UTILIZING SOCIAL MEDIA TO ENGAGE HAWAI'I CITIZENS:
HOW THE 2010 HAWAI'I MAYORAL AND GUBERNATORIAL
CANDIDATES UTILIZED SOCIAL MEDIA DURING THE PRIMARY ELECTIONS

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ABSTRACT

Candidates for political office are increasingly using social media tools and technologies to communicate with constituents, citizens, and various publics. Such use has been examined at the national level in the U.S. with the presidential campaigns of Howard Dean and, more notably, Barack Obama, who was often referred to as one of the most technologically-savvy candidate’s running for political office. This communication phenomenon has not been well studied at the local level in Hawaii, however. The contentious 2010 primary election for governor of Hawaii and mayor of the City and County of Honolulu presented an opportunity to conduct an exploratory study of the front-running candidates' use of social media. Using a combination of website content analysis and semi-structured interviews with the campaigns’ social media advisors, the researcher found and documented how social media was being used by the 2010 front running primary election candidates for mayor and governor in Hawaii and the thinking behind some of their political communication strategies. Accessibility, transparency and engagement through these social media communication tools were a common strategy for a political campaign. Findings reveal that the front running gubernatorial and mayoral candidates used a variety of social media strategies to connect with their publics. While there were similarities in their use of social media, some of the differences lead to an interesting analysis of motivations and impressions. This study discusses these emerging trends in social media campaigning and provides a foundation for future research.
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CHAPTER 1: INTRODUCTION

This thesis is an exploratory study – based on case studies, content analysis and semi-structured interviews -- of how political candidates have been using social media to communicate with their publics. Social media, as used in this thesis, include interactive digital communication technologies such as Facebook, Twitter, YouTube, and candidate websites. As will be illustrated and discussed in more detail later, both national and local political campaigns are increasingly adopting these technologies as strategic communication tools.

Although Barack Obama’s 2008 presidential campaign was not the first instance of using social media during a candidate’s bid for public office, it was probably the most high-profile example and one that other politicians (and their social media strategists) refer to when discussing their own adoption of these technologies. Obama had a presence on Facebook, MySpace, Twitter, Flickr, and YouTube, as well as on his own website. He was also known for his attachment to his Blackberry, which was well-covered in the mainstream news media, providing more tacit, if not explicit, evidence of his membership in the political digital literati. One of President Obama’s favorite gadgets during the 2008 election was the Blackberry, keeping him constantly updated throughout the campaign. At the time, stories abounded about whether Obama would have to give up his Blackberry for national security reasons. The news media frequently reported on his tech-savvy campaign and its social connectivity with various publics through social media. The campaign used e-mail and text-messaging, for example, to announce Obama’s pick for his vice-presidential running mate, Joe Biden, a Democrat from
Delaware. The announcement of who Obama’s running mate would be as well as how it was announced were both news events. It was a method of communication that was considered somewhat revolutionary at the time.

*Wired*’s Joe Fermoso (2008) had this to say about Obama’s use of interactive digital communications technologies:

> Even though he won’t take the Oath of Office for another two months, Obama is already considered the most tech-friendly President ever. As we found out last week, he uses an Apple Macbook as his notebook PC and kept in touch with his family during the campaign through the iChat webcam program. That’s on top of his campaign’s success in using the internet to amass kajillions of dollars from ordinary Americans, as well as the success of the MyBarackObama.com volunteer network. (¶ 2)

The use of social media by Obama and some other national political candidates has already been well covered by the mainstream news media. How candidates running for statewide or local offices using social media, however, has been less scrutinized, in large part because this communication phenomenon is still relatively novel and thus provides ample opportunity for conducting exploratory research. This thesis focuses on the use of social media by the front-running candidates for Mayor of the City and County of Honolulu and for Governor of the State of Hawaii. It will serve to document and discuss the use of social media in political candidate communication during the early stages of this communication phenomenon in Hawaii politics. Although a growing number of local candidates are using social media as part of their political campaigns, that usage has not been well studied. One of the goals of this thesis is to carefully and systematically examine the content of selected cases and interview those associated with their development to learn about the decision-making processes surrounding a candidate’s use of social media.
CHAPTER 2: LITERATURE REVIEW

For as long as politicians have been running for publicly elected offices, the need to “connect” with citizens, and particularly voters, has been an essential component of the candidate’s communication strategy. This connection is achieved through either direct (interpersonal) or mediated communication. As far back as ancient Greece and Rome, persuasive communication strategies (in those days, rhetoric and oratory) had an important place in politics, law, and literature (Greek literature, 2010). While interpersonal communication still plays a role in political candidate communication today (e.g., neighborhood canvassing, organized rallies, and impromptu appearances at public events), most candidates rely on mediated forms of communication to reach and engage their publics. Newspaper and television advertisements, televised debates, flyers, newsletters, phone calls, calendars, cookbooks, and other traditional methods are used to communicate with citizens and voters. Social media, as defined earlier, are increasingly being used as well, to differing degrees. Regardless of the medium used, the ultimate purpose of these communication efforts is to get people’s attention, engage their minds and hearts, and win votes. However, winning votes is becoming a more complicated process in communities where large numbers of people, especially younger people, do not vote. While the question of whether the use of social media can actually influence a citizen’s vote was outside the scope of this research, the question is one worth posing and discussing as a launching pad for discussing social media, since when used in the context of a political campaign, social media are inherently tied to voting behavior, whether or not a candidate makes that connection explicit.
History of Voter Participation and Voter Turnout for the U.S. Presidential Elections

Despite the increases in voter turnout for the 2008 Presidential elections, Hawaii had the lowest percentage of voters in comparison to the rest of the nation (U.S. Census Bureau, 2010). "Voting may be a civic duty, but in lots of ways it's also a habit. Civic duty isn't necessarily something that motivates people (in Hawaii),” said Neil Milner, a political analyst at the University of Hawaii at Manoa (Reyes, 2009, ¶ 8). Figures from the U.S. Census Bureau show only 51.8 percent of registered voters in the islands went to the polls in the 2008 presidential election (U.S. Census Bureau, 2010). Many thought that the youth vote was driving the force for Obama’s campaign; however Milner was surprised by the lack of votes cast by younger in Hawaii. Among eligible voters in the 18-24 age group in Hawaii, 25 percent voted, compared with 67 percent of those 75 and older, and nationally, 48.5 percent of those 18-24 voted, according to the bureau (Reyes, 2009, ¶ 4).

Thomas Paine (1795) an English political writer, theorist, and activist said in his Dissertation on First Principles of Government “The right of voting for representatives is the primary right by which other rights are protected. To take away this right is to reduce a man to slavery, for slavery consists in being subject to the will of another, and he that has not a vote in the election of representatives is in this case” (Paine, p. 267) In other words, Paine explains that exercising your right to vote allows you as a citizen the right to fight for change. If most of the people are not participating, then democracy will not work. According to the West’s Encyclopedia of American Law, the right to vote is a fundamental element of the United States' system of representative democracy. In this
form of government, policy decisions are made by representatives chosen in periodic elections based on the principle of universal suffrage, which requires that all citizens (or at least all competent adults not guilty of serious crimes) be eligible to vote in elections” (2008).

For years, experts saw a picture of increasing voter apathy in the United States, as turnout appeared to plummet from the 1970s to 1990s (Sperry, 2008). However, political scientist Michael McDonald of George Mason University in Fairfax, Virginia said that picture was misleading. "In the 1950s and 1960s, we had a much smaller noncitizen population than today, and voter turnout was always measured as the percentage of the whole voting age population that went to the polls," McDonald said (Sperry, 2008). But immigration boomed in the 1970s, '80s, and '90s, creating a large pool of citizens who were of voting age, but not eligible to vote. Most estimates of turnout during those decades still counted the noncitizen population, creating a false sense that turnout was spiraling downward (Sperry, 2008). McDonald tries to get at turnout of eligible voters only—eliminating not only noncitizens, but also prisoners and felons who are ineligible to vote. Once those calculations are included, turnout of eligible U.S. voters looks fairly steady since the 1970s (Sperry, 2008). The 2008 presidential elections showed an increase of 5 million voters from 2004, bringing the total percentage of voters to 58.2 percent, up from 43.6 percent in 2004 (US Census Bureau, 2008). In an interview conducted by Shelley Sperry, from National Geographic News, Dr. McDonald explained why there was an increase in voter participation during the 2008 Presidential Elections:

The McCain-Obama election "will have the highest turnout since 1908." He pointed to the rediscovery of an old-school campaign strategy as one major reason
for this year's increased participation. Campaigns have returned to personal, voter-to-voter contact, which dominated in the 19th century, when voter turnout was the highest in U.S. history—often topping 75 percent of eligible voters. Today's voter-to-voter contact has technological twists never imagined by Gilded Age campaign operatives—including text messaging, social networking Web sites, homemade YouTube videos, and email recruiting and fundraising. (Sperry, 2008, ¶10)

Despite the success of Obama’s social media campaign strategy in engaging citizens to exercise their civic duties, Hawaii’s voting population was dismal. According to the U.S. Census Bureau, only 51.8 percent of registered voters in the Islands went to the polls in the 2008 presidential election, putting Hawaii dead last among the states in voter participation (US Census Bureau, 2008). “We already have a well-established tradition of low voting turnout in national elections. The total absence of competitive elections here helps to create an atmosphere where people just don’t take voting very seriously,” said University of Hawaii political scientist Neil Milner (Reyes, 2009). Political candidates for the 2010 Mayoral and Gubernatorial elections have tapped into the social media marketing for their campaigns as a tool to encourage voters to vote and be active in their political campaign; however the question is: How well are they utilizing these social media technologies to create a voting atmosphere and mobilize Hawaii’s citizens to the voting polls?

The Great Debate: 1960 Nixon-Kennedy Presidential Election and Television

Before the advent of television, radio made it possible for people to receive at least rudimentary political information without the effort of reading (Campbell, 2010). Without a visual, people used their imagination whenever there was a broadcast. However with the invention of television, that all changed. On September 26, 1980, 70
million U.S. viewers tuned into to watch Senator John Kennedy of Massachusetts and Vice President Richard Nixon in the first-ever televised presidential debate, later known as The Great Debates (Allen, 2010). This marked television's grand entrance into presidential politics, having a significant impact on voters in 1960. At election time, more than half of all voters reported that the Great Debates had influenced their opinion; 6% reported that their vote was the result of the debates alone. Thus, regardless of whether the debates changed the election result, voters pointed to the debates as a significant reason for electing Kennedy (Kraus, 1988). Not only did television affect the public’s perception of political events, but it changed the politics of campaigning and significantly altered the political process itself (Kraus, 1988).

The television allowed the people to connect the candidates to an image and personality, and gave the candidates a chance to gain momentous exposure and support long before the nominating conventions took place (Kraus, 1988). People liked Kennedy more than Nixon because of the way he looked. Professor Gidlow of Bowling Green State University said that

“The debates made Kennedy look like a winner. His practice of looking at the camera when answering the questions -- and not at the journalists who asked them, as Nixon did -- made viewers see him as someone who was talking directly to them and who gave them straight answers. Kennedy's performance showed not only that he was a knowledgeable and credible elected official, but also that he just plain looked better. The often repeated story -- which is in fact true -- is that polls taken after the first debate showed that most people who listened to it on the radio felt that Nixon had won, while most who watched it on television declared Kennedy the victor.” (Gidlow, 2004, ¶5)

In today’s modern politics, television is still used to convey a candidate’s message, however new technologies such as the Internet have become an integrated part
of most campaign strategies. The 21st century has brought on a new online trend, of adding a social dimension to political campaigns and incorporating that visual image on their websites through videos. Television broadcasts of politicians can now be viewed and shared with others through online videos and information about candidates can be discussed with others in real time, allowing voters to be engaged with the candidates’ online campaign.

*The Internet and Civic Engagement (PEW)*

With the advent of the internet, millions of Americans now have an infinite amount of information at their fingertips and is now part of the fabric of everyday civic life (Smith, Schlozman, Verba, & Brady, 2009, p. 9). According to Smith et al., half of those who are involved in a political or community group communicate with other group members using digital tools such as email or group websites. Over one-third of Americans (36%) are involved in a civic or political group, and more than half of these (56%) use digital tools to communicate with other group members. Indeed, 5% of group members communicate with their fellow members using digital technologies only. At the forefront is email—for 57% of wired civic group members use email to communicate with fellow group members (Smith et al., 2009, p. 9). This makes email nearly as popular as face-to-face meetings and telephone conversations for intra-group communication. According to Smith et al.:

- 32% of internet users who are involved in a political or community group have communicated with the group using the group’s website, and 10% have done so via instant messaging.
• 24% of online social network site users who are involved in a political or community group have communicated with the group using a social networking site.

• 17% of cell phone owners who are involved in a political or community group have communicated with the group via text messaging on a cell phone or PDA (Smith et al., 2009, p.9).

Traditional Internet political civic engagement activities are viewed as: emailing government officials; signing an online petition, emailing an editor; making political contributions on the internet; communicating with civic/political groups by messaging, instant messaging or using the group's social networking site (2009). Just as in offline politics, the well-off and well-educated are more likely to participate in online activities that mirror offline forms of engagement. However there are hints that social media may alter this pattern (2009). When researchers were examining the data regarding offline civic activities and their online counterparts, they found that:

• Online political activities are marked by the same high levels of stratification by income and education as their offline counterparts (2009).

• Political activity is highly correlated with income, whether that activity takes place online or off (Smith et al., 2009, pp.35-36).

However, while examining political engagement on blogs and social networking sites, researchers found:

• "Young adults more likely to engage in "new" forms of online civic engagement,” (2009) and
The income and education gaps for those who take part in the new civic activities are reduced (Smith et al., 2009, p.54-56):

“...those under age 35 represent 28% of the respondents in our survey but make up fully 72% of those who make political use of social networking sites, and 55% of those who post comments or visual material about politics on the Web. The youngest members of this group—those under age 25—constitute just 10% of our survey respondents but make up 40% of those who make political use of social networking sites and 29% of those who post comments or visual material about politics online” (2009).

Without offering more than the suggestion that the new social media might be changing the traditional character of civic engagement, the study asks: “Will these forms of internet-based political engagement, which entail opportunities for political expression and communication among large numbers of dispersed people, foster the forms of political participation that involve attempts to influence political outcomes?” (Smith et al., 2009, p. 59). This is also a question that the 2010 Hawaii Political Candidates are asking their campaign committees. With Hawaii having a poor voter history and lack of enthusiasm for engaging in civic duties, political candidates are including social media to their tradition campaign strategy, hoping to engage Hawaii’s voters.

While the popularization of the Internet and these social media tools have gained momentum since the 2008 U.S. presidential campaigns, the origins of this 21st century trend began on foreign territory.
Does this sound familiar?

"(Candidate) used and even invented new ways of campaigning that worked in concert with the changes within society, whereas (the opponents) relied upon traditional campaign tactics. (Candidate's) campaign focused on communication, volunteers, and information technologies...It represented the nation's first large, voluntary support organization for an individual politician. The association, 70,000- members strong, became actively involved in party primaries, electoral campaigning, and fundraising. It organized rallies during the primaries and campaign, led online debates, and initiated the movement for small donations to be made to their candidate. Thanks to the association's efforts, hundreds of thousands of Internet users visited (candidate's) official campaign site every day, exchanging and sharing views on election issues during the campaign. They also helped (candidate) accumulate...approximately U.S. $6 million from 200,000 small-amount contributor.” (“Roh Moo-hyn Leading the Way”, 2006, ¶1)

The candidate in question is not Howard Dean or even President Barack Obama. The above quote refers to Roh Moo-hyun, the 16th President of South Korea. Roh's electoral story does resemble that of Dean’s campaign and our current Commander-in-Chief. Similar factors of Obama’s campaign could reflect that of Moo-hyun’s such as: main supporters came from 20-30 year old electorates (Generation 368), and they had come of age during the harshly repressive right wing regimes of the 1980’s which fueled their desire for change and a right to democracy. The difference however: Roh's campaign happened in 2001-02 (2006). The mobilization of Roh Moo-Hyun’s supporters took place largely over the Internet; people sent short text messages through the wireless Internet and could log on for immediate access to ongoing news and debates regarding the campaign on several key websites (Kim, 2004).

