

EMBARGOED UNTIL DELIVERY
CHECK AGAINST DELIVERY

Impact of New Media
on General Election 2011



Party Websites and Blogs:

The Good, The Bad, and The Toxic

Part One: Websites and Facebook

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Level Playing Field?

- Internet provides space for alternative political information and discussion
- get the truth out
- low cost for parties with limited resources
- increased accessibility to voters
- target specific group of voters, eg 18-35

Internet Liberalisation

- Wider range of new media platforms
 - websites, emails, forums, podcasts, videos, blogs, micro-blogs, SMS, MMS, photo-sharing, social networking sites, mobile apps
- What kind of election content is online?
- How timely & diverse is the content?

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Content Analysis

- Main party websites of PAP, RP, SDA, SDP, SPP, WP (April 26, 2011)
 - Information and interactive/communicative elements
 - Party info, election info, recruitment and mobilization elements, contact options
- Updates from April 27 (nomination day) to May 8 (day after elections)

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Content Analysis

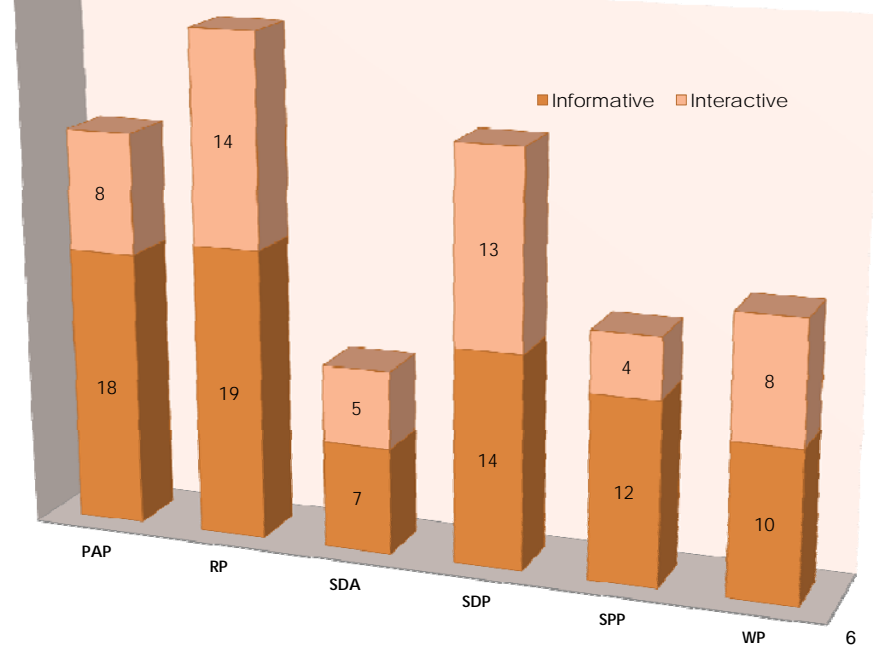


- Official Party Facebook pages
- April 27 to May 8
- three times daily (8am, 4pm, midnight)
- 1,380 wall posts by parties
 - no. of posts, originality, media type, purpose, issues addressed
 - 165 most-commented posts



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What's on Party Websites



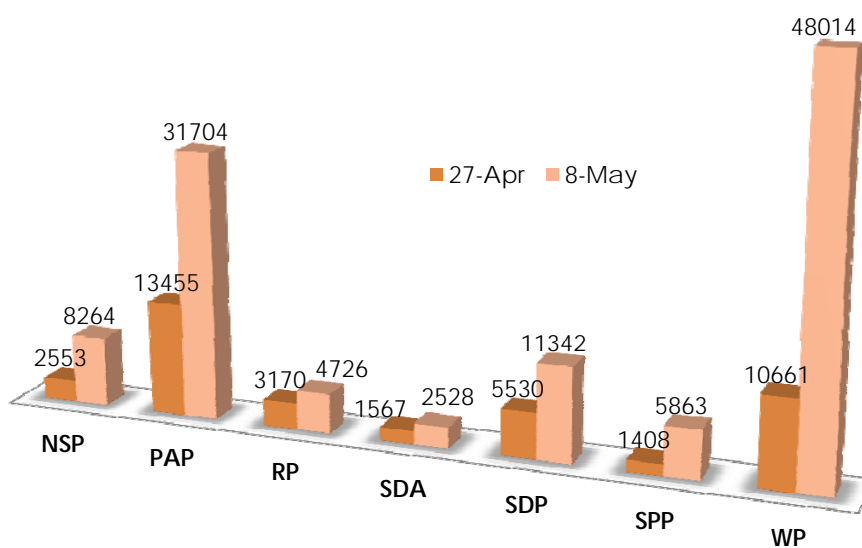
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Website Updates

- Approximately once a day
- Raise issues
 - governance, political system, cost of living, candidate quality
- Mobilize voters and volunteers
- Promote candidates
- Rally updates

