 11 2016 12:06 PM

Slate



A Cold One With Donald

There has never been a better candidate to have a beer with than Trump.



By Seth Stevenson



Who wouldn't want to pull up a barstool to next to this guy?

Photo illustration by Lisa Larson-Walker. Photo by George Napolitano/FilmMagic via Getty Images, Thinkstock.

When George W. Bush edged out John Kerry in 2004—a vote result that prompted one British paper to ask, “How can 59,054,087 people be so DUMB?”—a theory formed to explain how Bush, with the fetid albatross of the Iraq War dangling from his neck, won: He’s the “guy you’d want to have a beer with.” A Zogby/Williams poll that fall had indeed found that 57 percent of undecided voters would rather drink with Bush than with Kerry. Left-wing pundits who were baffled that Bush had been awarded a second term seized on this as the only possible explanation for his appeal.



SETH STEVENSON

Seth Stevenson is a frequent contributor to *Slate*. He is the author of *Grounded: A Down to Earth Journey Around the World*.



Over time, “guy you’d want to have a beer with” became the agreed-upon narrative of Bush’s campaign wins. Uptight Al Gore and pinot-sipping John Kerry just weren’t desirable barstool neighbors, the now-cemented conventional wisdom holds, while Bush could sell himself as someone whom you’d like to sip a

Scandinavian political posters...

then and now



BYGG LANDET!



TRYGG SEIREN

DET NORSKE ARBEIDERPARTI

Wille Middelund

WILLE MIDDELUND 1910-1970

**ET FRITT
FOLK
I ET FRITT
LAND**



**STEM
HØIRE**

UT AV KRISEN!

**FOLKET
I
NYTTIG
ARBEIDE**



**Stem med
Venstre**

Clear Channel

VALGET 2013

SYKEHUS
SOM SETTER
HELSE
FØRST

VS.

PRIVATE
SOM MÅ TENKE
PROFIT



9 ENDE
SEPT.

DET ER NÅ DU AVGJØR NORGES FREMTID
VI TAR NORGE VIDERE. ALLE SKAL MED





**Välfärden
är inte till salu**



Rösta på Vänsterpartiet
www.vansterpartiet.se





250 000
nya jobb är
bara början.

Rösta för ett Sverige där Alla behövs.

nya
m

Previous work...



Picturing the Party: Instagram and Party Campaigning in the 2014 Swedish Elections

Kirill Filimonov¹, Uta Russmann² and Jakob Svensson¹

Abstract

This article explores Swedish parties' activities on Instagram during the 2014 elections. Understanding party campaign communication as highly strategic, that is, communication to persuade and mobilize voters in order to win the elections, we

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DOI: 10.1177/2056305116662179
sms.sagepub.com


Filimonov, Russmann & Svensson (2016):

"The image the parties were presenting leaned toward personalization with a strong presence of top candidates in their postings. Top candidates were primarily displayed in a political/professional context"

Keywords

Instagram, political parties, visual communication, online campaigning, Sweden

Introduction

The utilization of communication platforms by campaigning politicians has a long history, from telephones in the 1896 US presidential campaign (Jones, 1964) to presidential candidates' mastery of radio (Lazarsfeld, Berelson, & Gaudet, 1944) and television (Tichenor, Donohue, & Olien, 1970). The visual medium of television is arguably still the most important platform for campaigning politicians and their parties (Towner, 2013). Political actors seem to appreciate the significant role visuals play in constructing political images (Schill, 2012).

Since the early 2000s, there is an increasing academic interest and hype around digital communication platforms in election campaigns, which really kicked off after the 2008 Obama campaign (cf. Costa, 2009; Larsson & Svensson, 2014). Since then, the use and expected effects of digital communication platforms in election campaigns have been studied extensively and in different contexts (e.g., Anduiza, 2009; Dimitrova, Shehata, Strömbäck, & Nord, 2014; Gustafsson, 2012). Twitter seems to be the platform that has caught most of the scholarly attention (e.g., Goldbeck, Grimes, & Rogers, 2010; Grusell & Nord, 2011; Jackson &

Lilleker, 2011; Svensson & Larsson, 2016; Vergeer, Hermans, & Sams, 2011). This is mainly due to the ease of harvesting tweets for quantitative analysis (Bruns & Liang, 2012).