As the world’s leader in broadband penetration and Internet usage, information technology is at the center of life in South Korea. At present, citizens in South Korea
connect at 100 Mbps, 20 times faster than the U.S. broadband speed which is at 5Mbps (Paul, 2009). According to the Global Broadband Forecast: 2009, South Korea ranks 1\textsuperscript{st} in global broadband household penetration with 95\% penetration, putting the United States in 20\textsuperscript{th} place worldwide (Strategy analytics, 2010). South Korea’s dominance in broadband penetration is attributable in part to its highly urbanized population, as well as to the existence of a comprehensive government-backed broadband policy (“Roh Moo-hyn Leading the Way”, 2006). Currently, the Korea Communications Commission is working on increasing broadband speeds to 1Gbps by 2013 (Paul, 2009).

Despite America’s lag in high-speed internet technology, politicians are now catching up to the rest of the world in using the power of social media. The 2008 U.S. Presidential election is a prime example of how Obama’s social media campaign engaged and mobilized many voters during the election season.

\textit{American Online Politics in 2008}

The 2008 presidential primary elections sparked the attention of many voters in numerous ways. Many factors were involved which peaked the interest of the voters: a tightly-contested Democratic primary between Barack Obama and Hillary Clinton; an open Republican primary without an incumbent running for president; a general election featuring the first African-American major party candidate and one of the most well-known Republican senators; a general election season that overlapped with the collapse of the housing market and banking sector; and a political climate in which there was widespread dissatisfaction among voters with the overall direction of the country (Smith, 2009). Online political users are defined as internet users of the voting-age population
who go online for news about politics, or the campaign, communicate with others about politics via the internet and share or receive campaign information using specific tools such as email, instant messaging, text messages or Twitter (Smith, 2009).

According to Smith’s study on the internet’s role in the 2008 campaigns, more than half of the entire adult population went online to learn about the campaign or get involved in the political process (2009, p.21). Candidates’ websites were interactive, allowing visitors to become engaged with the campaign as well as other citizens. The websites encouraged visitors to use their social networking sites, in addition to Twitter and Facebook, to show their support of the candidate. Political fundraising became easier for the candidates whose websites allowed for fast and easy payments. Visitors were encouraged to make a donation, even if they were small amounts. Past presidential candidate, Howard Dean, was the pioneer in raising large funds through the Internet.

An early front-runner in the 2004 Democratic Presidential nomination, Dean denounced the 2003 invasion of Iraq and called on Democrats to more strongly oppose the Bush Administration (Wolf, 2004). Dean showed strong fundraising ability, and was a pioneer of political fundraising via the Internet, raising around $50 million (2004). However, Dean eventually lost the nomination to Senator John Kerry of Massachusetts. One key to his online popularity is the harmony between his message and the self-image of the Internet community (2004). Dean says, “A lot of the people on the Net have given up on traditional politics precisely because it was about television and the ballot box, and they had no way to shout back. What we’ve given people is a way to shout back, and we listen—they don’t even have to shout anymore” (Wolf, 2004, ¶9). Dean’s campaign
launched Howard Dean TV on the Web utilizing the latest broadband technology. Through Dean’s official web site, voters were able to watch speeches, and other videos of him along the campaign trial that they would not otherwise be able to see. “It is serving as direct communication to the voters,” Dean said. “It bypasses a lot of the media filter that we have. The other thing it does is enable us to get in touch with people who really passionately care about the campaign” (“Howard Dean Discusses Broadband”, 2003). His web site and e-mails created a sense of community with his supporters.

Although the 2004 Dean campaign broke ground with its online meeting technologies and blogging, “people didn’t quite have the facility,” says Lawrence Lessig, a Stanford law professor who has given the Obama campaign Internet policy (Talbot, 2008, ¶4). 2003 was the year that MySpace launched a social networking tool, which was primarily used by 20/30-somethings (Boyd, 2007). It wasn’t until late 2004 that teens really started appearing in masses on MySpace and 2005 was the year that MySpace became the “in thing” for teens. Facebook launched in 2004 as a Harvard-only site then primarily as a college-only site (Erickson, 2008). In September of 2007, it became open to the public and the Facebook phenomenon expanded (2008). The trend for social networking tools didn’t take off until after Howard Dean introduced his Internet technologies and website. The two main reasons for the inability of his online campaign to take off were because of the lack of sophisticated technologies, such as broadband speed, and the pre-mature adoption of social networking by Dean. Between 2004 and 2008, millennials were able to understand how these sites worked which allowed the Obama campaign to utilize their skills for their websites and social networks (2008).
millennial is a member of the generation of children who were born between the years 1977 and 1994 (MSN Encarta, 2009).

While Dean proved that he could excite this generation politically, he failed to give the youth a project, namely getting themselves and others to vote. This generation’s lives have been rigidly structured from the beginning, their daily lives planned out for them, often within groups in which they worked on projects (Erickson, 2008). They just needed to be given something to do. Barack Obama understood that and set them to work on projects on behalf of his campaign, from voter-ID, to phone banks, door-knocking, to online marketing (2008). Lessig adds, “The key networking advance in the Obama field operation was really deploying community-building tools in a smart way from the very beginning” (Talbot, 2008, ¶4). Blue State Digital, which was founded by alumni of the Howard Dean campaign, became the nervous system for the Obama campaign, allowing for easy monetary donations and facilitating local events.

The Obama campaign has built, tweaked and tinkered with its technology and organizational infrastructure since it kicked off in February 2007, and to this day has had the most sophisticated organizing apparatus of any presidential campaign in history (Talbot, 2008). Previous political campaigns have tapped the Internet in innovative ways — Howard Dean’s 2004 presidential run, and Ron Paul’s bid for this year’s Republican nomination, to name two. But Obama was the first to successfully integrate technology with a revamped model of political organization that stresses volunteer participation and feedback on a massive scale, erecting a vast, intricate machine set to fuel an
unprecedented get-out-the-vote drive in the final days before the November 4th presidential election (Stirland, 2008).

Obama’s Social Media Campaign

How did the Obama campaign’s use of social media influence millennial involvement during the 2008 presidential election? According to the New York Times, Obama had the ability to move and engage people. He was the first candidate to start using widgets, making it incredibly easy for anyone to donate to the campaign through any one of his social networking sites (Stelter, 2008). The Washington Post has even gone so far as to giving him the title as “King of Social Networking.” David Weinberger, a fellow at the Berkman Center for Internet and Society at Harvard Law School and Internet adviser for Howard Dean, said “These days, the Web is a much busier, fragmented, diverse world, and while these social networking sites are still really in their infancy, it’s hard to resist their value in reaching people” (Vargas, 2007, ¶6). Technology, and the fast pace change of it, has been woven into the everyday lives of the millennial generation (Erickson, 2008). They are not only fluent with technology but they also know how to speak through them (2008).

A prime example of the millennial use of online communication is their utilization of Facebook, which offers motivation, ability and opportunity (Sifry, 2008). The Obama campaign has used Facebook profiles, groups and applications to successfully micro-target and rally its base (2008). By extracting data from profiles, such as age, gender, universities attended, phone number and political affiliation, Obama’s campaign was able to learn exactly who their potential voters were and how many local events or house
parties volunteers were being organized for a candidate in a particular zip code or geographic area (2008). The Obama campaign then used sophisticated targeting tools that let them send specially tailored campaign materials to each voter. Firm supporters received a different email than those on the fence (Catone, 2008).

Facebook helps to further facilitate this targeting through its Social Ads, a feature introduced in late 2007. These ads allow campaigns to segment the Facebook community by selecting users based on age, gender, education, interests, relationship status, keywords and political views. The number of individuals your ad is targeted to reach adjusts in real-time (Knox, 2008). All of this gives campaigns valuable metrics about their presence and promotion on Facebook, data on user activity, supporter demographics, ad performance and trends that better equip marketers to improve custom content on Facebook and adjust targeting (2008). The Obama campaign used this technology to mobilize the youth vote. The campaign was able to specifically target young influential supporters and encourage them to talk to those with similar experiences, interests or friends about the campaign (Sanson, 2008).

**McCain Campaign vs. Obama Campaign**

Data retrieved from Trendrr, an online statistics mashup tool, showed Obama’s lead in using technology to connect to his audience, as well as his overall lead in mindshare, the development of consumer awareness or popularity (Lardinois, 2008). As of Election Day, Obama had a total of 844,927 friends on MySpace compared to McCain’s 219,404. On Facebook Obama held 2,379,102 supporters, while McCain fell behind with 620,359 supporters (380% more support than McCain). At the time of the
campaign, Twitter followers of Obama showed 118,107 followers, while McCain’s only had 4,942.

Why did Barack Obama’s campaign gain a lot more traction on social networks and blogs than the McCain campaign? There are a lot of reasons, including the demographics of social media users who tend to fall in line more closely with those of today’s Democratic voters (Lardinois, 2008). In addition, his “post-partisan” rhetoric appeals to a politically disillusioned generation coming of age during the impeachment of Bill Clinton, the 2000 election debacle, 9/11, and the invasion of Iraq (Hollander & Longo, 2008). Those who have been following the Obama campaign's use of technology in detail already know that its adoption of YouTube, blogs and social networks such as Facebook and MySpace, not to mention micro-blogging sites such as Twitter, has allowed the campaign to not only mine the culture of the Internet to raise large sums of money in small donations, but also to build what will be the largest political base of supporters ever in American politics (Rasiej & Sifry, 2008).

With ‘hot-button’ campaign topics on the line, young voters have been gravitating toward alternative media and newer technologies such as websites, blogs, podcasts, and online networking sites, for the latest in political information (Baumgartner and Morris, 2006). They also serve as meeting places where potential voters can organize their participation in the campaign (Dadas, 2008). Even McCain supporters readily acknowledged Obama's superior online organizing. "I will just say that they've done a great job reaching out to young people," says 20-year-old Justin York, Central Florida chairman of Students for McCain. "I do have a lot of respect for whoever cooked up their
operation, because it's an impressive machine that they have built among young people. We don't have anything nearly as advanced as the Obama campaign” (Stirland, 2008, ¶37). The McCain campaign could have hired the best people, build the best technology and adopt the best tactics on the Internet, however it would have had to be in sync with the candidate and the campaign (Stelter, 2008).

_Bush’s Evangelical Vote vs. Obama’s Social Media Vote_

In 2004, when President George W. Bush ran against John F. Kerry, both candidates had a “religious strategy,” but Bush’s was well developed and consistent while Kerry’s was reactive and erratic (Guth, Kellstedt & Smidt). 2004 Election Day exit polls indicated that more than 22 percent of respondents cited “moral values” as the “most important” issue in the election” (Knuckey, 2007). One early political science analyst put it, Bush “showed himself willing to use religion forcefully to sharpen partisan divisions and highlight his own qualities as a leader,” while John F. Kerry and the Democrats “faced obstacles in using religious rhetoric, in appealing to religion to underscore his qualities as a leader, and in benefiting from the political organization of religious groups.” Religion, this analysis concluded, “was at the heart of the campaign” (Guth, Kellstedt, Smidt, 2006, p.224). Bush was able to win his votes by exciting the religious party. Just as Bush did through the Evangelical Christian voters, Obama tapped into the heart of his campaign to highlight his qualities as a leader through social networking. An overwhelmingly significant basis for his success was his ability to access the socio-cultural space in which the current young generation resides, and he tailored his approach of it accordingly (Kohut, 2008). The Obama campaign focused on key issues
such as the war, the economy, health care reforms and tax breaks; issues which many Americans felt were more important than Bush’s former religious strategy which McCain tried to use (Guth, Kellstedt & Smidt, 2006).

*Media Ecology and Social Networking*

Useful theories include (but are not limited to) Media Ecology, Dynamic Social Impact Theory and Semiotics. Marshal McLuhan popularized the notion that the medium or channel should be considered the key element in interpretation of communication meaning. His notion “medium is the message” was more speculation than a proven prediction, however his work argues that a channel of communication could give viewers’ understanding of a message (Kaid, 2003). McLuhan’s most famous example was a study he cited to show that those who had seen the first 1960 Kennedy-Nixon debate on television thought Kennedy had won the debate, whereas those who heard the debate on the radio judged Nixon the winner (Katz & Feldman, 1962). McKinnon, Tedesco, and Kaid (1993) found similar differences for Clinton and Bush in the third 1992 presidential debate and verified differences between television and radio exposure to debates in evaluations of Clinton and Dole in 1996. Obama's success online is as much about how our society has changed, and how our media ecology has changed. “What we really saw here [with Obama's Internet strategy] is the reaction of a new network *publicsphere*—or, you could argue, a whole new political media ecology, a generational shift that's empowering an entirely new human experience of participatory, civic engagement. It's taking our former notion of civic engagement and redefining it as something that should be continuously very relevant to people's lives” says Andrew
Mediated communication has long been a part of a political candidate’s campaign strategy. In the past, mediated communication might have come in the form of print publications and broadcast channels and used paid advertisements. Social media present a different paradigm for political communication. If the voting public use social media to learn about and interact with a political candidate’s campaign, the end result may be a more informed and engaged citizenry, better able to make decisions in the voting booth. Such a citizenry would help maintain and enhance a healthy representative democracy.

In a televised interview conducted by MSNBC (MSNBC, 2010), social media expert Gary Vaynercuck discussed the impact that social media plays in political campaigns. He recognized that the success of social media in 2006 and 2007 was going to affect the 2008 presidential campaign and due to the highly publicized attention that social media was getting for political campaigns it was going to be used at the local level. He says, “The way to win social [media] is through transparency and authenticity. It seems like those are the two words that are as far from this game as possible. But the fact of the matter is that they [the candidate] have the ability to touch the actual voter (MSNBC, 2010, 0:46-0:55).” Vaynercuck goes on to talk about how Facebook is one social platform that is not just attracting younger users but is also becoming a popular tool with older generations. “Facebook is the one social media platform that is skewing much older. This a platform that galvanizes people and I think we are touching younger voters,” he says, “Obviously that social context around your friends is impacting, maybe
bringing people out to vote a little bit (2010, 1:30-1:54).” In regards to Twitter, Vaynercuck credits online bloggers and twitter profiles that have a huge following as “Micro Celebrities” because of their ability to bring in or sway voters to a candidate. “If you can get their endorsement, you know, listen: I have 850,000 fans on twitter that may mean something to a local candidate (such as) in New York City. I think it gets really interesting. I don’t think we’re even close to this really starting. I actually think easily, in the next decade that this is going to be the main place where people battle, says Vaynercuck (2010, 3:25-3:41).”
CHAPTER 3: RESEARCH QUESTIONS & KEY CONCEPTS

This study explores how social media was used in the 2010 Hawaii mayoral and gubernatorial campaigns. Multiple methods were used to answer questions about this emerging communications phenomenon. For the purposes of this study, social media include digital interactive communication technologies such as candidate websites, Facebook fan pages (which are now referred to as “Like” pages), Twitter, YouTube, Flickr and MyTown 808. Facebook fan pages were chosen by the researcher because it allowed the candidate to have an infinite number of supporters “like” them, versus a personal page which only allowed a maximum of 5,000 friends. Majority of the candidates running for mayor and governor had already reached that 5,000 friend cap. Posts made by the candidates’ on their fan page and personal page were identical. Even if the researcher wanted to look at the candidates’ personal page, she would not have been able to because those candidates who reached 5,000 friends would not have been able to accept her as a friend. Becoming a fan of the candidate also allowed for the researcher’s privacy, because as a “fan” of the observed candidate, it restricted the candidate from peering into the researcher’s personal Facebook account. A two part study was conducted: Part I: Content Analysis of the 2010 Mayoral and Gubernatorial Candidates Social Media Websites and Part II: Semi-Structured Interviews with Mayoral and Gubernatorial Social Media Campaign Advisors.

