



eGovernment
Forsknätverk inom eGovernment

Values and Media exposure impact on political attitudes and voting decision at Swedish elections 2010

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Introduction (1)

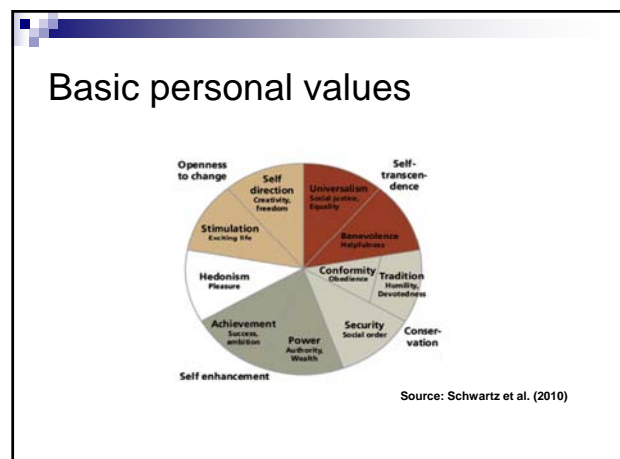
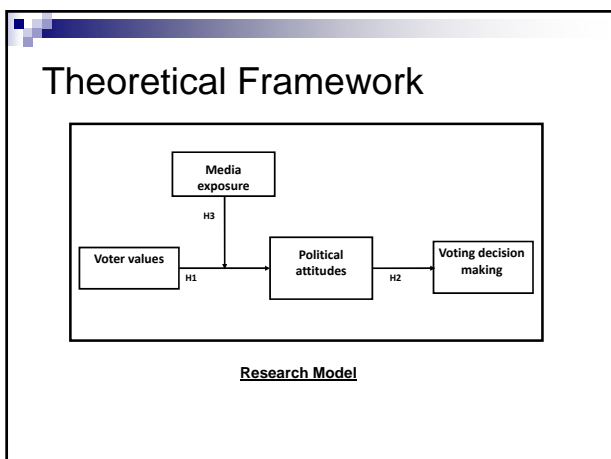
- General Elections 2006
5,650 000 Turnout
- General Elections 2010
6,028 000 Turnout

	2002	2006	2010
Swedish Social Democratic Party	2,113,560	1,942,625	1,827,497
Moderate Party	809,041	1,456,014	1,791,766
Centre Party	328,428	437,389	390,804
Liberal People's Party	710,312	418,395	420,524
Christian Democrats	485,235	365,998	333,696
Left Party	444,854	324,722	334,053
Green Party	246,392	291,121	437,435
Sweden Democrats	76,300	162,463	339,610

- ### Introduction (2)
- The voting participation and decision making are subject to voters basic values. It determines their political attitudes (Schwartz et al. 2010).
 - Many new media tools (blogs, social media) in addition to the traditional mass media are used in elections campaigns.
 - The new media tools give the freedom to build the portraits of the parties and power for the groups (Petersson et al. 2006)
 - Most Swedish voters are spectators in election campaigns (Petersson et al. 2006)

Research Question

What is the impact of basic personal values and the exposure to the campaigns on social media on voters' decisions?



Core political values (Schwartz et al. 2010)

- Law and order
- Traditional morality
- Equality
- Free enterprise: involvement of the government in the economy
- Civil liberties
- Blind patriotism: criticism of one's country

Media Exposure

- TV
- Newspapers
- Blogs and
- Social Media
- Other sources (face to face meeting, radio, etc.)

Methodology

- Swedish General Elections 2010
- Online survey on Facebook
- Quantitative analysis

Expected Results

- Identify whether the campaigns on Social Media (Youtube, Facebook, Twitter) had a marginal effect on Swedes' voting decisions.
- Understand if the voting decision making can be moderately driven by the social media exposure.

Expected implications

- Depict the importance of usage of social media as a campaign tool considering the voters personal values and their impact on their political attitudes.
- Invite the electoral organisations to use the social media in order to increase the voters participation and let them vote for them by an easier way of interaction.

Limits

- Focus on parties' values rather than the candidates profiles and characteristics.
- Consideration of the voters decisions and the parties campaigns as two separate tasks, while the decision would originate from the voter's own perception of the parties values.

Further research

- Correspondence analysis between individuals basic values and parties' values.
- Comparison between young and old generations and between people with different personality traits.

Conclusion

- Role of the personal basic values in the voting decision making.
- Role of the social media at moderating the political attitude and then at increasing the voting participation.