In this article, we follow this tradition of studying the use of digital communication platforms in the hands of campaigning political actors. But we direct our attention to another platform: Instagram. Instagram is different from other social media such as Twitter in that it rather revolves around uploading pictures than disseminating text-based messages. This brings us back to the role of visuals in political communication. Despite the enduring centrality of television in election campaigns (as mentioned above), "[t]he visual aspects of political communication remain one of the

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Gunn Sara Enli & Eli Skogerbø

PERSONALIZED CAMPAIGNS IN
PARTY-CENTRED POLITICS

Twitter and Facebook as arenas for
political communication

2013

Enli & Skogerbø (2013):

”A first key finding is that the politicians’ report higher and more idealistic motivations for democratic dialogue for their social media use than they actually manage to manoeuvre in practice.”

” For other politicians, social media represent yet another marketing tool. Our second finding is that politicians’ reported motive to use social media for marketing purposes was reflected in their actual use. Still, social media marketing was personalized and involved private exposure and individual initiatives.”

(Received 16 December 2012; final version received 28 February 2013)

Social media have over the past few years become integrated into election campaigning and other forms of political communication (Skogerbø 2011). As such they provide new impetus to the *personalization of politics*, a returning theme in political communication (Thompson 1995; van Zoonen & Holtz-Bacha 2000). Our hypothesis is that social media, as a result of their design, affordances,

Personalization on social media

- Social media... “fit into long-term ongoing processes where political communication has become increasingly focused on personalities and personal traits of politicians”
(Enli och Skogerbø 2013: 758)
- “the rise of electronic media is [...] intertwined with personalization of politics”
(Svensson 2012: 185)



Definition?

- "A shift from party organizations to individual politicians, detailing their respective private spheres, emotional reflections and individual proficiencies" (Kluver, et al., 2007; Kruikemeier, et al., 2013; Rahat and Sheaffer, 2007; Van Aelst et al., 2011).
- "private, domestic or personal, familial matters in contradistinction to public, political matters" (Fraser, 1992: 151)





Personalization in e-campaigning: A cross-national comparison of personalization strategies used on candidate websites of 17 countries in EP elections 2009

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DOI: 10.1177/1461444812457333
nms.sagepub.com


Liesbeth Hermans and Maurice Vergeer
Radboud University Nijmegen, The Netherlands

Abstract

Candidate websites provide politicians with opportunities to present themselves in an individual way. To a greater or lesser extent politicians share personal information in their biographies and provide options to connect with citizens by putting links on their websites to their social networking sites (SNS). In this paper, although acting on different levels, both strategies are indicated as forms of personalization strategies used by politicians in their online communication. This cross-national study explores the use of these strategies on candidate websites in 17 countries during the elections for the European Parliament (EP) in June 2009. This is a comparative study of the personalized and individualized campaigning styles used during elections. Findings show that three general dimensions of personalization can be distinguished: 'professional', 'home and family' and 'personal preferences'. While the first two dimensions show a higher level of use among candidates, the third dimension on private information is hardly used. Results show also that countries from Central Europe inform their citizens more about their professional and personal circumstances, and Mediterranean countries use personalization strategies the least. Furthermore, the overall findings show that SNS were not frequently used during the 2009 e-campaigning. West European countries use links to SNS more frequently than

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Following Hermans & Vergeer:

- Personalized content offered by politicians can be understood across three different, yet related themes – professional, home and family and personal preferences



Definition following Hermans & Vergeer:

- *Professional:*
 - turning public issues into private ones
- *Home and family:*
 - focus on the personal relationships of the political actor
- *Personal preferences:*
 - focused on the disclosure of a variety of personal inclinations – regarding cultural and other phenomena such as literature, television, music or sports



Method

- **Data collection**
 - Official Instagram accounts of parties and politicians
 - InstaR package for the R software environment (Barbera, 2016)
 - Changes in API access... commercialization a la Twitter?
- **Data analysis**
 - Statistical analyses to identify most liked, commented posts
 - Mean comparisons to determine popularity of party and leader accounts respectively
 - "Regram"?
 - Qualitative assessment of most liked, commented posts
 - *Does personalized content "work"?*