The researcher did not intend to gauge effects from this study; rather the intent was to present the observations and findings, which were documented during the months leading up to Hawaii’s 2010 primary elections.
Part I: Content Analysis of the 2010 Mayoral and Gubernatorial Candidates Social Media Websites

Today, candidates’ websites are not only used as venues for financing campaigns but they construct candidates, platforms and electorate itself (Dadas, 2008). Part I of this study systematically analyzed each candidate’s website content and use of social media as part of the gubernatorial and mayor campaign strategies in Hawaii, leading up to the 2010 elections (Appendix A & B).

RQ1: What were the visual differences and similarities between Hawaii’s 2010 mayoral candidates’ websites (Appendix C)?

a. What links are provided on the home page of each candidate’s websites?

b. What information do those links provide?

c. Where are these links placed?

d. Where are the social networking website links such as Facebook, Twitter, YouTube, Flickr and MyTown 808 placed?

e. What changes have the candidates made to their websites in the months leading up to the 2010 primary elections?

f. How is each candidate’s website ranked in online traffic?

g. How many sites are linked-in to the candidate’s website?

RQ2: What were the visual differences and similarities between Hawaii’s 2010 gubernatorial candidates’ websites (Appendix C)?

a. What links are provided on the home page of each candidate’s websites?
b. What information do those links provide?

c. Where are these links placed?

d. Where are the social networking website links such as Facebook, Twitter, YouTube, Flickr and MyTown 808 placed?

e. What changes have the candidates made to their websites in the months leading up to the 2010 primary elections?

f. How is each candidate’s website ranked in online traffic?

g. How many sites are linked into the candidate’s website?

Traffic rank is a measure of a website's popularity. The rank is calculated using a combination of average daily visitors and page views over the past 3 months (Alexa, 2010). Sites Linking-In is a measure of a website's reputation and the number represents how many sites are linking to this site. Multiple links from the same site are only counted once (Alexa, 2010).

RQ3: How has the traffic on their Facebook fan page and Twitter accounts changed from the beginning (January 2010) of the 2010 mayoral and gubernatorial campaigns?

2010 Mayoral and Gubernatorial Twitter accounts:

a. How many followers do the candidates have on their Twitter accounts?

b. Impact

Impact, as defined by Twitalyzer.com, is a combination of the following factors:

- The number of followers a user has
• The number of unique references and citations of the user in Twitter
• The frequency at which the user is uniquely re-tweeted
• The frequency at which the user is uniquely re-tweeting other people
• The relative frequency at which the user posts updates (Twitalyzer, 2010)

2010 Mayoral and Gubernatorial Facebook Like Page accounts:

a. How many ‘fans’ do each of the candidates have?

b. Are the fans writing on the candidates’ wall, and if so, is it to reply to a post or just a comment?

c. Are the candidates reciprocating to the ‘fans’ comments by responding to wall posts?

Websites used to analyze traffic and productivity of these social media tools include:

www.twitalyzer.com (Twitter); www.alexa.com (website rank and sites linked in).

Part II: Semi-Structured Interviews with Mayoral and Gubernatorial Candidates Social Media Campaign Advisors

Studies on past and current Presidential campaigns have shown how social media played a role in mobilizing citizen participation; specifically encouraging people to vote, organize fundraisers, volunteer for campaigns, and lobby for their candidate of choice. Hawaii is known to have the lowest voter participation in the United States; however 2010 was the first year that candidates were using social media, in addition to their traditional political campaign strategy. Notes on each candidate’s site were used to
construct interview questions for Part II of this study which involved semi-structured interviews with the candidate’s social media campaign advisors (RQ 4 & 5).

The purpose of these interviews was to understand how the candidates in question used social media tools to engage with respective online audiences in the months leading up to the 2010 general election. Interviews were conducted either face-to-face or through emails with the social media campaign advisors (Appendix E). Interviewees received a consent form which gave the interviewer the permission to conduct the interview and use their dialogue in this study.

RQ4: How are the gubernatorial and mayoral candidates in the 2010 Hawaii State elections using social media tools (email, web sites, SMS, SNS) to engage with respective online audiences in the months leading up to the 2010 generation election?

Interview Questions (Appendix E):

a. What are the goals of the candidate’s website?
   i. How have those goals been met?
   ii. How do you measure success (i.e. Performance metrics)?

b. What types of issues are the candidates addressing through these social media tools?

c. How engaged are the candidates with Hawaii voters? i.e., Responding to tweets, allowing open forums for debate.

RQ5: What is the campaign advisors’ perceived effectiveness of their social media campaign?
Interview Questions (Appendix E):

a. What percentage of their campaign’s resources is dedicated to social media marketing versus newspaper ads, television and print advertising?

b. What are the campaign advisors’ expectations of their social media campaign?

c. Has there been a difference in visitor traffic in the months leading up to the primary elections? If so, what do you think that was due to?

d. For candidates who had a ‘Register To Vote’ link, has there been an increase in voter registration through the candidates websites?
CHAPTER 4: METHODS

Research for this study has been divided into two parts; Part 1: Manifest Content Analysis of the 2010 Mayoral and Gubernatorial Candidates Social Media websites and Part II: Semi-Structured Interviews with Mayoral and Gubernatorial Social Media Campaign Advisors. For the purposes of this study, social media include digital interactive communication technologies such as candidate websites, Facebook fan pages, Twitter, YouTube, Flickr and MyTown 808.

Part I: Content Analysis of the 2010 Mayoral and Gubernatorial Candidates Social Media Websites

Part I of this study systematically analyzed each candidate’s website content and use of social media as part of the gubernatorial and mayor campaign strategies in Hawaii, leading up to the 2010 elections. Content analysis is a research technique for the objective, systematic, and description of the manifest content of communication (Berleson, 1952; Holsti, 1969). For the purpose of this study, the method is used to provide a description of the characteristic of the content itself- the manifest content.

Web page content analysis

The 2010 Hawaii mayoral and gubernatorial campaigns was the first year that Hawaii political candidates utilized social media in their campaign strategy. This presented the opportunity to study the candidates’ use of these tools in engaging Hawaii citizens in their campaigns. The home page of each candidates website and social media sites of the four front running mayoral candidates (Appendix A) and four gubernatorial candidates
(Appendix A) were analyzed and compared between their respective opponent’s. These observations will appear in the form of text or images. Trends in website traffic, candidate engagement with citizens, and website design were discussed and differences between candidates’ websites were noted. They were recorded as follows (Appendix C):

1. Candidate’s name in URL: full, last, first, or other. Indicates if the candidate used his name in the URL.

2. Header (Candidate banner): yes or no. Does the home page display a header section which carries the candidates’ logo, and might have other images and/or text.

3. Horizontal website navigation bar: yes or no. Does the website consist of a series of texts which are linked to different pages? The navigation bar acts as a visual guide at the top of the home page, which lets the visitor know which page they would go to if they clicked on the text (Web Developers Notes, 2010).

4. Horizontal site navigation bar with drop-down menu: yes or no. Does a drop-down menu appear when the computer mouse scrolls over any text in the horizontal navigation bar? Drop-down menu is a menu that appears on a computer screen when its title is selected and remains on display until dismissed (The Free Dictionary, 2010).

5. Navigation bar options: yes or no. Does this text appear on the horizontal navigation bar? The text acts as a visual guide which lets the visitor know which page they would go to if they clicked on the text (Web Developers Notes, 2010).
   i. Home
   ii. About/Meet
iii. Issues

iv. Media

v. Support/Contribute

vi. Contact Us

vii. Other

6. Flash animation. Flash is the platform that allows programmers to do complex animations while keeping file sizes small (Tech Terms, 2010): yes or no, and placement: Does the home page use Flash animation?

7. Blog post a: yes or no, and placement. Does the candidate blog? A blog is short for web log, an online, regularly updated journal or newsletter that is readily accessible to the general public by virtue of being posted on a website (The Free Dictionary, 2010).

8. Blog post b: home page, drop-down menu or other. If the candidate does blog, where is it located?

9. Welcome message: yes or no, and placement. Does the home page feature or display a Welcome message? A Welcome message may contain the candidate’s remarks.

10. Events Calendar: yes or no, and placement. Does the home page feature or display an Events Calendar? An events calendar shows any events that the candidate is involved in.

11. Email form: yes or no, and placement. Does the home page feature or display an email form? An email form allows visitors to sign up for emails from the candidate’s campaign.
12. Donate Now ‘call-to-action’ button: yes or no, and placement. Does the home page contain a Donate button? A call-to-action button is a link that requests visitors to ‘do something’ such as promoting or purchasing a product or service (The Landing Page Blog, 2010).

13. Pledge Your Vote ‘call-to-action’ button: yes or no, and placement. Does the home page contain a Pledge your vote button? A call-to-action button is an link that requests visitors to ‘do something’ such as promoting or purchasing a product or service (2010).

14. Fact check ‘call-to-action’ button: yes or no, and placement. Does the home page contain a Fact Check button? A call-to-action button is a link that requests visitors to ‘do something’ such as promoting or purchasing a product or service (2010).

15. Search box: yes or no, and placement. Does the home page contain a search box? A search box on a website is a rectangular field on screen that accepts typed-in text in order to look up something or launch a search for related information (PC Magazine, 2010).

16. Twitter feed: yes or no, and placement. Does the home page contain a Twitter Feed? A twitter feed is a simple module that displays a configurable number of updates (Gamma Blue, 2010).

17. Embedded video: yes or no, and placement. Does the home page contain embedded video? Embedded video is a video clip that is applied to the webpage so that it can be played by the viewer (Pendery, 2004).

18. Embedded video content: Please specify the content of the embedded video.
19. Twitter icon: yes or no, and placement. Does the home page contain a Twitter icon? An icon is a graphic symbol that denotes a program, command, data file or a concept in a graphical user interface (Word IQ, 2010).

20. Facebook icon: yes or no, and placement. Does the home page contain a Facebook icon? An icon is a graphic symbol that denotes a program, command, data file or a concept in a graphical user interface (Word IQ, 2010).

21. YouTube icon: yes or no, and placement. Does the home page contain a YouTube icon? An icon is a graphic symbol that denotes a program, command, data file or a concept in a graphical user interface (Word IQ, 2010).

22. Flickr icon: yes or no, and placement. Does the home page contain a Flickr icon? An icon is a graphic symbol that denotes a program, command, data file or a concept in a graphical user interface (Word IQ, 2010).

23. RSS Feed: yes or no, and placement. Does the home page contain an RSS feed? RSS or really simple syndication provides summaries of web content in a simple format.

24. Footer: yes or no, and placement. Does the home page contain a footer? A footer is an information section at the bottom of a webpage, usually containing a copy of the essential links, contact information, or links to copyright and privacy policy information (The Computer Language Company, 2010).

25. Unique elements on the candidate’s home webpage’s: How does the site try to set itself apart from its competing candidates? i.e. Are there any elements that the other candidates don’t have on their websites such as a count down ticker or citizen testimonials.
Analysis

Only the home page of each candidates’ website was analyze being that the home page is a visitor’s first impression of the candidate. It was important to leave a column for reflective notes as the research was being conducted about each particular site. Notes on each candidate’s site will be turned into interview questions for Part II of this study which involves semi-structured interviews with the candidates’ social media campaign advisors.

A monthly snapshot of each candidate’s website was used to monitor the changes that each home page was going through in the months leading up to the primary elections. Web page traffic, linked in sites, Twitter analytics and Facebook fan pages were also monitored through analytical websites: twitteranalyzer.com, twitalyzer.com, and alexa.com.

Part II: Semi-Structured Interviews with Mayoral and Gubernatorial Candidates Social Media Campaign Advisors

Part II of this study involved Semi-structured interviews with the candidate’s social media advisors. The purpose of Part II is to examine how the candidates were using these online tools in engaging Hawaii’s citizens to participate in their campaigns.

The researcher contacted all eight of the running candidates’ campaigns, however only four responded back in a timely manner for an interview. Semi-structured interviews were conducted with the social media advisors, campaign adviser or manager, or a member from the candidate’s social media team from the gubernatorial and mayoral parties. A semi-structured interview, “has a planned list of questions but allow for room
to dialogue, follow-up questions, and other changes” (Kendall, 2008, p. 133). This protocol allows for “substantial freedom” (Baxter & Babbie, 2004, p.329) of the interviewer. The researcher was able to ask questions in no particular order, and ask additional questions for clarification, which made for a comfortable interview atmosphere.

Participants

Participants for this study included the 2010 mayoral and gubernatorial candidates’ social media advisor, social media director, headquarter manager or campaign advisors. The researcher contacted the participants through an invitation email and was notified that participation in this research project is voluntary and that they could withdraw from this study at any point. For the purpose of privacy, the participants had the option to remain anonymous however none of them chose that option (Appendix D).

Campaign advisor for Mufi Hannemann, AJ Halagao, and Social Media Director for Neil Abercrombie, L.P. “Neenz” Faleafine shared their campaign’s strategies using social media in their candidate’s quest for the Democratic ticket in the Governor’s race. No responses for an interview were received back from Duke Aiona or John Carroll’s campaign.

From the mayoral candidates, campaign manager Peter Kay discussed the use of social media in Panos Prevedouros’ online campaign and from Kirk Caldwell’s campaign, member of the social media team Charin Tomomitsu and headquarters manager Riki Amamo were interviewed. The social media advisor from Carlisle’s campaign did not get back to the researcher in time and no response was received from Tam’s campaign.
Procedures

Participants in this study were asked a list of questions either face-to-face or through email (Appendix E). These questions were used as a guide to encourage conversation with campaign social media advisors and were allowed to be modified during the interview process. A semi-structured approach to interviews allows the researcher to cover a specific list of topic area being left to the discretion of the interviewer. The open structure ensures that unexpected facts or attitudes can be easily explored (Sampson, 1972). Qualitative interviews were implemented to “allow for the exploration of meaning, especially as meaning is constructed by the research participants regarding a topic or setting of interest” (Kendall, 2008, p.133).

Data collection

The interviews with the different campaign advisors included face-to-face and email. Follow-up interviews were conducted with the participants after analyzing and transcribing their interviews, through email only. Kendall (2008) says, “The flexibility and ability to probe with follow-up questions along with the dialogic nature of the interview enables the researcher to attempt to see issues from the perspective of the interviewee and to achieve and to achieve a degree of empathy and understanding with research participants” (p.134). With the consent of the participants, the face-to-face interviews were recorded with a voice recorder (Appendix D). This allowed the researcher to fully partake in dialogue.
Data Analysis

After interviews were conducted with the social media and campaign advisors, the researcher began a detailed analysis of all the interviews by transcribing the conversations. Descriptive notes were taken during the interview process as well.
CHAPTER 5: RESULTS

Part I: Content Analysis of the 2010 Mayoral and Gubernatorial Candidates Social Media Websites

Data collected from each candidate’s website, Facebook fan page and Twitter account was documented between the months of April 2010 and September 2010. Website traffic and sites linking to the candidates’ website (Table 1& 2), Twitter followers and Twitter impact scores (Table 3-6), and number of Facebook fans (Table 7 & 8) were monitored during those months. Finally the 2010 statewide voter results showed the number of votes for each candidate (Table 9).

Snapshots of the candidates’ home page were taken monthly during the months leading up to the 2010 primary elections. The images provided were taken in September 2010, the final month of the primaries (Figure 1-8).

Mayoral candidates’ websites

The front runners in the 2010 primary elections mayoral race included Peter Carlisle, Kirk Caldwell, Panos Prevedouros, and Rod Tam. On July 20, 2010, Kirk Caldwell stepped in as Acting Mayor when Mayor Mufi Hannemann stepped down to run full time for governor. Peter Carlisle was Honolulu’s City Prosecutor before he resigned to run full time for mayor. Panos Prevedouros is a professor of civil engineering at the University of Hawaii at Manoa and ran for mayor in 2008 and Rod Tam is a member of the Honolulu City Council.
Website traffic numbers for the mayoral race showed a high volume of traffic during the month of April for all of the candidates’, and then a steady decline in numbers in the months leading up to the 2010 primary elections (Table 1). However during the month of August, there was a very huge spread between Caldwell and the other candidates. His website generated an average of over 21 million page visits while his opponents only had around 6.6 million views or less. Rod Tam was the only candidate who did not have any data available because the candidate’s website did not generate enough traffic to be recognized by alex.com (Table 1). The number of sites linking to the candidates websites remained constant during those months.

