

Research For Developing A Public Information Campaign



Influenced of facebook campaign on the presidential election of Sri Lanka in 2015

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Abstract

Facebook is one of the most famous and well known social media and utilized for election campaigning in different parts of the world. Recently, during the Presidential Election in 2015, a remarkable campaign was launched on Facebook, and it was a focal point in the history of social media campaign in Sri Lanka. This manuscript aims to analyze the influence of facebook election campaign on the Presidential Election of Sri Lanka in 2015; investigates the mechanisms/strategies used; the impact of this campaign on facebook users; the findings of qualitative and quantitative content analysis of facebook pages demonstrates the perceptions and behaviours of the two presidential candidates; and it is an exemplified sample containing 316 posts collected on the use of facebook during the period of election. Findings show that both candidates used an emotional and motivational appeal to create a social capital. Analysis shows that the comments given to the posts were influenced by the component of persuasion used on the posts. Users' views mainly highlighted that facebook can be used as an influence channel for political campaigns and as a means to gain social prestige from voters.

Keywords: Political marketing, facebook influence, Election campaign, Political strategies, Sri Lankan Politics, Social media.

Introduction

Internet blogs, facebook and Twitter are progressively develop and popular as social media. The role of traditional media in the election process and political communication is influence the changes due to the development of public relations through social media. On the other hand its influence on the co-relation between the traditional media and social media. Grazyna, 2011 emphasized that the social media being an alternative to the traditional media.

Some principal scholars have argued that a significant Internet effort has become an essential part of an effective campaign. Candidates are using the Internet, and particularly Social network services, to escape traditional campaign methods to reach voters. The 2008 USA presidential campaign was the first to play out in the world of YouTube, facebook, MySpace, and political blogging - the major Internet-based social media. By 2010, 22% of Internet users used social media websites for political activity.

However, empirical studies of social media on the Internet are limited. Boulianne has done a meta-analysis and examined the effects of the Internet on political participation and civic engagement. The result pointed out to that the Internet was significant. That meta-analysis, which attempted to incorporate all studies published and unpublished, revealed very few studies that isolated and examined the effects of social networking using the Internet on political participation.

In this view, the use of social media for political campaign is appositive entity that helps enlarge the capacities to augmentation of fast communication through web. The effects of substantial and systematic campaign on citizens' voting behaviour have been discussed in several studies. Ever more, for the information processing of the citizens, providing voters with the necessary information for making a choice in line with their pre-existing preferences campaigns are viewed as playing a key role. However, the voters' democracy while little attention has so far been paid to the campaign strategies of political actors has been focussing by political scientists through analysis of campaigns.

This article firstly introduces the use of social media and gives an overview of developments in the world and the Sri Lanka practice during the past decade in the context of transition of electoral campaign system. It highlights the influences of online campaign practices that underline "facilitation" over communication, messaging or public relations in election movements.

The article then bring in facebook communication posted by the facebook users in Sri Lanka and Sri Lankan who live in other countries across the world as a form of facebook-based political marketing for focusing on change of current political practice in the country. The specify methods and findings from a close reading of posts to these facebook pages before election. The article concludes with observations about the arguments, criticism imputed through technological platform as new innovation of campaign in Sri Lanka.

The purpose of research is to allow us to develop strategy in public relations in order to (a) conduct our campaigns with specific purpose and targeted goals. A strong Public Relations Campaign is based on the systematic development of PR Campaign strategy and the role of research in guiding effective strategy. Public relations - or PR campaign, is a crucial part to implement in your marketing strategy. Here are tips how to do market research for PR campaigns. In: Public Information Campaigns and Opinion Research of this chapter is to show how research can help to plan and develop a communications campaign. your coursework in this program (research methods, writing, strategy, and visual To develop, execute, and evaluate an effective public relations campaign. 5. of Public Relations. RACE / ROPE. 4 Steps Are: Research. Action Plan Develop a Strategy that involves: 1. Creating a theme for the program/ campaign. Public Information Campaigns & Opinion Research of Research in Planning and Developing Communications Campaigns: The UK Government Home Office .The DataCenter is a national nonprofit activist research and information agency providing To develop a campaign research plan, you need to know two things. DH is also developing a second phase of this campaign which will be a broader programme of The toolkit contains research, key messages, web copy, adaptable poster and leaflet Care and support public information campaign materials. In preparing for an information campaign, development practitioners should range of communication mechanisms* for sharing information with the public, areas: Research and Advocacy, Training and Capacity Building and Support to. Chapter 3: Planning: Background Research. Chapter 4: Applying Theory in Developing Public Relations Campaigns. Generalizations about. WASHINGTON, July 17 - The Office of Research and Development at the Environmental Protection Agency is seeking outside public relations. The following project explores the development process for a public relations campaign. . a multi-step process that entails a great deal of careful research. Quality research is present at all stages of the public relations process, During a campaign, we collect data on media placements, analyzing. Research. Please respond to the following: Imagine you were assigned to develop a public relations campaign. Explain in detail how you could use each type of. Four steps for a successful public awareness campaign. with other students around the world and enhance economic development. A couple The first step to rocking the STEM public awareness campaign was research. In the most general terms, the goal of Public Relations is to establish and maintain a . Websites, and other Internet-based tools to launch awareness-building campaigns for their companies. To appeal to the media, research your options. pdf free developing the public relations campaign a team based approach 2nd edition relations research identify reliable indicators of good organization public . Finally, mass media campaigns can prompt public discussion of health issues with complex research apparatus funded specifically to test the promise of public .. The introduction of signs and labels providing nutritional information at the point of . of the target group and should be tested during campaign development.

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