Party (abbrev.) Party leader	Party leader since	First post in sample	Posts	M posts/day	Followers ^a	Following ^a	Ratio of Following/ Followers
Labour Party (Ap)		12-06-29	1071	.75	7458	731	.09
Jonas Gahr Støre	June 2014	14-06-17	146	.21	12700	100	.008
Progress Party (Frp)		12-06-14	211	.15	1233	240	.02
Siv Jensen	May 2006	12-10-18	8	.006	4232	12	.003
Conservatives (H)		12-10-29	1556	1.21	7015	5519	.79
H – Erna Solberg	May 2004	12-04-25	340	.23	36000	98	.003
Green Party (MDG)		13-04-16	532	.47	7877	7500	.95
U.A. Bastholm	Jan. 2016	12-12-19	199	.16	541	476	.88
Red Party (R)		15-04-07	88	.21	1347	518	.38
Bjørnar Moxnes	Jan. 2012	15-03-30	173	.41	4299	408	.09
Socialist Left Party (Sv)		12-08-15	736	.53	3223	445	.14
Audun Lysbakken	Jan. 2012	13-05-01	418	.37	4508	263	.06
Liberal Party (V)		13-03-08	411	.35	1630	1436	.88
Trine Skei Grande	Jan. 2010	12-12-01	566	.44	5128	7500	1.46

Results



	N of posts	Likes			Comments		
		Mean	Std. Dev.	t	Mean	Std. Dev.	t
Labour Party (Ap)	1071	156.22	103.91	-10.98***	1.78	3.49	-3.31**
Jonas Gahr Støre	146	345.51	204.76		4.18	8.66	
Progress Party (Frp)	211	32.48	27.15	-4.87**	.71	1.63	-1.51
Siv Jensen	8	256.38	129.81		54.38	100.49	
Conservatives (H)	1556	98.62	56.39	-20.96***	1.25	2.18	-9.78***
H – Erna Solberg	340	677.49	508.46		27.94	50.31	
Green Party (MDG)	532	137.63	120.37	23.01***	3.75	4.99	13.53***
U.A. Bastholm	199	16.19	9.59		.65	1.05	
Red Party (R)	88	59.65	36.25	-11.77***	.63	1.31	-6.98***
Bjørnar Moxnes	173	184.72	130.27		3.68	5.46	
Socialist Left Party	736	73.91	55.45	-11.25***	.59	1.21	-8.11***
Audun Lysbakken	418	116.49	65.16		1.73	2.73	
Liberal Party	411	29.60	22.06	-37.68***	.48	1.02	-17.36***
Trine Skei Grande	566	128.64	56.92		3.31	3.69	


Popular party posts







Venstre på Instagram: "Venstre x"


https://www.instagram.com/p/7C9AppK1-Y/

Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram





 stemvenstre



Følj

90 gilla-markeringar60 v

stemvenstre Venstre vil gjøre det enklere å velge miljøvennlig. Visste du at hvis du bytter ut én kjøttmiddag i uka med en vegetarrett kuttes dine CO2-utslipp med 170 kilo i året? Enkelt og godt!

#stemvenstre #klimavalg #miljø #valg #valg2015 #kommune #miljøvennlig #kjøttfrimandag

margunnu #kjøttfriheleuka

 Lägg till kommentar... 


OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK

© 2016 INSTAGRAM




Arbeiderpartiet på Instagram: x


https://www.instagram.com/p/qwfvnzwLRL/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 arbeiderpartiet

Følj

551 gilla-markeringar118 v

arbeiderpartiet Vi skal aldri glemme.
#22juli

silje_kjeverud ❤️❤️

livmarieschou ❤️❤️❤️

magnebjella ❤️❤️❤️❤️

ingvill_beate 💜

anitashk @arbeiderpartiet ❤️🌹

brittm57 🌹❤️@arbeiderpartiet

ahagen ♥

ruthkristintorvaldsdottertra ❤️

tessaschaefer 🌹❤️


stiantopland Ap ❤️ Stå sammen!

siljeronningen 🌹❤️

dyrdalao ❤️

keti95 🌹❤️

inlinnea ❤️🌹

 Lägg till kommentar...

...

OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK

© 2016 INSTAGRAM

Arbeiderpartiet på Instagram

https://www.instagram.com/p/5cPb7YQLeM/

Appar

tcata01-capture

tcata01-analysis


tcata02-capture

tcata02-analysis




tcata03-capture


tcata03-analysis


Övriga bokmärken

 Instagram

Sök





 arbeiderpartiet

Följ

780 gilla-markeringar65 v

arbeiderpartiet Vi lover å aldri glemme.
#22juli

katejohem 🌹🌹

inahelen 🌹

evakristiine 🌹🌹

iceq73 ♥♥♥

irenesegerson 🌹🌹

brit_stokke 🌹🌹

hildewed 🌹

seaside68 ♥♥♥♥

marianne.knudsen 🌹🌹


kajsa2907 🌹🌹♥♥♥

lienoyvind 🌹🌹

midtbyen_auf 🌹🌹

aseripel 🌹🌹♥♥♥♥

barbro.tv 🌹🌹

 Legg til kommentar...