Table 1. Mayoral candidates’ website traffic and number of sites linking to candidates websites, in the months leading up to the 2010 primary election.

<table>
<thead>
<tr>
<th>Website Traffic</th>
<th>Carlisle</th>
<th>Caldwell</th>
<th>Prevedouros</th>
<th>Tam</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Apr-10</td>
<td>15,091,366</td>
<td>21,952,554</td>
<td>10,887,084</td>
<td>NA</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>13,299,838</td>
<td>no data</td>
<td>5,246,189</td>
<td>NA</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>6,562,114</td>
<td>21,414,630</td>
<td>3,117,723</td>
<td>NA</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>6,624,941</td>
<td>12,059,412</td>
<td>5,235,751</td>
<td>NA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sites Linking In</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Apr-10</td>
<td>3</td>
<td>2</td>
<td>7</td>
<td>NA</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>NA</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>NA</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>3</td>
<td>2</td>
<td>7</td>
<td>NA</td>
</tr>
</tbody>
</table>

*NA- no data available because candidates website did not generate enough traffic to be recognized by alex.com

Home page content analysis

Snapshots of the mayoral and gubernatorial candidates’ home page were taken every month to see the change in content and layout. Observations such as the candidates
URL, header, placement of call-to-action-buttons, and social networking sites were all noted (Appendix C).

*Similarities between the mayoral candidates’ home page design and content:*

The presence of a header on all of the mayoral home page allowed the visitor to recognize who the candidate was, what they were running for and all of the candidates’ had their campaign slogan embedded either in their header or on their home page (Figure 1-4).

Donate buttons were visible on all of the candidates home page. Those buttons could be found at the top of each website. Caldwell labeled his donate button as “Contribute”. None of the candidates had a “Pledge Your Vote” button, “Fact Check” button, or Search box on their home page.

Social networking icons such as Facebook, Twitter, YouTube, Flickr and/or Our Town 808 were clustered together. Our Town 808 is an online community for residents of Hawaii, the 808 state. For all of the candidates’ home page, these icons were generally located in the mid section. All of the candidates promoted their Facebook page with either an icon, like Caldwell (Figure 2), a call-to-action button, like Tam (Figure 4) or with an image of the candidates profile photo, like Carlisle (Figure 1) and Prevedouros (Figure 3).

On Carlisle’s and Caldwell’s webpage, the Facebook icon was in the right column. Tam and Prevedouros both placed their Facebook links the left side of their home page. Carlisle and Caldwell had a similar home page layout (Figure 1 & 2). Their
blog and news feed was located below their header and positioned in the middle of the screen. Links to news stories and campaign updates, donate buttons, and messages were all arranged in boxes on the right side of their blog. These boxes were neatly separated with their own mini header to explain what type of information was provided.
Figure 1. Campaign website home page of mayoral candidate Peter Carlisle.
Figure 2. Campaign website home page of mayoral candidate Kirk Caldwell.
Figure 3. Campaign website home page of mayoral candidate Panos Prevedouros.
Figure 4. Campaign website home page of mayoral candidate Rod Tam.
Differences between the mayoral candidate’s home page design and content:

While Peter Carlisle and Kirk Caldwell used their full name in their URL, Rod Tam used RodTamForMayor.com and Panos Prevedouros used fixoahunow.com (Appendix A).

Tam was the only candidate that had a vertical website navigation bar (Figure 4). The other candidates had a vertical navigation bar. Options in the navigation tool bar included home, about/meet the candidate, issues, media, support/contribute, and contact us. Carlisle’s website was the only one that did not include ‘issues’ or a ‘contact us’ link (Figure 1). Caldwell and Prevedouros were the only candidates that had a drop-down menu. Caldwell links on “Meet Kirk”, “Media”, and “Contribute” did drop-down. Prevedouros drop-down links were only on links for “Why an Engineer”, “On The Issues”, “Press Releases” and “Volunteer”.

Caldwell’s website used a Flash animation box which was right below his horizontal navigation bar, and right above his blog (Figure 2). Content in his Flash box included images of the campaign that linked to articles as well as his last campaign commercial. The other candidates did not use Flash animation. Tam did have Flash images in his header; however it just rotated images of scenic places around the island of Oahu.

Prevedouros and Caldwell both had a blog that appeared on their home page. Their blog posts included news articles that mentioned the candidate’s name or entries
from the candidate. Tam had a blog but it was not on his home page, there was a link to his blog in his vertical navigation bar. Carlisle did not have a blog.

In the early months of the campaign, each candidate did have a welcome message. However, by the end of the campaign, which was in September, the only candidates’ that kept their welcome message were Carlisle and Caldwell. Carlisle’s message was from him and his campaign chairs and located in his home blog at the bottom of his web page. Caldwell’s welcome message was from him and located in the right column in a box below the “Contribute” button and “Supporters” box.

An events calendar, or a link to the candidates’ upcoming events was shown on all of the candidates’ home page, except for Carlisle’s website. Tam had his events link in the vertical navigation bar on the left side of his website, Prevedouros had a calendar posted with links to each date on the left side of his website, below his social media links. However that calendar was removed in the final weeks leading up to the primaries. Caldwell had links to upcoming events in his “Join Us” box on the right of his webpage.

Only Prevedouros had a link on his home page that gave supporters the option to sign up for email updates from his campaign, which was located right below his Facebook link, in the left column (Figure 3).

Embedded video on Carlisle and Prevedouros’ websites included content from commercials, interviews, debates and community events. Their videos appeared at the top of their website, usually in their blogs (Figure 1 & 3). Prevedouros also had three rows of videos at the bottom of his home page which were constantly being updated with new
clips of him in the community, giving speeches or debates. Caldwell had an embedded video in his Flash animation box that featured his latest campaign commercial with his wife. Tam did not have any embedded videos on his home page.

Prevedouros’s website was the only one that did not have a Twitter icon on his home page, even though he did have an account. Carlisle and Caldwell had their Twitter icons in the right columns and placed in a box with all of their other social networking icons or links. Tam’s Twitter icon was made into a call-to-action button and that was located on the left side of his home page. Caldwell is the only candidate with links to an RSS feed and YouTube account. Caldwell and Carlisle had a Flickr account, while Prevedouros and Tam did not. Prevedouros is the only candidate that had a link to “Our Town 808.” He is also the only candidate the used the Ning Network, which is a website that allowed supporters to sign up for Prevedouros’ network, communicate with other member and post content. Prevedouros’s home page had three columns of content while his opponents only had two.

Prevedouros and Carlisle did not have a Twitter feed on their home page. Tam had one below the header, and instead of a Twitter feed Caldwell had a Facebook feed on his home page (Figure 2). The Facebook feed was located in the right column, below the “Election Countdown” box. Caldwell was the only candidate that had an election countdown ticker.

Caldwell had a footer that included links to Home, Privacy Policy, Contact Info and RSS Feed. Tam had a footer with links to his Facebook and Twitter pages. Carlisle and Caldwell did not have a footer on their home page.
Gubernatorial candidates’ websites

Candidates’ running in the 2010 primary elections gubernatorial race included top contenders from the Democratic and Republican Party. The home page of each candidate’s campaign website was analyzed, and compared and contrasted. Websites were grouped according to political parties. From the Democratic Party, front runners included former congressman for the US House of Representatives, Neil Abercrombie and Mayor Mufi Hannemann who served as Honolulu mayor from 2005-2010. Mayor Mufi Hannemann stepped down to run for governor full time on July 20, 2010. Republican opponents included former Lt. Governor for the State of Hawaii James “Duke” Aiona and John Carroll, a former soldier, pilot and gubernatorial candidate. The Republican and Democratic candidates’ websites were compared only between their parties’ opponent.

Website traffic numbers for the governors’ race showed a high volume of traffic during the month of April for Democratic candidates’ Hannemann and Abercrombie. Those numbers showed a steady decline in the months leading up to the 2010 primary elections (Table 1). However during the month of August, there was a very huge spread between Hannemann and the other candidates. His website generated an average of over 13 million page visits while his opponents only had around 2.7 million views or less. Aiona’s traffic numbers did not pick up until July and then it showed a steady decline. John Carroll was the only candidate who did not have any data available because the candidate’s website did not generate enough traffic to be recognized by alex.com (Table 2). However during the month of September, Carroll’s number spiked up to almost 14
million page visits. The number of sites linking to the candidates websites increased for Hannemann and Abercrombie. Aiona’s numbers remained constant during those months as did Carroll’s, from August to September.

Table 2. Gubernatorial candidates’ website traffic and number of sites linking to candidates websites, in the months leading up to the 2010 primary election. *NA- no data available because candidates website did not generate enough traffic to be recognized by alex.com

<table>
<thead>
<tr>
<th>Website Traffic</th>
<th>Hannemann(D)</th>
<th>Abercrombie(D)</th>
<th>Aiona(R)</th>
<th>Carroll(R )</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Apr-10</td>
<td>6,520,164</td>
<td>1,772,116</td>
<td>2,588,557</td>
<td>NA</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>3,289,230</td>
<td>1,339,018</td>
<td>3,901,693</td>
<td>NA</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>13,810,939</td>
<td>1,234,819</td>
<td>2,768,893</td>
<td>NA</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>2,020,408</td>
<td>1,098,980</td>
<td>2,061,719</td>
<td>NA</td>
</tr>
<tr>
<td>20-Sep-10</td>
<td>1,816,444</td>
<td>961078</td>
<td>1,647,441</td>
<td>13,951,650</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sites Linking In</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Apr-10</td>
<td>7</td>
<td>57</td>
<td>18</td>
<td>NA</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>7</td>
<td>57</td>
<td>18</td>
<td>NA</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>11</td>
<td>61</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>15</td>
<td>61</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>20-Sep-10</td>
<td>15</td>
<td>61</td>
<td>18</td>
<td>4</td>
</tr>
</tbody>
</table>

Democratic Party: Neil Abercrombie vs. Mufi Hannemann

Mufi Hannemann served as Honolulu’s mayor from 2005 to 2010. His opponent, Neil Abercrombie was a Democratic member of the United States House of Representatives representing Hawaii’s 1st congressional district from 1991 to 2010.
*Similarities between the Democratic gubernatorial candidates’ home page design and content:*

Both Hannemann and Abercrombie used their full name in their campaigns’ URL (Appendix B). Their websites had a horizontal navigation bar with drop down menus at the top of their home page, with links to: Home, About, Issues, Media, Support or Contribute, and Contact Us.

Blog posts were front and center on both candidates’ home page. Hannemann’s was labeled “Mufi Top Story” (Figure 5) and Abercrombie’s blog was labeled as “In the news” (Figure 6). Links to their blogs were also located in the drop down menu of Hannemann’s and Abercrombie’s home pages.

While both candidates had Flash animation on their front page, Abercrombie changed the Flash animation box, which rotated images, to YouTube videos, featuring campaign commercials. The embedded video would auto-play the moment the page uploaded. Videos in the animation box were changed out often on Abercrombie’s home page (Figure 6).

In previous month’s Abercrombie did have an events calendar on his home page but it was taken off in the month of September. Hannemann did not have an image of a calendar; however he did have a section at the bottom of his website, left column, that was titled ‘Mufi Events’. It listed the last two events such as a meet and greets, debate, voting reminder, etc. Those events had a large image of the event date next to the event text (Figure 5).
Email forms, which allowed supporters to sign up for the latest campaign news, were on both candidates websites. Hannemann’s email form was located below the header, below the “Contribute” button; on Abercrombie’s page it was located in the header, on the right. The ‘donate’ call-to-action button was very easy to find on both candidates websites: below the header and to the right. Hannemann’s button was titled “Contribute” and Abercrombie’s button was titled “Donate Now”.

A ‘fact check’ button was visible on both candidates’ webpage’s. Hannemann’s was located in the right hand column, below the “Jukebox Jamboree” and titled “Just the Facts.” Abercrombie’s fact check button was to the right and below the header, titled “Fact Check.”

Embedded videos were present on both candidates’ websites. Abercrombie had an embedded video that would auto-play when visitors went to his site. There was a “Video” section at the bottom of the webpage and to the right, for videos that contained content from supporters, endorsers as well as campaign commercials. Hannemann’s embedded video was around the middle of his website and in the right column, however only one video was featured in the section called “Mufi TV”. That section linked to more videos from Hannemann’s campaign.

Social networking icons such as Twitter, Facebook, YouTube, Flickr and Our Town 808 were present on both candidates’ web sites. Abercrombie had those icons placed at the footer and Hannemann’s social media icons were placed under the section titled “Youth for Mufi”, which was located in the right column at the bottom. Both candidates did not have a Twitter feed.
Figure 5. Campaign website home page of gubernatorial candidate Mufi Hannemann(D).
Figure 6. Campaign website home page of gubernatorial candidate Neil Abercrombie(D).
Figure 7. Campaign website home page of gubernatorial candidate Duke Aiona (R).
Figure 8. Campaign website home page of gubernatorial candidate John Carroll (R).
Differences between the Democratic gubernatorial candidates’ home page design and content:

Hannemann’s horizontal navigation bar was located above the header (Figure 5), while Abercrombie’s navigation bar was located below the header (Figure 6).

In the days leading up to Election Day, the “Pledge Your Vote” call-to-action button on Abercrombie’s website was changed “Vote Early” for citizens who wanted to vote a week before the primaries, and then the day of voting it was changed to “Where To Vote” to cater to supporters whose voting locations have been changed. Hannemann did not have such buttons. However, he did have a “Vote Now” button in the month of September.

Abercrombie’s page had a search box located below the header which allowed visitors to search for an archived blog post, press release, photo or videos by typing in a key word (Figure 6). Hannemann’s page did not have a search box.

Footers on both candidates’ websites were different. Abercrombie’s items in his footer included: Donate now, Twitter, Facebook, YouTube, Flickr, and Our Town 808. Hannemann’s home page footer included the same provided in the horizontal navigation bar at the top of the page: Home, About Mufi, Issues, Action, Events, Supporters, Media, Store, Volunteer, Contribute, Privacy Policy, and Contact Us.

Hannemann’s website was the only one that translated into 11 languages: Japanese, Mandarin Chinese, Cantonese Chinese, Tagalog, Ilocano, Korean, Portuguese, Vietnamese, Spanish, Samoan, and Hawaiian. Those links were located at the very top of his page, above the header (Figure 5).
Abercrombie’s text layout was much shorter than Hannemann’s and only included his blog titled “In the News”. Below Mufi’s blog titled ‘Mufi Top Story’, there were other text sections below which included ‘Mufi News’, ‘Mufi Event’, and ‘Mufi Map.’ Mufi News included articles that were written by news sources with links; Mufi Event’s displayed upcoming events or reminders for his supporters. At the bottom of Hannemann’s website, he included a ‘Mufi Map’ which showed the map of the Hawaiian Islands and links to different groups for each island that allowed visitors to click on and join a “Hui” or group: Kauai for Mufi, Oahu for Mufi, Maui for Mufi, Molokai for Mufi, Lanai for Mufi, and Big Island for Mufi.

In addition to the “Contribute”, “Vote Now”, and “Volunteer” buttons, Hannemann’s right vertical bar included “Mufi TV” which contained commercials, testimonials, and video from Hannemann and his campaign trail. There was a “Mufi Gallery” with photos, “On the Air” which is also known as Mufi’s radio station, “Just the Facts” button, “Youth for Mufi” which included social media links to Facebook, Flickr, Twitter, YouTube, Our town 808 and “Mufi on the Move”.

Republican Party: Duke Aiona vs. John Carroll

James “Duke” Aiona served as Hawaii’s Lieutenant Governor from 2002 to 2010 and served both as an attorney and a judge for the state. John Carroll is a former State Senator and currently practices law on Oahu and the Big Island of Hawaii.

Similarities between the Republican gubernatorial candidates’ home page design and content:

Headers and a horizontal navigation bar were present on both Aiona’s and Carroll’s home page. The candidate’s headers made it clear what position they were running for along with their campaign logo.