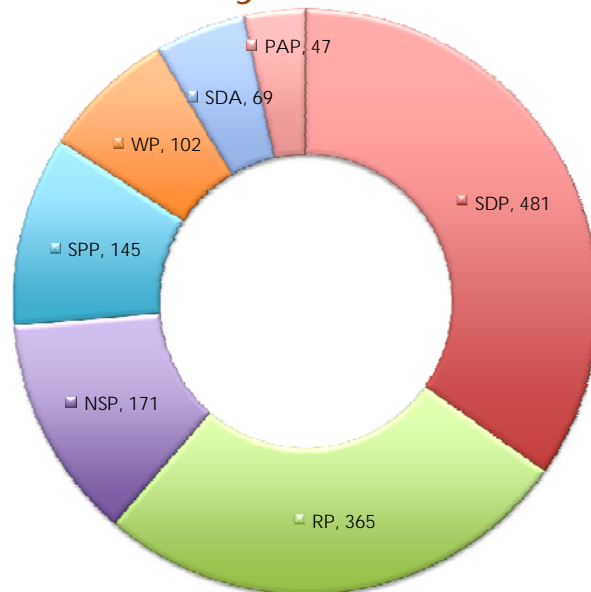
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Number of Likes on Facebook



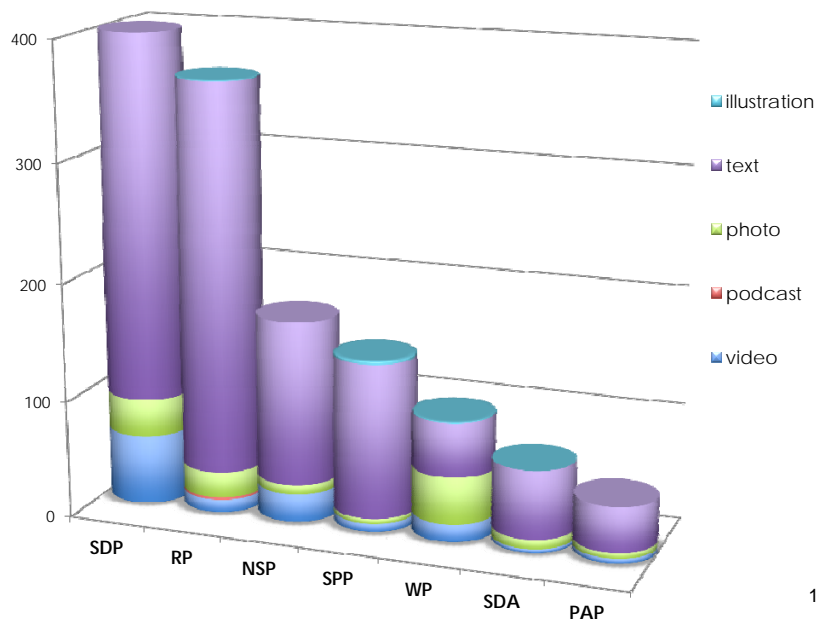
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Number of Party Posts



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Types of Post



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Originality of Posts

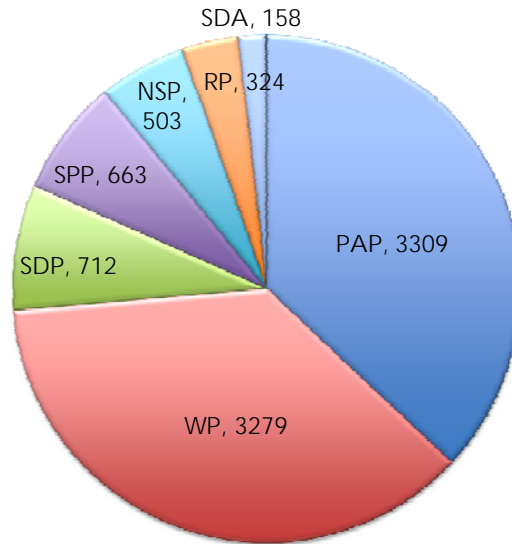
	Primary	Secondary	Both
video	8	102	0
podcast	1	1	0
photo	105	12	0
text	950	127	47
illustration	11	0	0
	1075 (78%)	242 (17.5%)	47 (3%)

16 can't tell, total 1,380 posts

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Purpose of Posts	N	%
Updates on candidates campaigning	568	41
Present issues	479	35
<ul style="list-style-type: none"> - hearing voices (18%) - candidate quality (15%) - governance (12%) 		
Promote participation	244	18
Express support for own party	49	4
Media surveillance	14	1
Respond to posts	3	0.2
Others	23	2 ₁₂

Most Commented Posts: Number of Comments Received



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Party	N	Most Commented Post
PAP	1364	I would like to hear new ideas from u on how to make Singapore a better place. – Lee Hsien Loong
WP	771	Thank you to all supporters and everyone who made this possible. Let us work together towards a First World Parliament!
NSP	103	SM Goh says we stand for No Substance Party. We urge our supporters not to indulge in similar name-calling
SPP	80	SPP teams will be holding our 'thank you' parades today starting from 4pm from Potong Pasir. Will move to Toa Payoh and Bishan as well.
SDP	71	Singapore Democratic Party candidate Dr James Gomez said the party's main outreach effort is online. Links to a CNA article.
RP	34	Osman Bin Salaiman: Old lady in AMK told him that she will rather die than to fall sick. Her reason? She could not afford to stay at a nursing home.
SDA	24	Thank for those who have voted us! I hope the other results will bring change to Singapore.

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Part Two: The Blogosphere