...


OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK

© 2016 INSTAGRAM




Fremskrittspartiet på Instagram


https://www.instagram.com/p/eDboCZwA6a/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 fremskrittspartiet

Følj

138 gilla-markeringer163 v

fremskrittspartiet God stemning på valgvaken. Siv har nettopp holdt sin tale og lover tøffe forhandlinger. #valg13 #nrkvalg #2valg #fremskrittspartiet

emilieaateigen 🌟💖💖💖💖!!!!!!

kinesval Høye forventinger til dere :-) stå på :-)

johanfjeld Morna' Jens!

nordeggen Morn'a rødgrønn!

Lägg till kommentar...


OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK

© 2016 INSTAGRAM




Høyre på Instagram: "Det var g X"


https://www.instagram.com/p/BFWy2RcTAnJ/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 høyre

Følj

504 gilla-markeringar 23 v

høyre Det var god stemning da @erna_solberg og @barackobama møttes i dag! :) De nordiske landene og USA samles nå for å diskutere og utvikle det gode samarbeidet. De skal blant annet snakke om sikkerhetspolitikk, klimaendringene og asylsituasjonen 🇳🇴🇸🇪🇩🇰🇺🇸 #nordicusasummit Foto: Saul Loeb, Afp

krfdagrun Fantastisk bilde av deg @erna_solberg

sytaulaust Flotte Statsministeren vår! 🙌🙌🙌

annfsyn Kjempefin er di Erna , håper du blir lenge statsminister 🙌🙌

sondovanne For et fantastisk bilde 🙌🙌🙌 Denne trioen får det gøy under kveldens middag.....❤️🙌🙌🙌🙌🙌

vegardlaunes Hun er så rå!

andersholmyr 🙌🙌🙌

sybrekka Dette bilde bør henges opp i 🙌🙌

Lägg till kommentar... 0 0 0


OM OSS SUPPORT BLOGG PRESS API JOBB SEKRETESS VILLKOR SPRÅK

© 2016 INSTAGRAM


Høyre på Instagram: "God jul"


https://www.instagram.com/p/_rBLgwTArS/


Appar f ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 høyre

Følj

390 gilla-markeringar

43 v

høyre God jul 🎄👶🏻💙

andhauk Velsigna, god jul 🎄👶🏻💙

abp_world_group God jul til deg og dine

andh76 God jul 🎄👶🏻💙@erna_solberg @høyre

kerik1980 Ha en riktig god jul til deg og dine

mr.fjeldheim God jul til deg og dine 🎄🎄🎄

Lägg till kommentar...


OM OSS SUPPORT BLOGG PRESS API JOBB SEKRETESS VILLKOR SPRÅK

© 2016 INSTAGRAM




Hayre på Instagram: "Lyst på n x


https://www.instagram.com/p/BDLnOUoTAuf/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 hayre


Följ

378 gilla-markeringar 31 v

hayre Lyst på noe godt i påsken?
👉@erna_solberg har delt sin oppskrift på kanelboller. Sjekk den ut på Facebook! 🍌👉👉

fredrikindquist 🍌👉@martebratteberg
martebratteberg @fredrikindquist det er lov med gode kanelboller i påsken 🍌👉

kimiaabtahi @hedviglyng
bjellapivat @inaaaprivva @linusbjell
kregnes @chrhaug1
inaaaprivv Ålo 2k14?? @bjellapivat
bjellapivat @inaaaprivva ja d jeg tenkte Hahaha
inaaaprivv 🍌👉🍌👉@bjellapivat
hedviglyng :-))) @kimiaabtahi
jarryemane @karskoil
karskoil @jarryemane har feltene nullsmukke enn 2chainz in

 Legg till kommentar... 0 0 0

OM OSS SUPPORT BLOGG PRESS API JOBB SEKRETESS VILLKOR SPRÅK

© 2016 INSTAGRAM


Popular party leader posts






Bjørnar Moxnes på Instagram: x


https://www.instagram.com/p/2EUfa_pd8B/


Appar f ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 bmoxnes

Följ

141 gilla-markeringar 77 v

bmoxnes Ville du tatt imot smågodt av denne karen? #dilemma

tellevikdahl Ser mer ut som tyveri 🤔

torunnhusvik Looooo!

soniagullu 🤔🤔🤔

hannetrine Haha🤔

stianolafs1 Lakrispiper der også eller? ;)


instatomkri Ups

bmoxnes Lakrispiper og vingummisegways

mabjro Har lært at jeg aldri skal la meg lokke av menn som frister med smågodt!

siljee1990 Nei takk, ikke når han sammenligner det å jobbe i skobutikk er det samme som å jobbe i barnehage. Det kan ikke sammenlignes.

raudt_bergen Det skinner virkelig av bystyret i Oslo, men det er ikke gull alt som glimrer!