Blog posts were located on both candidates’ front page, and written by the candidates or by their campaign. Blog posts contained news articles about them, discussions about hot topic issues or updates on their campaign trail.

Both candidates’ websites had ‘donate’ buttons above the fold. Aiona’s button said “Donate Now” and located in his header, while Carroll had two buttons: “Donate Online” and “Donate by Mail” which was located below the horizontal navigation bar. Carroll is the only candidate who had a “Donate by Mail” button.

Both candidates did not have a ‘fact check’ button or search box on their home page.
Differences between the Republican gubernatorial candidates’ home page design and content:

Aiona used his popular name as his campaign’s URL and Carroll used a tag line for his campaigns webpage (Appendix B).

The items in Carroll’s horizontal navigation bar did not pull down and no Flash animation was present on Carroll’s website (Figure 8). Carroll had a welcome message for supporters and visitors to his site, while Aiona took his down in the early months of the campaign season.

Aiona’s event calendar was seen in the Flash animation, below the header while Carroll preferred to list his campaign events in a link located within the horizontal navigation bar.

Visitors had the option to sign up for email updates on Aiona’s website; however Carroll’s website did not have that feature. Aiona’s website included a ‘submit your endorsement’ button where supporters could leave their comments and it would come up as a “Community Quote” in a blue box below the header, next to the Flash animation box (Figure 7).

Aiona had a Twitter feed that cycled his latest tweets, located below the fold to the right. Carroll did not create a Twitter account.

The only videos that were embedded onto Carroll’s website were: A message from Carroll and an interview with reporter Jay Fidell. Those videos were embedded
during the ending of August 2010, only a few weeks before the primary election. Aiona had a three tab box on the right side of his webpage, which included a “Watch Video” tab. The videos in that tab included Aiona’s commercials, and community events.

Carroll did not have links to any social networking sites, even though he did have a Facebook fan page. Aiona had a box in the right side column which included three tabs: “Be social”, “Take Action” and “Watch Video”. The “Be Social tab” was the first of those to show on the home page and included: Facebook, YouTube, Flickr, Our town 808 (join our community), Go Duke Mobile (volunteer from anywhere), Duke’s Twitter feed, a “follow” button and Twitter.com “log in” button. The “Take Action” tab included links that allowed visitors to: get email updates, make a contribution, volunteer, spread the word, endorse him, or host an event. In the “Watch Video” tab past video of Duke, commercials, and community events were included in the video clips. Aiona had an RSS feed icon, however Carroll did not.

Aiona’s webpage footer included the same items as his horizontal navigation bar at the top of his website, plus the links that were in each item. Carroll did not have a footer.

2010 Mayoral Candidates’ Twitter account

On Twitter, former City Prosecutor Peter Carlisle started off with 1,1281 followers and ended the primary elections with 1,306 followers (Table 3). He had the most followers on Twitter between April and September of 2010, however between those times acting mayor Kirk Caldwell gained the most followers: 242. Rod Tam had the least
followers with 20 counted in September and Panos Prevedouros had 177. During the month of July, the researcher discovered that another account was made by the Carlisle campaign named ‘Carlisle4mayor’ however it only picked up 65 followers. Carlisle and Caldwell were the only candidates’ who use their full name for their Twitter accounts (Appendix A). Prevedouros used the alias @panos_p and Tam’s twitter account was @rodtamformayor.

Table 3. Number of Mayoral candidates’ Twitter followers, in the months leading up to the 2010 primary elections.

<table>
<thead>
<tr>
<th>Date</th>
<th>Carlisle</th>
<th>Caldwell</th>
<th>Prevedouros</th>
<th>Tam</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Apr-10</td>
<td>1,281</td>
<td>222</td>
<td>NO TWITTER</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>1,255</td>
<td>291</td>
<td>NO TWITTER</td>
<td>8</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>1,295</td>
<td>403</td>
<td>143</td>
<td>12</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>1,307</td>
<td>462</td>
<td>156</td>
<td>15</td>
</tr>
<tr>
<td>20-Sep-10</td>
<td>1,306</td>
<td>464</td>
<td>177</td>
<td>20</td>
</tr>
<tr>
<td>Difference between Sept and Apr</td>
<td>25</td>
<td>242</td>
<td>34</td>
<td>12</td>
</tr>
</tbody>
</table>

Twitter impact scores gave a snap shot of how much the candidate was tweeting, and engaging with their followers. It also included factors such as the number of followers the candidate had and the frequency at which the candidate was re-tweeted by other people (Table 4). Caldwell’s impact score showed that although it wasn’t high, and never broke 1%, his campaign was consistent with their tweeting. His impact score increased between April and September 2010. No data was available for Carlisle and Tam because the candidate's last tweet has to be 5 days prior to the data collection in order to count. Each time the researcher collected data and checked the candidates Twitter accounts, it showed that Carlisle was tweet was on February 22, 2010. Tam’s tweets were not consistent either. The researcher only found out about Prevedouros’s
Twitter account after the interview with his campaign adviser because his twitter account was difficult to search for.

Table 4. Mayoral candidates’ Impact percentages, in the months leading up to the 2010 primary elections.*NA- No data available because the candidate’s last tweet had to be five days prior, in order to count.

<table>
<thead>
<tr>
<th>Date</th>
<th>Carlisle</th>
<th>Caldwell</th>
<th>Prevedouros</th>
<th>Tam</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-Apr-10</td>
<td>NA</td>
<td>0.2%</td>
<td>NO TWITTER</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>NA</td>
<td>0.6%</td>
<td>NO TWITTER</td>
<td>0.0%</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>NA</td>
<td>0.6%</td>
<td>0.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>NA</td>
<td>0.7%</td>
<td>0.1%</td>
<td>NA</td>
</tr>
</tbody>
</table>

2010 Gubernatorial Candidates’ Twitter account

Both Democratic candidates for governor used their full name for their Twitter accounts. Republican candidate Aiona used the alias @dukeaiona2010 and Carroll did not have a Twitter account (Appendix B).

Hannemann had the largest following amongst the gubernatorial candidates with over 600,000 however his Twitter account also saw the largest drop of Twitter followers between the months of April and September of 2010, with 26,582 people “un-following” him. Aiona, however, saw the largest gain adding 1,273 followers by September. Abercrombie saw a small increase of 710 followers between those moths. Carroll did not have a Twitter account.
Table 5. Number of Gubernatorial candidates’ Twitter followers, in the months leading up to the 2010 primary elections.

<table>
<thead>
<tr>
<th>Date</th>
<th>Hannemann(D)</th>
<th>Abercrombie(D)</th>
<th>Aiona(R)</th>
<th>Carroll(R)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Apr-10</td>
<td>635,916</td>
<td>5,920</td>
<td>2,572</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>618,652</td>
<td>6,196</td>
<td>2,391</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>614,613</td>
<td>6,340</td>
<td>3,567</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>610,419</td>
<td>6,500</td>
<td>3,748</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>20-Sep-10</td>
<td>609,334</td>
<td>6,630</td>
<td>3,845</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>Difference between Sept and Apr</td>
<td>-26,582</td>
<td>710</td>
<td>1,273</td>
<td>NO TWITTER</td>
</tr>
</tbody>
</table>

Hannemann’s campaign constant sent out tweets on a daily basis about their campaign. The consistency of tweets plus the number of followers and their re-tweet gave Hannemann the highest impact score. It remained consistent throughout the months leading up to the primary election. Abercrombie also kept a consistent impact score that ranged between 2.5% and 2.7%. Aiona’s impact score showed a steady increase and Carroll did not show any score because he did not have a Twitter account.

Table 6. Gubernatorial candidates’ Impact percentages, in the months leading up to the 2010 primary elections.

<table>
<thead>
<tr>
<th>Date</th>
<th>Hannemann(D)</th>
<th>Abercrombie(D)</th>
<th>Aiona(R)</th>
<th>Carroll(R)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-Apr-10</td>
<td>20.7%</td>
<td>2.5%</td>
<td>0.8%</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>21.0%</td>
<td>2.7%</td>
<td>0.9%</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>21.2%</td>
<td>2.7%</td>
<td>0.9%</td>
<td>NO TWITTER</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>21.2%</td>
<td>2.5%</td>
<td>1.2%</td>
<td>NO TWITTER</td>
</tr>
</tbody>
</table>

2010 Mayoral Candidates’ Facebook Fan Page

Peter Carlisle was the former City Prosecutor for Honolulu so he already had the name recognition factor with the citizens of Oahu. His fan base was at 2,134 in April of 2010. Kirk Caldwell stepped in as Acting Mayor and did not have that same factor as Carlisle so in April, his fan count was at 49 people. University of Hawaii Engineering
Professor and anti-rail activist Panos Prevedouros ran for mayor in the previous election and already had a following. Rod Tam had a personal page but he did not create a fan page. By September Carlisle lead with 2,467 fans, Prevedouros came in second with 479 fans, Caldwell had 123 fans and Tam had 673 friends.

Table 7. Number of Mayoral candidates’ Facebook fans, in the months leading up to the 2010 primary elections.

<table>
<thead>
<tr>
<th>Date</th>
<th>Carlisle</th>
<th>Caldwell</th>
<th>Panos</th>
<th>Tam*</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Apr-10</td>
<td>2,134</td>
<td>49</td>
<td>NO FAN PAGE</td>
<td>30</td>
</tr>
<tr>
<td>21-Apr-10</td>
<td>2,170</td>
<td>50</td>
<td>197</td>
<td>NO DATA</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>2,314</td>
<td>74</td>
<td>289</td>
<td>621</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>2,402</td>
<td>97</td>
<td>336</td>
<td>653</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>2,438</td>
<td>115</td>
<td>426</td>
<td>673</td>
</tr>
<tr>
<td>20-Sep-10</td>
<td>2,467</td>
<td>123</td>
<td>479</td>
<td>673</td>
</tr>
</tbody>
</table>

Difference between Sept and Apr

| 333       | 74       | 282       | 643       |

*Tam is the only candidate who did not have a Facebook fan page.

Prevedouros was the only mayoral candidate that disabled the wall comments box on his Facebook fan page. His campaign controlled the content on his page and did not respond back to their “fans” comments. His page was the only one that had a personalized Facebook Markup Language (FBML) tab labeled “Contribute!” which allowed fans to make a monetary donation straight from Facebook through PayPal. Individuals or companies could make a credit card donation or had the option to mail in a check.

Caldwell’s campaign used HootSuite to make a post on his Twitter and Facebook pages. HootSuite is a social media managing tool which allows the user to pre-schedule
post and track trends related to their sites and/or links. His posts were often and informative, however the campaign did not respond back to fans comments on his wall.

Carlisle and Caldwell did not post any details in their info’s tab. Carlisle only had his campaign website and email address posted and Caldwell had his campaign website posted along with a P.O. Box address.

In the photos tab, Carlisle, Caldwell and Tam enabled the “Photos by Others” option which showed photos that fans have posted to their wall. All of the candidates except for Caldwell posted photo albums of their campaign trail and activities. Caldwell only had one album with two photos that contained his headshot.

Fan’s wrote words of support or ask the candidate about tackling certain issues. They also use the space to talk ‘smack’ about the candidate’s opponent. The mayoral candidates were responding to posts but not to all of them.

2010 Gubernatorial Facebook Fan Page

Between April and September 2010, Hannemann, Abercrombie, and Aiona saw an increase in Facebook fans. However, Carroll was the only candidate who saw a decrease of 14 Facebook fans (Table 8).
Table 8. Gubernatorial candidates’ Facebook fans, in the months leading up to the 2010 primary elections.

<table>
<thead>
<tr>
<th>Date</th>
<th>Hannemann(D)</th>
<th>Abercrombie(D)</th>
<th>Aiona(R)</th>
<th>Carroll(R)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Apr-10</td>
<td>2,923</td>
<td>1,760</td>
<td>4,741</td>
<td>150</td>
</tr>
<tr>
<td>21-Apr-10</td>
<td>3,967</td>
<td>1,884</td>
<td>4,830</td>
<td>151</td>
</tr>
<tr>
<td>21-Jul-10</td>
<td>4,749</td>
<td>2,517</td>
<td>5,714</td>
<td>141</td>
</tr>
<tr>
<td>17-Aug-10</td>
<td>5,045</td>
<td>2,751</td>
<td>5,960</td>
<td>138</td>
</tr>
<tr>
<td>12-Sep-10</td>
<td>5,194</td>
<td>3,028</td>
<td>6,100</td>
<td>134</td>
</tr>
<tr>
<td>20-Sep-10</td>
<td>5,286</td>
<td>3,217</td>
<td>6,210</td>
<td>136</td>
</tr>
<tr>
<td>Difference between Sept and Apr</td>
<td>2,363</td>
<td>1,457</td>
<td>1,469</td>
<td>-14</td>
</tr>
</tbody>
</table>

From the Democratic candidates, Hannemann started off and ended with the most fans. He also gained 2,363 more fans between April and September of 2010 while Abercrombie gained 1,457 fans. In total, by September 20, 2010 Hannemann had 5,286 fans and Abercrombie had 3,217 fans. Both candidates had detailed personal and professional information posted in their “Info” tab. Unique elements to Abercrombie Facebook page included tabs such as a “Neil for Hawaii” tab, encouraging people to get involved by becoming a fan, making a donation, fact checking link, pledging their vote (not an actual electoral vote), supporters were able to copy the widget and embed that code into their profile to publically show support for Abercrombie. On August 24, Abercrombie also launched ‘Twibbons’ for twitter and Facebook profiles which added an “AFG” (Abercrombie for Governor) banner to a profile photo. Supporters were able to upload their profile photo with the ‘twibbon’ to show support for the candidate.

Hannemann’s Facebook page included a tab which had links to fan pages for other communities who supported Mufi such as “Big Island for Mufi”, “Maui for Mufi”, “Kauai for Mufi”, “Filipinos for Mufi”, “Hawaiians for Mufi”, and “Samoans for Mufi”.
On the Republican side, Aiona had a fan count of 4,741 in April of 2010 and gained 1,469 by September 20, 2010. Carroll lost 14 fans leaving him with 136 fans by September. Aiona’s Facebook fan page included a “Donate Today” tab which had a poster-like image that allowed you to ‘click to donate’. The page went directly to his campaign donation site. The “Email Updates” tab allowed fans to enter their email address and zip code for updates on his campaign. “My Flickr” tab streamed new images from his Flickr page. The “Notes” and “Events” tab where notes on Dukes thoughts, community events and happenings. Carroll’s page did not add any extra tabs to his page and he was the only candidate who did not allow fans to write on his wall. Fans were only allowed to comment on Carroll’s wall posts.

Fans of Hannemann, Abercrombie and Aiona wrote on their walls with words of support or comments and suggestions on how they could make our Hawaii a better place. However, Carroll did not allow fans to write on his wall. Candidates replied to their fans posts, but not to all of them.

Part II: Semi-Structured Interviews with Mayoral and Gubernatorial Candidates Social Media Campaign Advisors

Social Media Campaign Advisors Use of Social Media in the Campaign

Mayoral Candidates Social Media Campaign Advisors

Only two out of the four mayoral candidates’ campaigns responded back to the researcher’s request for an interview. Those people included the campaign manger for Panos Prevedouros, Peter Kay, and from Kirk Caldwell’s team, the head quarters manager, Riki Amano and Charin Tomomitsu, member of their social media team.
Kay’s responsibilities include running all aspects of the campaign, such as running the website as well as overseeing the social media activities. He is the founder of HawaiiConCon.org, a website that discusses the issues relating to the Constitutional Convention. Kay’s background in politics includes running and building political websites for past candidates. He has been active with Prevedouros’ campaign since 2008, when Prevedouros’ announced that he was going to run for mayor of Honolulu. Amano coordinated the activities and events within Caldwell’s campaign and Tomomitsu delivers email blasts to supporters, updating the website, and answering questions that come through on Facebook and the website. Tomomitsu has been involved in political campaigns in the past, however the 2010 primary elections was the time she and Amano had used social media for a candidate. The Caldwell campaign’s main social media advisor was not available for the interview so Tomomitsu and Amano answered the questions to the best of their knowledge and experience with regards to social media in Caldwell’s campaign.

The term ‘social media’ had different meanings for Tomomitsu and Kay. Tomomitsu defined it as “getting the message directly to the end user.” Kay’s response was, “Through previous social networks that I have created on other topics, the essence of a social network is not about the candidate broadcasting or frankly even the candidate respond, necessarily. It’s really about decentralizing a communication network and letting the members essentially own it themselves.” Kay recognizes Facebook as being a true social network but does not believe that that Twitter is a social media platform. He liked to use the term “new media” instead, in which he defined as content that can “fly over the internet” such as email, a webpage, YouTube, a downloadable mp3.
Caldwell’s website was redesigned in May of 2010 to make it more user friendly, said Amano, and the website was continuously being modified to adapt to the different events and updated media reports happening in the campaign. It was structured so that when supporters visited the site, it was easy to navigate through and find information on the campaign. Kay explained that Prevedouros’ website ran on the Ning network which allowed users to make a custom branded social network (ning.com SITE PROPERLY). Supporters of Prevedouros were able to create their own account on his Ning network which allowed them to comment, post photos, videos and blog. At the time, Prevedouros had a little over 200 members in his network. Kay said, “Panos is the only candidate running on a true social networking infrastructure. No one else has that.” He explained that the design of the website is always changing, for example the latest news was at the top of the page; however that could be moved if they decide to post a photo slide show instead. “It is a real flexible network,” says Kay, so they are constantly moving blocks of content around, “reflecting the current dialogue of the campaign.”

Goals of the websites differed between the campaigns. Caldwell’s website wanted to be user friendly to all visitors who wanted information on him or the campaign, said Tomomitsu. All of the updates that went on the website were also posted on Caldwell’s Twitter and Facebook fan page so that the information could be re-tweeted or shared. The design priority goals for Prevedouros’s website, Kay said, were to “convert new visitors to the website as oppose to re-engaging existing visitors. I kind of figured that the existing folks are going to find their way through.”

The success of each candidate’s website was measured through online tools such as Google analytics, which measured the traffic. In addition to Google analytics,
Caldwell’s campaign had built-in metrics. They knew which tabs or buttons were being clicked on the most, and if they wanted a specific content to be emphasized more, like the ‘donate’ or ‘volunteer’ button, their online team would figure out how to arrange that on their home page.

Between the two websites, there was a clear difference in layout styles. Prevedouros had three columns filled with information, while Caldwell had only two. Tomomitsu explained that they had experts on their social media team who decided where the content was going to be placed on the home page and throughout the website. They included a live Facebook feed versus the usual Twitter feed that other candidates.

“That was constantly being updated (through HootSuite), and it was not dependent upon someone like me going into the software and then updating it. It made it easier for me,” said Tomomitsu. Amano also mentioned that their website experts changed the “Donate” button to “Contribute Now” to attract more donations, however they did not mention if they received more donations after that change. Kay explained that the design layout was made to be fluid and always moving, so each time you went to the website it was different. It was catered to new visitors versus re-engaging existing visitors. Kay, Amano and Tomomitsu agreed that the latest campaign news, such as appearances being made or comments on a topic, should be placed at the top of the page in the candidates “Blog”.

Tomomitsu said, “Our job is not to report the news but to make sure that it is being relayed. It’s another way for people to see what the media is reporting. It’s also a fact checking tool for us.”

When asked about their thoughts on past politicians who have used social media in their campaign, all three advisors mentioned the 2008 presidential elections.
Tomomitsu said, “Whether it was Facebook, Twitter, YouTube, email marketing, traditional TV, radio or print media, I don’t think any candidate did any of that prior to the (2008) presidential election. Although other candidates tried doing it, no body did it as well as Obama.” Although Kay did not believe that Obama actually replied to tweets, Facebook posts, or blog posts he did say, “The truth of the matter is, Barack Obama is hailed as the guy who mastered social media and you certainly have to give him a huge degree of credit.”

The 2010 primary elections was the first year that local candidates used social media to reach out to the citizens of Hawaii. Amano and Tomomitsu admitted that Caldwell did not do the updates to his social networks himself, however Tomomitsu said, “He is very familiar with the effectiveness. Just by watching how many people are following him (on Facebook and Twitter), we know that people are interested in what he’s attending or what he’s saying and that continues to increase and increase.”

According to Amano, Caldwell put out his opinions on various issues that were important to Oahu voters. Through emails, they communicated a specific issue such as the online polls that come out with numbers saying that he was in second place. “We try to get the message out to people directly instead of waiting for them to come to the website,” said Tomomitsu. She added that Team Caldwell tried to respond back to Tweets and Facebook posts as much as they could.

Prevedouros, on the other hand, did his own Tweets, and ran his own blog, according to Kay. However when asked about the activity on Prevedouros’ Facebook page, Kay said they didn’t have a lot of activity going on that site. “We are trying to keep to some degree, in sync with what’s going on the website. One of the problems that
you’ve got, especially with Facebook, is it’s kind of hum-bug to integrate your content publishing, says Kay.” In other words, his frustration with content publishing comes from having to publish and re-publish the same content across all of their social networking tools at the same time: Facebook, Twitter, YouTube, and Flickr. Another issue that he had with the campaign was making sure that the interns synced their posts together, so that content was consistent across all social media websites. In regards to the other 2010 political candidates using social media in their campaign he said, “With a few exceptions, I think they’ve done it more as a moniker to say that they’re doing it as oppose to really doing it. I’d say the exception to that is Neil Abercrombie. I think he’s got some good social media people on his campaign that are really making a goal and setting it up. My view of the measurement is how much of the site content is owned by the members itself versus the candidate.” Issues that were addressed on Prevedouros’ websites focused on the city’s infrastructure issues such as water main breaks, rail, and city funding.

_Gubernatorial Candidates Social Media Campaign Advisors_

Social Media Director, Neenz Faleafine, for Neil Abercrombie and Campaign Advisor for Mufi Hannemann, AJ Halagao, have been involved with political campaign social media advising since 2008. Faleafine said that her responsibilities for Abercrombie’s online campaign included: recruitment; develop and execute strategy; lead team members in short and long-term goals; manage all social media and networking accounts; event planning and strategy; encourage and inspire team members, supporters, and entire online community and be accountable. For the Hannemann campaign, Halagao’s responsibilities included working with the PR team and ad agents, field organization and he worked on maintaining the website, and social media team as well
Faleafine has an extensive résumé in the field of social networking. She is currently the Chief Evangelist for Alltop.com, a leading news aggregation site with a modest 2.5M monthly page views, ranked one of the top 7K websites in the United States, and co-founded by Guy Kawasaki. Since 2008 she has provided consulting and services for Communications Pacific, McDonalds Restaurants of Hawaii, MobiPCS, Hawaii Tourism Authority, and Hawaii Visitors and Convention Bureau. Faleafine has given speeches on social media marketing to Kamehameha Schools, Hawaii Macintosh Apple Users Society, PodCamp Hawaii, Hawaii Food Manufacturers Association, Global Entrepreneurship Week, PRSA Hawaii, PCATT IT Summit, Social Fresh Conference, and TechHui Conference. Halagao works with an online legal service company called West Law and is the executive director of inspirepolitics.com, a website that engages and encourages participation of the millennial generation in the political process by using online media.

Both advisers defined social media in their own terms. According to Faleafine, she defined social media as “the use of technology combined with social interaction to create or co-create value. In other words, we are not longer simply consumers of media, but empowered to also be publishers.” Halagao said that “unlike traditional websites, social media allows for the active exchange between users. There is a back-and-forth discussion not normally found on other internet-based destinations, which usually offer only one-way communications.”

The main goal for both campaigns websites was to be engaging. Faleafine said that it was important to “make sure it was user friendly, easy to navigate and social –
meaning providing simple buttons for readers to share information via email, Twitter and Facebook.” In addition to being social, Halagao said that having a website that allowed the user to “access information quickly and easily, being engaging and informative were also important factors for users of the website. We didn’t want information there that’s buried and hopefully within one or two clicks they could get the information. We wanted to make sure there were a lot of different accesses points from the home page to different parts of the website as well as be aesthetically pleasing.”

In addition to being visually appealing, the primary goal for the Abercrombie for Governor (AFG) campaign website was to be the primary source of information that visitors and supporters went to when they wanted to learn more about the candidate. “It’s a heavily branded site and we repost news stories, blog posts, photos and videos published by third parties,” said Faleafine. The Hannemann campaign wanted to build on its success from 2008, when Mufi ran for the mayoral re-election, so in 2010 they launched sister sites for the other islands, making them feel included in the campaign. They also added foreign language websites to MufiHannemann.com to cater to those supporters whose first language was not English. His English website was translated into ten different languages which included Japanese, Mandarin Chinese, Cantonese Chinese, Tagalog, Ilocano, Korean, Portuguese, Vietnamese, Spanish, Samoan and Hawaiian.

The layout of the home page links differed between the candidates. “Hannemann’s website was designed for easy access to links on different pages of the website such as having the pull-down horizontal menu and right side bar being present on all of the pages,” says Halagao. There were three major areas that continuously changed
on Hannemann’s home page: ‘top features’, ‘top stories’, and ‘news’. ‘Top Features’ was the Flash animation box which rotated stories about Mufi’s personal life, professional life and campaign vision. ‘Top stories’ included the endorsements he received from unions and organizations, head quarters opening on the neighbor islands and anything that was happening with the campaign trail. ‘News’ included the latest newspaper articles, TV or radio interviews on Hannemann.

Abercrombie’s website included call-to-action buttons in large fonts and bold colors which were placed in order of importance in the sidebar. The Abercrombie campaign also launched the “AFG2010” iPhone application (app), a unique feature to their social media campaign. This app allowed users to receive campaign news, make a contribution, and send Abercrombie direct questions or comments. They made a big push for that free app on their home page during the launch. “A golden rule for online media and marketing is content is king,” says Faleafine. She learned to “post good content, and post it often” from her mentor, Guy Kawasaki.

Both candidates’ advisors agreed that the 2008 presidential campaign, operated by Barack Obama and his team, brought social media campaigning to a whole new level. “I think they were the first major campaign to use everything from Twitter to Facebook, to YouTube and Flickr. Even their website itself was very interactive,” said Halagao. These social networking tools were used to communicate and engage with communities across the nation and Halagao mentioned that the Hannemann team tried to mirror that as much as they could.
Faleafine commended the other politicians whose campaigns were embracing the different social media tools and added “everyone, including AFG, continues to learn and grow each day with respect to our efforts in social media marketing. Transparency is important and since Twitter is mainly a text tool, it’s difficult for the community to discern if the message is actually coming from the candidate or the team.” The issue of knowing whether or not it is really the candidate who is talking back has been a re-occurring topic of debate. For the Abercrombie campaign, audio tools such as CinchCast.com were used to record audio posts that gave a link on Twitter. Abercrombie went as far as using videos to reply to individual messages on Facebook to assure the public that the message was coming from Neil. “Transparency is something none of the other gubernatorial candidates are practicing,” said Faleafine, “and engagement is key. Without a high level of transparency coupled with an equal level of engagement, a personal Twitter or Facebook account is a failure.” The AFG campaign incorporated audio and video tools with their Twitter and Facebook accounts to connect with their supporters. Other social medial tools and networks that the campaign used were YouTube, Flickr, Ustream, iPhone app and WordPress.

Twitter has become a useful tool to keep the candidates followers informed about upcoming events, issues or articles through posts with 140 characters or less. Posts can be re-tweeted by followers to reach a mass audience, however Faleafine points out that there should be a focus on building a following of voters and not randomly. For example “@mufihannemann has more than 600K followers, yet there are probably no more than ten thousand people from Hawaii with an account and about half of that are active and engaging.” Choosing a Twitter screen name is another important point that Faleafine
made. She said, “You want to be able to recall it easily and to bring acknowledgment and recognition to the brand,” not just to the campaign. She gave the example of @dukeaiona2010 where those four extra charters can be "to remember, and leaves people thinking he’s only in it for the campaign – insincere.”

Although Abercrombie, himself did not do the physical texting of messages on Facebook and Twitter, Abercrombie and his social media director oversaw the product of what was being put out by his social media team. They made sure that the messages put out by the team were on point with Neil's vision and campaign goals.

The Hannemann campaign, according to Halagao, focuses on quality versus quantity in their tweets. The same principle was applied to email blasts because they didn’t want their supporters to dismiss the important information. Hannemann does tweet, however like Abercrombie’s campaign he too had a social media team that replied to posts and tweets. Halagao said that the campaign tried to respond to all posts on Facebook, Twitter and emails in a positive way to avoid online arguments.

Content from the candidates’ blogs and social events were tweeted and sent to their Facebook fan pages. Hannemann’s online posts were used to update his followers and fans on his events. Their goal was to make supporters on all islands to feel as though they were a part of the campaign trail. Abercrombie’s campaign posted detailed plans for improving Hawaii. Blog posts were published to Facebook and Twitter when press releases were made. Photos from press conferences and events were posted to Flickr, Facebook, Twitter and Abercrombie’s website. Roundtable discussions with community leaders were streamed online through Ustream, and it was accessible to anyone in the
public. During the month of August, 2010, the Abercrombie campaign launched ‘Pau Hana 2.0.’ It was a statewide virtual coffee hour hosted by Abercrombie, who had two thousand viewers for one hour through Ustream. The online conference included photos uploaded to Flickr and shared on Twitter and Facebook. Pau Hana 2.0 was able to secure nearly 100 households to host a virtual coffee hour.

**Social Media Campaign Advisors Perceived Effectiveness of Social Media in their Political Campaign**

**Mayoral Candidates Social Media Campaign Advisors**

Amano and Tomomitsu did not have information on how much of their campaign budget when towards social media marking. However, Tomomitsu said she couldn’t imagine it being a big chunk of their budget because the social media tools they were using were inexpensive. Prevedouros’ campaign had a very small budget and did not have the same amount of resources to run a full blown political campaign with multiple television commercials and advertisements. Kay explained that majority of their messaging efforts have been done through non-traditional media, i.e. internet media. His expectations of Prevedouros’ social media campaign were to have their members engage and achieve maximum user generated content (UGC). This involved members uploading photos, blog posts, and comments. Traffic on FixOahuNow.com increased and spiked towards the primary election date.

Prevedouros did not have a “register to vote” button on his website so there was no way to measure the increase in voter registration through Prevedouros’ website. Tomomitsu said that when they sent out mailers to their supporters as a reminder to vote,
she was surprised at how many people clicked on the email and they also saw a huge increase in clicks on the ‘vote’ button on Caldwell’s home page. Plans to call voters, sign wave and email supporters to vote were installed prior to Election Day for both campaigns.’

*Gubernatorial Candidates Social Media Campaign Advisors*

Halagao said that the Hannemann campaign spent around 5% of their budget on social media, “because most of it was free.” Faleafine said that less than 10% of their campaign’s resources were dedicated to social media. Both campaigns said that with respect to utilizing tools across all types of mediums, they spent as much time with online social media, as they did with tradition television and print ads. “The campaign realizes the value of the Hawaii social media community and therefore invests a lot of time in engaging,” said Faleafine.