 Legg till kommentar...

...


OM OSS SUPPORT BLOGG PRESS API JOBB SEKRETESS VILLKOR SPRÅK

© 2016 INSTAGRAM




Erna Solberg på Instagram: "Erna Solberg"


https://www.instagram.com/p/BC8vcr0r99X/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 erna_solberg

Följ

1951 gilla-markeringar32 v

erna_solberg Er blitt utfordret på baking, da ble det Bergenske skillingsboller etter mormor.
Etter 11 timer med møter i dag , fin avveksling.
visa alla 76 kommentarer

kule_fabi Digg nam#cool

rnerheim De såg god ut, Erna

heiditjolsen 🍌🍌🍌🍌🍌🍌🇳🇴



soulzme_habin Erna du suger din jævel fitte

larsaskerod Fantastisk, bare si fra når det passer at vi kommer på kaffe. Så nydelig godt ut 🍌🍌🍌

elboards.no Digg:)

irena_lill_uruf @malaika.04 se på den komentaren som er 3 hakk over min 🍌

charlotteolivia Mmm 🍌

 Legg till kommentar... 


OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK

© 2016 INSTAGRAM




Erna Solberg på Instagram: "H x"


https://www.instagram.com/p/9gp2Mvr947/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 erna_solberg

Följ

2 084 gilla-markeringar51 v

erna_solberg Har fått utløp for litt opparbeidet mamma på kjøkkenet behov og føler sterkt for å vise det :)

visa alla 409 kommentarer

audun455 Nå må du skjerpe deg nå er vi dritt lei av is

timmytus #ERNAMEETHEKIDS

tobiasredmond #ernameetthekids

andellisto Hæ

just_eirin #azadtiltronheim

malinvanvik #ErnaMeetTheKids

spam_len #ErnaMeetTheKids 🤪


majapedersen #ErnaMeetTheKids

majapedersen #ErnaMeetTheKids

nicholas_valdes #ErnaMeetTheKids

maiken_hestespan #ernameetthekids

vanjavatle #ernameetthekids

 Lägg till kommentar...

...

OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK

© 2016 INSTAGRAM


And, of course:






Jonas Gahr Støre på Instagram x


https://www.instagram.com/p/BDWOW1EyQZZ/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





 jonasgahrs

Följ

1 046 gilla-markeringar 30 v

jonasgahrs Håper fred og ro senker seg, ønsker alle en riktig god påske, i fjellet, ved sjøen, i byen eller på en annen tur! Alt godt, samle krefter til spennende uker og måneder utover våren!

frken_fryd God påske! 🙌🥰🥰🥰🥰

sindre_martinsenevje God påske 🙌🥰

jmargrete God påske 🙌🥰@jonasgahrs

siriramso God påske 🙌🥰@rebeccaopedal

kristinemerethelarsen God påske 🙌🥰

audoksenberg God påske 🙌🥰


arnfmoen God påske 🙌🥰

lienoyvind God påske 🙌🥰

jonlyseng God påske til deg og dine 🙌🥰

madconofficial God Påske gode mann @jonasgahrs

mayhelenjacobsen God påske til deg og dine !

 Legg till kommentar... ...


OM OSS SUPPORT BLOGG PRESS API JOBB SEKRETESS VILLKOR SPRÅK

© 2016 INSTAGRAM




Jonas Gahr Støre på Instagram xArbeiderpartiet på Instagram: xJonas Gahr Støre på Instagram: xErna Solberg på Instagram: "H: x


https://www.instagram.com/p/zSYtFWL9xe/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök





erna_solberg

Följ

2 901 gilla-markeringar87 v

erna_solberg Har lagt meg i trening til Ski-VM:)

visa alla 680 kommentarer

stinedii @gunvorbarstad

edieseth @karolinevkarlsen

shaggy_priv @privmaggs @skorpenpriv

karolinevkarlsen @espenhagen

kristinahennumprivat @alexfixckx

sindrebaardsn Goe

alven97 Maskin @erna_solberg


sindrebaardsn Sabel du e goe @erna_solberg

rendalmartin @g.u.s.t.a.v.f.i.v.e.i.t.u.n

john_snow_is_dead_ Rolig seler @kofoed_privat

chrhaug1 @kregnes #throwback

markus.leander @tobias.bingen

 Lägg till kommentar...