Social media campaign advisers of the gubernatorial campaign wanted to see the success of their online efforts and have that translate into a win. Faleafine’s expectations from the 2010 Primary elections were “to provide good content often.” “The importance of social media has been to not only engaging, but mobile as well,” says Faleafine. The influence of some of the most prominent local people in online micro-blogging sites were the core social media team for AFG. Together, they pushed content supporting Abercrombie’s campaign on their Facebook and Twitter accounts. Most of the content originated from Faleafine’s account, @neenz, with the rest of the team re-tweeting or posting to Facebook. For Halagao, his goal was to inform and engage younger voters by connecting with them through social media. One way he measured the success of
engaging the youth was with the increase of younger volunteers for the Hannemann social media team, who dubbed themselves the “Fun Bunch”. Hannemann and Abercrombie saw an increase in website traffic during the month leading up to the primary election. “More people are sharing links to posts on Facebook and Twitter,” said Faleafine. In addition to website traffic, both Faleafine and Halago claimed that they also saw an increase in voter registration, donations, and volunteers through their candidates’ websites. Tools such as ObjectiveMarketer.com and Google Analytics were used to measure the performance of their websites.
CHAPTER 6: DISCUSSION

Before the advent of the Internet, citizens of Hawaii were dependent on produced literature from traditional media such as news sources, television ads, print ads, but now individuals have the ability to do their own research on the candidates and decide for themselves who they support. Citizens are logging online to follow candidates on Twitter, become their fan on Facebook, and read up on their political agendas through their campaign websites. However, social media by itself was not the winning factor for the candidates. It was the candidates’ ability to engage back with their supporter that gave social media the advantage in political campaigns. Through these tools, candidates’ had the ability to virtually touch their supporters. “Results are created by how well the individual technologies are used. The best use of social media for a party is to engage its online stakeholders to create their own movements through empowerment, and have them go out and rally their own social networks” (Livingston, 2010, ¶20).

The 2010 Primary Elections was a very exciting race, with strong candidates for Mayor and Governor. According to the most recent results from the Hawaii State Office of Elections, the total voter turnout was 292,992, or 42.8 percent of registered voters. This was higher than the 42.3 percent turnout in the 2006 primary (Office of Elections, State of Hawaii, 2010). Statistics on the demographics of voters have not yet been released.

Carlisle won the Mayoral seat with 38.8% of the votes, Caldwell came in a close second with 34.6% of the votes, Prevedouros had 18.5% of the votes and Tam finished with 1.5% (Table 9).
Abercrombie won the Democratic seat for governor with a landslide victory over Hannemann, capturing 59.3% of the votes. Hannemann had 37.7% of the votes. It was also a landslide victory for Republican candidate Aiona, who had 93% of the votes, and Carroll collected 4.5% of the votes (Table 9).

Table 9. 2010 Primary Election Results. Data collected from: http://hawaii.gov/elections/results/2010/primary/. Results shown only include the front running candidates in the 2010 primary election. These are the candidates discussed in this study.

<table>
<thead>
<tr>
<th>Statewide Voter Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Updated September 29, 2010</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mayor</th>
<th>Votes</th>
<th>% of votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlisle, Peter</td>
<td>80,553</td>
<td>38.8%</td>
</tr>
<tr>
<td>Caldwell, Kirk</td>
<td>71,815</td>
<td>34.6%</td>
</tr>
<tr>
<td>Prevedouros, Panos</td>
<td>38,439</td>
<td>18.5%</td>
</tr>
<tr>
<td>Tam, Rod</td>
<td>3,036</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Governor</th>
<th>Votes</th>
<th>% of votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abercrombie, Neil (D)</td>
<td>142,304</td>
<td>59.3%</td>
</tr>
<tr>
<td>Hannemann, Mufi (D)</td>
<td>90,590</td>
<td>37.7%</td>
</tr>
<tr>
<td>Aiona, James &quot;Duke&quot; (R)</td>
<td>42,520</td>
<td>93.0%</td>
</tr>
<tr>
<td>Carroll, John (R)</td>
<td>2,079</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

Popular online bloggers and tweeters can be very influential, says Vaynercuck (MSNBC, 2010). These “Micro Celebrities” have been advantageous in Abercrombie’s democratic nomination for governor in the 2010 Primary Elections. The head of his social media support team included L.P. Neenz Faleafine, also known as @Neenz in the online networks. With over 14,000 followers on Twitter, a community leader, speaker and blogger, she has influential presence over social networks. Faleafine’s online networking status is a valuable asset to political candidates, according to Vaynercuk’s statement.
In the gubernatorial race, Hannemann already had a few advantages from the beginning because he had just stepped down as Honolulu Mayor, was a very public figure, and had a huge lead with fans and followers on Facebook and Twitter. His website had the most traffic in comparison to his opponents and his Twitter impact score was at 21 percent, the second highest impact score was from Abercrombie who had a score between 2.5-2.7 percent (Table 6). However, Abercrombie did have the most sites linked in, with a 61 count on September 20, 2010 (Table 2). Hannemann only had 15 sites linked in to his website. With the extensive reach of links on other websites, Abercrombie had the advantage of being able to capture a wider audience for his campaign. Faleafine made a good point about the number of followers that Hannemann had on Twitter. Hannemann had more than 600 thousand followers, but according to Faleafine there were “probably no more than ten thousand people from Hawaii with an account and about half of that are active and engaging.” When asked about the people following Hannemann on Twitter, Halagao replied, “The reason for his huge following is because, somehow Mufi got on the ‘Suggested to Follow’ list and from there his account took off.” From April to September 2010, Hannemann was the only candidate who lost followers in the months leading up to the Primary Election, a total of 26,582 people unfollowed @mufihannemann (Table 5). Halagao’s response to the drop in numbers was, “A lot of those followers are from the mainland and when the campaign began we started to tweet a lot which probably led to the drop in followers who don’t live here in Hawaii.” Abercrombie and Aiona gained followers in those months, 710 and 1,273 respectively.

The gubernatorial candidates were updating their twitter statuses on a daily basis. Those tweets included the candidates’ daily whereabouts and thoughts on current events.
or local issues. Hannemann and Abercrombie’s tweets were separate from the posts on their Facebook fan pages. Aiona, uses an application called ‘Selective Tweets’ which allows the user to select which tweets they want posted to their Facebook wall as well.

The candidates approach to having different posts on Twitter and Facebook was a wise choice due to the different purposes of each tool. Although Twitter and Facebook are social media networks used for communication, the application of the two are completely different. Twitter only allows users 140 characters per post, these posts can be read and re-tweeted by anyone, and its primary purpose is to broadcast information to their followers. The information that is sent out in a post could include the candidate’s daily activities, reminders for upcoming events or even re-tweets from other Twitter users. It is sometimes described as the "SMS of the Internet" (D’Monte, 2009, ¶8). The Facebook fan page allowed users to see a thread of comments from previous supporters, making it easier for others to follow the conversation. Facebook pages also allow the candidates to post more information such as photo albums, videos, and add customized tabs through Facebook Markup Language (FBML). Due to the frequency of Twitter posts, it was a wise decision to keep their posts separate. A flood of posts on Facebook could lead supporters to un-like a fan page and has the ability to make the candidate look as though a robot is doing the work. This doesn’t allow for much interaction between the candidate and supporter.

Website traffic numbers for Caldwell and Hannemann showed an interesting spike in numbers during the month of August 2010 (Table 1 & 2). While their opponent’s website traffic numbers were declining, their numbers increased dramatically.
This may have been due to Hannemann’s resignation as Honolulu’s mayor and Caldwell’s new title as Acting Mayor on July 20, 2010.

Carlisle already had name recognition in the Honolulu community because he was the former Honolulu City Prosecutor before he decided to run for mayor. He started with 1,281 followers in April, and by September he had 1,306. Caldwell had 464 followers, Prevedouros had 177 followers and Tam had 20 followers (Table 3). The data shown in, Figure 3 shows that although Carlisle had the most followers, Caldwell gained 242 followers between those months. Carlisle only gained 25 followers, Prevedouros increased his followers to 34 and Tam gained 12. The small number of followers for Prevedouros could have been due to a few factors: his Twitter account was not advertised on his campaign’s website or Facebook fan page, his Twitter name is @Panos_P, and when a name search was done in Twitter his account did not show up. Caldwell was the only candidate who constantly did daily Twitter updates. He had the largest impact percentage, 0.7%, from the other candidates’. Carlisle hardly tweeted, and Prevedouros and Tam did so sporadically. Caldwell linked his Twitter and Facebook fan page together through HootSuite. HootSuite is an application that manages social media tools by posting pre-mediated tweets at scheduled times. Anyone who knows about HootSuite and its purpose may think that Caldwell’s posts were only campaign announcements versus being sincere and engaging and that could have a negative effect on his online campaign image.

Hannemann, Abercrombie and Aiona were the only candidates that advertised their Twitter accounts on their Facebook fan pages and campaign website. Links to Caldwell, Carlisle and Tam Twitter accounts were displayed only on their campaign
websites’. Prevedouros did not display his Twitter account on neither his campaign website nor his Facebook fan page. By displaying their Twitter information on their Facebook fan pages, the mayoral candidates could have gained more followers, if that was their intention.

Constant dialogue was evident on Abercrombie’s fan page. When fans made a comment, the social media team usually gave a response. Hannemann’s social media team also did a good job at responding to wall comments. However Aiona’s campaign did not respond to wall posts consistently. Comments would fill his wall from supporters however there was no engagement. Only Abercrombie and Aiona had customized FBML pages, which encouraged campaign donations. Abercrombie’s social media team got really creative with their online campaigning by also added a widget application which allowed fans to copy and paste a code to their Facebook pages that publically displayed their support for Abercrombie. Another way fans and followers were allowed to show their support was by giving them the option to stamp an ‘AFG twibbon’ on their profile photo. Carroll’s last post before the elections was on Facebook was on May 13, 2010 which showed the lack of engagement with his fans.

Abercrombie was the only candidate in the 2010 primary election that had an iPhone application called AFG, which stands for Abercrombie for Governor. It kept his supporters in touch with him by allowing them to be mobile with the campaign. The AFG app included the latest news, AFG2010 blog, donates functions and allowed the user to post photos, videos or messages right onto his Facebook fan page or Twitter account. Faleafine also mentioned the campaigns ‘Pau Hana 2.0’ statewide virtual coffee hour with Abercrombie which allowed supporters to log online to a live web-stream. The
virtual coffee hour was a success, according to Faleafine, securing nearly 100 households to host the event. His presence in the online community kept on growing in the months leading up to the primary elections and had the most websites linking to his campaign webpage with 61 counted last (Table 2).

Overall, the mayoral candidates all gained Facebook fans. Tam was the only candidate who did not have a fan page; however his personal Facebook page was monitored, which did gain 643 friends. Carlisle started off with 2,134 fans on Facebook in April and gained 333 additional fans by September 10, 2010. Carlisle was in the lead with the most fans, Prevedouros came in second with 479 fans and Caldwell had 123 fans (Table 7). Even though Caldwell was the acting mayor, citizens of Honolulu did not know who he was when he announced his candidacy because of his lack of exposure. He did not win the candidacy for mayor; however Caldwell did gain momentum and recognition in the last few months leading up to the Primary Election.

A clear difference between the mayoral candidates’ Facebook fan page was that Prevedouros was the only candidate that disabled the comment box. However fans were able to comment on his posts. Although Caldwell and Carlisle were very active with updating their fans on Facebook, they did not offer any personal information in the ‘info’ tab and according to social media experts such as Vaynercuck and Faleafine the key to winning voters through social media is by being transparent and authentic.

Candidates Websites

On a scale of 1-10, 1 being not important and 10 being very important, Halagao, Faleafine and Tomomitsu rated having a campaign website as a 10. Kay did not answer the question. However, Faleafine added, “It also has to be accompanied by a social media
presence and most importantly it needs to be mobile friendly.” Mobile friendly means that a smart phone should be able to display a candidate’s website on its screen.

The least engaging website was Carroll’s (Figure 8). His blog was not updated regularly and he did not have any links to his only social media network: Facebook. Two ‘Donate’ call-to-action buttons were present under his top horizontal navigation bar for users who want to donate online or by mail. The two buttons could have been combined into one because they serve the same function. News articles and blog updates became more active in August and September of 2010. Prior to August his last post was in June. Embedded videos were added a month prior to the primaries.

In contrast, Aiona’s campaign website was constantly being updated with the latest news, videos and photos (Figure 7). Visitors were greeted with Aiona waving back in the header with a back-drop of Hawaii’s mountain range, and email form and donate button. Visitors could watch a rotating Flash animation box with images and text that linked to other parts of his website. A blog was located right below that Flash animation with the latest news or personal thoughts on community issues. His blog posts were constantly being updated. The top horizontal navigation bar had a clean look with a drop-down menu. Comments from Aiona’s supporters were displayed at the top right side of his webpage. All of the social media tools such as Facebook, Twitter, Flickr, YouTube, Our Town 808, email, and videos were located together in a three-tab box. A live twitter feed constantly rotated to show that Aiona was tweeting throughout the campaign. The amount of text on the screen, like Carroll’s page, was distracting. Instead of posting the last five blogs, he could cut that down to only three. That will shorten his
A webpage and make it faster for users to see the entire webpage without being overwhelmed.

Abercrombie and Hannemann also had Flash animation, donate buttons, social networking icons, video and photos. However while Abercrombie kept his site short, and visually heavy with photos, large call-to-action buttons and small video icons, Hannemann’s website was very long which (Figure 5). Hannemann’s site was organized with blocks of campaign news, blog entries, events, and interactive options however the website did not need all of those functions on the home page. His home page was the longest of all candidates. Items such as ‘Mufi Map’ did not need to be displayed twice, or ‘Mufi Jukebox Jamboree’. Citizens of Hawaii know that Hannemann loves to sing, however on his campaign website he could have left that in the drop-down menu, under ‘About Mufi.’ The placement of his social media icons were all the way at the bottom of his page and grouped under a box labeled ‘Youth for Mufi.’ The placement of those icons suggest that only the youth use social media, and could offend supporters from older generations who use social media. A personal touch that the Hannemann campaign added was the option for users to view his website in any one of the eleven languages provided. Those links to the translated Hannemann website were located at the very top of the website. Halagao said their goal was to make their site more inclusive and accessible by different ethnic groups whose first language was not English.

Like Hannemann, Abercrombie also had call-to-action buttons that updated as the campaign progressed towards Election Day such as: Register to Vote, Vote Early, and finally Find Your Polling Place (Figure 6). However, Abercrombie’s buttons were larger on his page, very colorful and placed emphasis on other buttons that were important to a
campaign. While other campaigns had only one or two call-to-action buttons, Abercrombie had six which were constantly being replaced with the evolution of the campaign trail. The animation box changed from being only images rotating, to images and videos rotating, to a campaign commercial automatically playing when visitors clicked on Abercrombie’s webpage. The only items that remained the same throughout the campaign were ‘In the News’ which was his blog, ‘Video’ which included clips of public figures and citizens giving their endorsement, and ‘Quick Link’ which linked to the latest news in the campaign or election.

On Election Day, September 18, 2010, Abercrombie was the only candidate who had completely changed the face of his home page (Figure 9). Up to the minute Primary Election Day updates took over with three columns: videos, latest news and photos. The video column, located on the left side of the home page, contained earlier campaign commercials and videos of Abercrombie in the community doing last minute sign waving on the day of the primary. The stream of videos was ordered such that the latest upload at the top. Content of those videos included an early morning interview on KITV4’s morning newscast, followed by additional clips of Abercrombie visiting sign wavers around the island in a trolley decked out in Abercrombie paraphernalia, and final clips of Abercrombie and his campaign at the election night head quarters located in the old Comp USA building. The middle column of his home page included a live streaming blog from the campaign trail, which continuously encouraged Hawaii’s citizens to vote, asked supporters to visit them at their election night head quarters, an update with the printouts, and finally a thank you message from Abercrombie at midnight. The blog updates were dated and time stamped, with the most recent blog at the top of the page.
Finally the last column had a stream of photos, on the right side of the home page. Photos from Election Day were posted throughout the day and night. This online interactivity allowed supporters to feel like they were at the party with Abercrombie.
Figure 9. Campaign website home page of mayoral candidate Neil Abercrombie on Election Day, September 18, 2010.
Out of the four candidates’ for mayor, only Prevedouros used the Ning network which allowed users to join his own “social” network (Figure 3). This website allows users to be interactive within his campaign webpage; however the visual aesthetics of the home page did not have a welcoming image. Not only is the home page flooded with text, but the font size was so small making it look clustered and is organized. Images embedded within the blog posts were not consistent in size and finding links, such as the email form which was very small and easy to miss.