...


OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK




© 2016 INSTAGRAM


Jonas Gahr Støre xArbeiderpartiet på xJonas Gahr Støre xErna Solberg på lrxSiv Jensen på Inst xSiv Jensen på Inst xSiv Jensen på Inst x


https://www.instagram.com/p/RYCJO7uTic/

Appar fG ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysisÖvriga bokmärken

Instagram





sivjensen

Följ

137 gilla-markeringar207 v

sivjensen Jippi, det snør! Håper på skiføre snarlig.

glefs Har snødd i tr.heim siden torsdag.. Du får komme hit. Hehe.

helenemarie_s Er du imot dyremishandling? Sjekk ut han her Siv! @pango1100

traktorbabepriat Blir du med å ta en tur på sparkesykkelen min og kjøre inn i solnedgangen? eller soloppgangen hvis du liker det bedre?


christelkjoelstad Flink du er til og pynte opp a siwi jm

surrihue #giosstillbakefarida

xsunnivaprixx Stumpet rumpe

lukesvialwalker Frp e gei

jentatilmarcusandmartinus Deg som går på ski?

Lägg till kommentar...

OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK

© 2016 INSTAGRAM

Erna Solberg på Instagram: " x

Une Bastholm på Instagram: " x


Une Bastholm på Instagram: " x

Une Bastholm på Instagram: " x




Une Bastholm på Instagram: " x


https://www.instagram.com/p/BAkbF9bhgxN/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök








uneaba
Midtre Syndin

Følj

53 gilla-markeringar 40 v

uneaba Vinteridyll i #Valdres med stortingsgruppa til @degronne. egersborg 🍷🍷🍷

 Lägg till kommentar...

...


OM OSSSUPPORTBLOGGPRESSAPIJOBBSEKRETESSVILLKORSPRÅK

© 2016 INSTAGRAM




Audun Lysbakken på Instagram x


https://www.instagram.com/p/BAPQbjqOHB/


Appar f G ana tcat01-capture tcat01-analysis tcat02-capture tcat02-analysis tcat03-capture tcat03-analysis Övriga bokmärken

 Instagram

Sök







audunlysbakken
Holmlia

Följ



363 gilla-markeringar 40 v

audunlysbakken Lynet Lysbakken.

thelockertsen @vildemg @hannabine @hansineprivat

ingeborgsenneset ⚡

gjertrudovretveit @lettlurt @pilingrid @tytingvaag

 Lägg till kommentar... 

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© 2016 INSTAGRAM

In conclusion

- Political parties tend to gain traction when providing content that relate to elections and policy issues
- Individual politicians emerge as successful when providing highly personalized imagery
- Repercussions?



Personalization 'works'

- Party leaders "outgrow" their parties in terms of popularity
- Effects on stylistics, prioritizations of parties and politicians alike
- Parties still strong in scandinavian context
- ... but could be seen as losing apparently losing the Instagram 'popularity contest'
- Analyses performed by parties... lead to more personalized content?
- Younger voters?









stefanlofven
Rosenbad

Följ

5 810 visningar

1 v

stefanlofven Tommy Naurin är målvakt i mitt favoritlag i allsvenskan GIF Sundsvall. Hans drömjobb förutom proffskarriären är att bli statsminister. Så vi träffades på mitt kontor, kickade lite boll och snackade politik. Läs mer i Aftonbladets fotbollsbibel som kommer i morgon. #fotboll

📖 Lägg till kommentar...

...



kinbergbatra

Följ

2 009 gilla-markeringar

30 v

kinbergbatra Skönt efteråt!-) /Anna

Och, tack alla inblandade för energi och pepp! @tjejmilensthlm

Foto: Anna Ståhlgren @annastahlgren

visa alla 65 kommentarer

spekham Bra gjort!

ellenpigg @johannaasorensen

gle1958 Bra jobbat som vanligt 🙌

moderatmalin Bra jobbat Anna. Ultravasan nästa. (90 K)

mernoshsaatchi Snyggt!! 🙌🙌🙌

johannaasorensen @ellenpigg hahahha

cornelialundell Goals @heheshules

gudde_b Härligt Anna! Bra gjort!

gudslillenarr Stockholmare ÄR smartare än lantisar!!

📄 Lägg till kommentar...

...



socialdemokraternas

Följ

661 gilla-markeringar

14 v

socialdemokraternas "Jag och Ulla önskar er en God Jul och Gott Nytt År! Ta hand om varandra och se till att spendera tid med era nära och kära." Statsminister Stefan Löfven

halezalkassab1 God jul och Gott nytt år!

jennytalvitie God jull! 🥰

mattias8801 God Jul Stefan och Ulla njut av lite juledighet 🎄🌹 Sen fortsätter vi kampen för ett bättre Sverige för alla 🌹

yogavision1 God jul. Kör hårt 2017.

kjelleb_gitarrist God jul Stefan och Ulla. Hoppas ni får en trevlig juledighet och ta hand om varandra 🎄🙏

avinpanahande Jag älskar Stefan 🌸💚💜

skoszinowski Tack detsamma, och håll ut!

petrarenstrom God Jul 🎄

bosse1958 God Jul Stefan och Ulla!!

Ullaningen från Torsdalen



Lägg till kommentar...

...



Instagram

Sök



vansterpartiet

Följ

796 gilla-markeringar

16 v

vansterpartiet Vansterpartiets riksdagsgrupp står upp för allas rätt att vara lucia ❤️ #jagärlucia

johanssonelle #jag är här

kostasfraggidis Hans Linde är ju ändå snyggast i kronan :)

lenakgedman Respekt för allas rätt att va Lucia 🙌🙌

wilmamejerblad ❤️❤️❤️❤️❤️❤️🙌🙌

magnus_johansson_1981 Fina ni är! ❤️

ibranin Fint att ni sprider ljus och hopp 🙌

mariahannas Smart. Med lite snyggare luciakrona (ej plast) hade det även varit miljövänligare. 🙌🙌🙌!!

myrannystrom_ Några fler som ni i världen så! 🙌🙌🙌

trasten49 🙌🙌🙌

trasten49 i kommentarerna

❤️ Lägg till kommentar...





sverigedemokraterna

Följ

1 222 gilla-markeringar

8 v

visa alla 73 kommentarer

ewelina.ruud Alltid lika trevlig 🍷

babyfoxi Har aldrig röstat innan men 2018 råder det ingen tvivel om att Jimmie får min röst 🍷 #SD2018

27bano9d Heja !

linus.krook SD 2018

drakenibyn Fan va fula

32cm_slak 🍷 🍷

professor.vranin "Och här inne bevarar vi invandrarna" 🍷 @g.e.n.i.a @arlind_muriqi @gabrieel.tm @turpalbatagiev

g.e.n.i.a @professor.vranin plattserna längst bak är sparade för dxn hahah

mickenilsson4mn Statsministern 🍷

togglaan @babyfoxi @moamin35

lidingohulken 🍷

🍷 Lägg till kommentar...

...



centerpartiet

Följ

337 gilla-markeringar

11 v

centerpartiet Dags för Elle-galan!
Klänningen som @annie_loof bär ikväll är
skapad av @fridajonsvens - samma
designer som låg bakom Annies
nobelklänning. #Ellegalan2017
hundjazz Tjusig

🤍 Lägg till kommentar...





kristdemokraterna

Följ

195 gilla-markeringar

29 v

kristdemokraterna Idag besöker
@buschebba prins Alexanders dop på
Drottningholm. #fredag #sverige #dop
#rojalism #prinsdop #svpol

carlmagnus_eriksson Ser på tv ha en
trevlig dag

🔍 Lägg till kommentar...





Instagram

Sök



kinbergbatra

Följ

2 105 gilla-markeringar

16 v

kinbergbatra Ytterkläder till Nobelfesten är för fegisar:-) Tack Björn Lindahl på Aftonbladet för skön bild! /Anna

visa alla 34 kommentarer

saml.s.f.a.n.c Fina ni är 👍

maaayaa @isak9856

annasabinemaria Underbar bild och vilken vacker klänning 🌟🌟

helenawaker Stilpoäng 🌟 Klänningen är helt fantastisk på dig! 🌟🌟🌟

multifitness LÄCKER klänning! 🌟

christvuknowitaintasv I ite New York

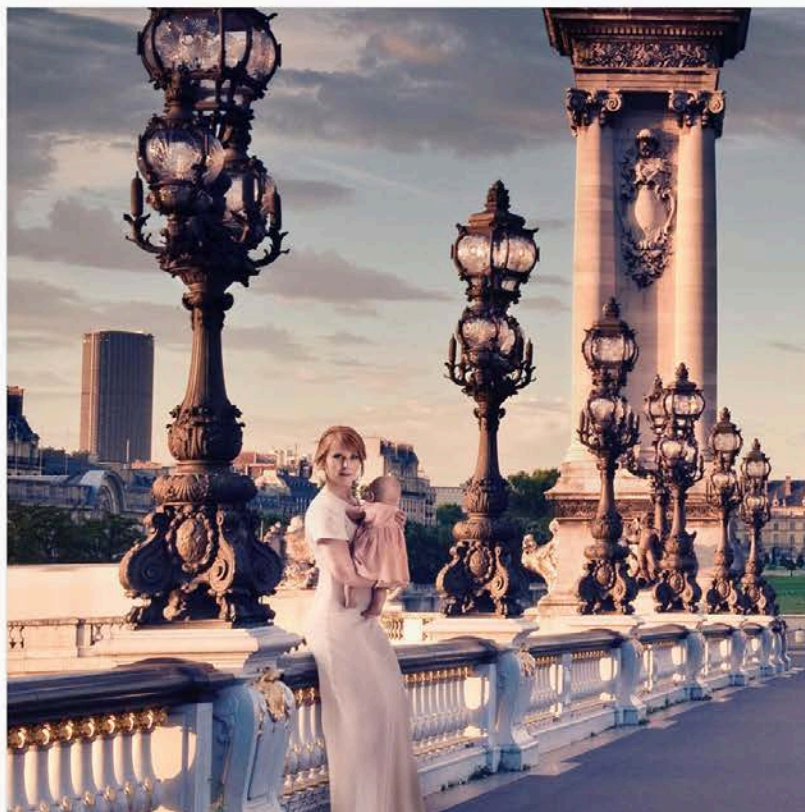
📄 Lägg till kommentar...





Instagram

Sök



annie_loof

Följ

995 gilla-markeringar

50 v

annie_loof Urläckert foto på mig & Ester när @tidningenmama listar #33mäktigastemamas Tack för den fina placeringen & fina fotot! Läs mer i tidningen Mama.

visa alla 52 kommentarer

sandrawiaderny Magisk bild!

drpink76 Underbart foto! 🍷

ev.roo Otroligt vackert foto på dig o lilla Ester!! ❤️ @annie_loof

johannaholmang Wow!!! Vilket foto!

linaszymanska Mmeee hallååå!!! Så underbar vacker sagolik bild!! Som en drottning! Förstora, förslagsvis fototapet över hela väggen 🍷💖💖💖

87linnea WOW 💖💖

marianne__holmberg Sååå fint!

advokatmassifritz Underbar bild 🍷🍷🍷



Lägg till kommentar...





Instagram

Sök



nyamoderaterna

Följ

648 gilla-markeringar

97 v

nyamoderaterna GRATTIS
@manszelmerlow och #SWE!!! #escSE
martinilarhammarberg Så jävla bra #knug
anna.martin.osd Grattis Måns!!! 🥳
ultras01 När ska DÖ dö? :
t.i.n.g.l.a Grattis!! 🙌💙💙💙🙌
@manszelmerlow
perham_1 I en snar framtid
förhoppningsvis! Men politiken behöver
man nog glömma när det kommer till nöje
;)
sagasagan Åeeee men vafan han festar
med moderaterna. Det var droppen. Jag
gör slut @sanna414 @alic.x
sagasagan Man får ju ändå fatta vissa
väsentliga saker i ett förhållande @alic.x
charlottastamblock Älskar bilden ❤️
@ebbawirblad



Lägg till kommentar...



**Concluding comments, possible
points for discussion, et.c.**



Concluding comments, possible points for discussion, et.c.

- Access to data – "Data rich" and "Data poor"
 - Commercialization a la Twitter
 - The Instagram example
- Research ethics differ from context to context
 - Scandinavia and the world
- Longitudinal studies of changing, new or recontextualized media?
 - What is the "social" in "social media"?
 - Sharing practices in newer platforms
 - Instagram
 - Snapchat



Thank you for your attention.

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