On Tam’s website, there was a Twitter feed that was oddly placed under the header, and below that included Tam’s pledge to the city(Figure 4).. Instead of a horizontal navigation bar, he was the only candidate who made his navigation bar vertical. Below the menu, call-to-action buttons: Donate, Twitter, and Facebook were enlarged and emphasized. His catchy campaign slogan, “Lighting-Rod Tam” was also added to the bottom, left side of his home page. Overall his home page was not as fancy and flashy with videos and blogs like the other candidates, however it was simple and to the point.

Carlisle campaign website was simple as well (Figure 1). There was no Flash animation, drop-down menu from the navigation bar, or twitter feed. His campaign website was updated whenever local media conducted an interview with him or did a public-poll. Those polls were enlarged to show that he was in the lead, prior to the primaries. His ‘In the News’ section on the right side of his page was being ignored, with the last update being on August 25, 2010. The boxes on the right side of his page were not clearly separated into distinguished sections. That could have been fixed easily by
darkening the section lines so that visitors knew when exactly where ‘In the News’, ‘Profile’ and ‘Follow Peter’ began and ended.

Caldwell had a very organized and clean home page (Figure 2). However, as the race got closer to the primaries, his website became longer. Figure 2 is a snapshot of his home page, however the researcher had to crop off half of the screen shot because the long image made the text disappear. His campaign should have deleted the older blog posts and kept it to the most recent posts. The last three or four posts would have been enough. Caldwell was the only candidate to have an election ticker countdown and Facebook wall feed. However, the placement of the election countdown ticker was so far below the fold that visitors looking at the top of the screen could have easily missed it. If the purpose of the ticker was to excite people about the elections, then it should have been placed farther up on the home page.
CHAPTER 7: CONCLUSION

Summary of Findings

Social media is changing the future of political campaigning in Hawaii. With the success of Barack Obama’s 2008 presidential social media campaign, the Hawaii candidates of the 2010 primary elections took notice and integrated this new media in their online political campaign. While all of the mayoral and gubernatorial candidates used some form of social media in their campaign, such as Facebook, Twitter, YouTube, Flickr, and/or a campaign website, not all were able to engage their online audience.

This study was intended to discuss the emerging trend of social media being used in Hawaii political campaigns. Candidate’s who had a strong social media support team such as Carlisle, Carlisle, Panos, Hannemann, Abercrombie and Aiona were able to reach Hawaii citizens in a way that made them appear to be accessible, transparent and engaging.

In the months leading up to the primary elections, gubernatorial candidates such as Abercrombie, Hannemann and Aiona and mayoral candidates Caldwell and Prevedouros made sure that their campaign websites reflected what the latest news was. Although Carlisle won the mayoral seat his website was not updated as often as his opponents, his campaign did not tweet or posts Facebook updates as often as his competitors. Tam attempted to use social media such as Twitter, however with only 20 followers and an impact score of 0%, his reach to citizens was meager. Carroll made no attempts at creating a Twitter account and had less than 150 fans on Facebook which illustrated how much his campaign engaged in social media.
Engagement, transparency and authenticity are three main words that came up time and time again when social media experts talked about how to run a successful online campaign. Abercrombie, in the researcher’s opinion, excelled at these points the best and was able to reach out to the local community for the 2010 Primary Elections.

Limitations and Future Research

The semi-structured interview posed a few limitations such as: trying to decide what is and what is not relevant. It is also important to not introduce bias and influence during the duration of the interview as a result of the close interaction with the interviewees.

The email interview could be seen as a limitation. New media such as e-mail could possibly be a limitation to this research because as Kendall (2008) stated, “it makes the interview less spontaneous” (p.146). Face-to-face interviews could also be seen as a limitation. Using online interviewing while studying new media is completely logical, and can be not only an advantage but does have a few limitations (Kendall, 2008). Online interviewing can also enable access to participants who are too busy to consent to an in-person interview or who are uncomfortable discussing the research face-to-face (p.144). Disadvantages to this form of communication could include limiting a possible complete conversation where the researcher could formulate questions based on interactions with the informants. Kendall cautions that researchers conducting qualitative interviews online cannot pick up on nonverbal cues such as tone, gestures and other observations that could be possibly made through face to face and over the phone interviews.

For future studies on political campaigns, the online data on Facebook fans, Twitter followers and website traffic, would be interesting to follow and see if a trend
does emerge between these online tools and candidate wins. Tracking which social network had the most reach and impact on voters could be conducted through surveys or focus groups. Focus groups could also be used to analyze the usability, transparency and likeability of the candidates’ social network sites. Surveys can be conducted to find out how the use of social media impacted the citizens voting. Questions for this survey could include: Did the candidate’s use of social media influence the voter to vote; Did the candidate’s use of social media sway the voters decision about the candidate? Or if the citizen was not yet registered, did the candidate motivate or influence the citizen to become a registered voter.

The researcher believes that this exploratory study is a foundation for future research. Outside the scope of this study was the question of whether the use of social media does in fact influence citizens’ voting behavior. It is hoped, however, that this thesis has provided the foundation upon which to pursue this and related research questions in the future, including questions to social media users. Focus groups could be used to analyze the usability, transparency and likeability of the candidates’ social network sites. Survey research can be done, for example, asking a sample of social media users how such use influences their voting behavior.
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## 2010 Hawaii Mayoral Candidates & Websites (Campaign Site, Twitter, Facebook Fan Page)

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Website Address</th>
</tr>
</thead>
</table>
| Peter Carlisle   | W: [http://petercarlisle.com](http://petercarlisle.com)  
                  | T: [http://twitter.com/PeterCarlisle](http://twitter.com/PeterCarlisle)  
                  | F: [http://www.facebook.com/Peter-Carlisle](http://www.facebook.com/Peter-Carlisle)  |
| Kirk Caldwell    | W: [http://www.kirkcaldwell.com](http://www.kirkcaldwell.com)  
                  | T: [http://twitter.com/kirkcaldwell](http://twitter.com/kirkcaldwell)  
| Panos Prevedouros| W: [http://www.fixoahunow.com](http://www.fixoahunow.com)  
                  | T: [http://twitter.com/panos_p](http://twitter.com/panos_p)  
                  | F: [http://www.facebook.com/Panos-Prevedouros](http://www.facebook.com/Panos-Prevedouros)  |
| Rod Tam          | W: [http://www.rodtamformayor.com](http://www.rodtamformayor.com)  
                  | T: [http://twitter.com/RodTam2010](http://twitter.com/RodTam2010)  
                  | F: [http://www.facebook.com/rodtamformayor](http://www.facebook.com/rodtamformayor) (not a fan page)  |

*Not applicable (NA)= Candidate does not possess one*
# APPENDIX B

2010 Hawaii Gubernatorial Candidates and Websites (Campaign Site, Twitter, Facebook Fan Page)

<table>
<thead>
<tr>
<th>Political Party</th>
<th>Candidate</th>
<th>Website Address</th>
</tr>
</thead>
</table>
| Democrat        | Mufi Hannemann  | W: [http://www.mufihannemann.com](http://www.mufihannemann.com)  
T: [http://twitter.com/mufihannemann](http://twitter.com/mufihannemann)  
F: [http://www.facebook.com/votemufi](http://www.facebook.com/votemufi) |
| Democrat        | Neil Abercrombie| W: [http://www.neilabercrombie.com](http://www.neilabercrombie.com)  
T: [http://twitter.com/neilabercrombie](http://twitter.com/neilabercrombie)  
F: [http://www.facebook.com/abercrombieforgov](http://www.facebook.com/abercrombieforgov) |
| Republican      | John Carroll    | W: [http://roll4carroll.com](http://roll4carroll.com)  
T: Not Applicable (NA)  

*Not applicable (NA) = Candidate does not possess one*
APPENDIX C
Content Analysis for Candidate’s Website (Home page)

**DATE** ______________________________

<table>
<thead>
<tr>
<th>Candidate:</th>
<th><strong>Office the candidate is running for (circle one):</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>___________________________</td>
<td>Mayor or Governor</td>
</tr>
</tbody>
</table>

| Candidate’s name in URL: | FULL _____ LAST _____ |
| Indicate if the candidate used his name in the URL by marking FULL, LAST, FIRST, or Specify OTHER |
| FIRST _____ *OTHER _____ | *Specify: ______________________________ |

| HEADER: | DOES the home page display a header section which carries the candidate’s logo, and might have other images and/or text. Mark YES or NO. (webdevelopers.com) |
| YES | NO | NOTES |

| HORIZONTAL WEBSITE NAVIGATION BAR: | DOES the website consist of a series of texts which are linked to different pages? This acts as a visual guide at the top of the home page, which lets the visitor know which page they would go to if they clicked on the text. Mark YES or NO. (webdevelopers.com) |
| YES | NO | NOTES |

| NAVIGATION BAR DROP-DOWN MENU: | DOES a drop-down menu appear when the computer mouse scrolls over any text in the horizontal navigation bar. Drop-down menu is a menu that appears on a computer screen when its title is selected and remains on display until dismissed. Mark YES or NO. (thefreedictionary.com) |
| YES | NO | NOTES |
**NAVIGATION BAR OPTIONS:** Do the following text appear on the horizontal navigation bar? The text acts as a visual guide which lets the visitor know which page they would go to if they clicked on the text. Mark YES or NO. (webdevelopers.com)

<table>
<thead>
<tr>
<th></th>
<th>HOME</th>
<th>ABOUT/MEET</th>
<th>ISSUES</th>
<th>MEDIA</th>
<th>SUPPORT/CONTRIBUTE</th>
<th>CONTACT US</th>
<th>OTHER TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>i</td>
<td>YES</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>Explain:</td>
</tr>
<tr>
<td>ii.</td>
<td>ABOUT/MEET</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>iii.</td>
<td>ISSUES</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>iv.</td>
<td>MEDIA</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>v.</td>
<td>SUPPORT/CONTRIBUTE</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>vi.</td>
<td>CONTACT US</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>vii.</td>
<td>OTHER TEXT</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td></td>
</tr>
</tbody>
</table>

*PLACEMENT: Please use this legend to mark the placement of the asked item
1) A – Top of the home page
2) B - Bottom of the home page
2) R- right column, M- middle column, L- left column, H- header, F- Footer

**FLASH ANIMATION:** Does the home page use Flash animation to show different still images of the candidate? Flash animation is defined as series of still images that can be viewed in succession Mark YES or NO. (techterms.com)

<table>
<thead>
<tr>
<th>Flash Animation</th>
<th>YES</th>
<th>NO</th>
<th>NOTES</th>
<th>PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
<td>1)</td>
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<td>2)</td>
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</tbody>
</table>

**BLOG POST a:** Does the candidate blog? A blog is short for web log, an online, regularly updated journal or newsletter that is readily accessible to the general public by virtue of being posted on a website. Mark YES or NO. (thefreedictionary.com)

<table>
<thead>
<tr>
<th>Blog Post a</th>
<th>YES</th>
<th>NO</th>
<th>NOTES</th>
<th>PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
<td>1)</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>2)</td>
</tr>
</tbody>
</table>

**BLOG POST PLACEMENT:** If the candidate does blog, where is it located? Mark HOME PAGE, DROP DOWN MENU.

<table>
<thead>
<tr>
<th>Blog Post Placement</th>
<th>Home Page</th>
<th>Drop Down Menu</th>
<th>NOTES</th>
<th>PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

**WELCOME MESSAGE:** Does the home page feature or display a Welcome message? A Welcome message may contain the candidates remarks. Mark YES or NO.

<table>
<thead>
<tr>
<th>Welcome Message</th>
<th>YES</th>
<th>NO</th>
<th>NOTES</th>
<th>PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
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<td></td>
<td></td>
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<td>2)</td>
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<tr>
<td>Event</td>
<td>Description</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
</tr>
<tr>
<td>-------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td><strong>EVENTS CALENDAR:</strong></td>
<td>Does the home page feature or display an Events Calendar? An events calendar shows any events that the candidate is involved in. Mark YES or NO.</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
</tr>
<tr>
<td><strong>EMAIL FORM:</strong></td>
<td>Does the home page feature or display an email form? An email form allows visitors to sign up for emails from the candidate’s campaign. Mark YES or NO.</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
</tr>
<tr>
<td><strong>DONATE NOW ‘call-to-action’ BUTTON:</strong></td>
<td>Does the home page contain a Donate button? A call-to-action button is a link that requests visitors to ‘do something’ such as promoting or purchasing a product or service. Mark YES or NO.  (thelandingpageblog.com)</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
</tr>
<tr>
<td><strong>PLEDGE YOUR VOTE ‘call-to-action’ BUTTON:</strong></td>
<td>Does the home page contain a Pledge your vote button? A call-to-action button is an link that requests visitors to ‘do something’ such as promoting or purchasing a product or service. Mark YES or NO.  (thelandingpageblog.com)</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
</tr>
<tr>
<td><strong>FACT CHECK ‘call-to-action’ BUTTON:</strong></td>
<td>Does the home page contain a Fact Check button? A call-to-action button is a link that requests visitors to ‘do something’ such as promoting or purchasing a product or service. Mark YES or NO.  (thelandingpageblog.com)</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
</tr>
<tr>
<td><strong>SEARCH BOX:</strong></td>
<td>Does the home page contain a search box? A search box on a website is a rectangular field on screen that accepts typed-in text in order to look up something or launch a search for related information (pcmag.com) Mark YES or NO.</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
</tr>
<tr>
<td>TWITTER FEED: Does the home page contain a Twitter Feed? A twitter feed is a simple module that displays a configurable number of updates (Tweets) based on the Twitter search API. Mark YES or NO. (gammablue.com)</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
<td>PLACEMENT</td>
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<td>EMBEDDED VIDEO: Does the home page contain embedded video? Embedded video is a video clip that is applied to the webpage so that it can be played by the viewer. Mark YES or NO. (techlearning.com)</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
<td>PLACEMENT</td>
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<tr>
<td><strong>Specifying video content:</strong></td>
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<td><strong>TWITTER ICON:</strong> Does the home page contain a Twitter icon? An icon is a graphic symbol that denotes a program, command, data file or a concept in a graphical user interface. Mark YES or NO. (wordiq.com)</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
<td>PLACEMENT</td>
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<td>FACEBOOK ICON: Does the home page contain a Facebook icon? An icon is a graphic symbol that denotes a program, command, data file or a concept in a graphical user interface. Mark YES or NO. (wordiq.com)</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
<td>PLACEMENT</td>
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<tr>
<td>YOUTUBE ICON: Does the home page contain a YouTube icon? An icon is a graphic symbol that denotes a program, command, data file or a concept in a graphical user interface. Mark YES or NO. (wordiq.com)</td>
<td>YES</td>
<td>NO</td>
<td>NOTES</td>
<td>PLACEMENT</td>
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<td><strong>FLICKR ICON:</strong> Does the home page contain a Flickr icon? An icon is a graphic symbol that denotes a program, command, data file or a concept in a graphical user interface. Mark YES or NO. (wordiq.com)</td>
<td>YES</td>
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<td>NOTES</td>
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<tr>
<th><strong>RSS FEED:</strong> Does the home page contain an RSS feed? RSS or really simple syndication provides summaries of web content in a simple format Mark YES or NO. (techterms.com)</th>
<th>YES</th>
<th>NO</th>
<th>NOTES</th>
<th>PLACEMENT</th>
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</tr>
</tbody>
</table>

| **FOOTER:** Does the home page contain a footer? A footer is an information section at the bottom of a webpage, usually containing a copy of the essential links, contact information, or links to copyright and privacy policy information (bnet.com). Mark YES or NO | YES | NO | NOTES |
UNIQUE ELEMENTS ON THE GUBERNATORIAL CANDIDATES HOME WEBSITE: How does each gubernatorial candidate’s website try to set itself apart from its competitors? Please list the differences and your comments (i.e. any elements that the other candidates don’t have on their websites such as a count down ticker or citizen testimonials.)

*Space for notes has been deleted.

GUBERNATORIAL CANDIDATES:

- Mufi Hannemann (D), http://www.votemufi.com
- Neil Abercrombie (D), http://www.neilabercremby.com
- Duke Aiona (R), http://www.dukeaiona.com
- John Carroll (R), http://roll4carroll.com

UNIQUE ELEMENTS ON THE MAYORAL CANDIDATES HOME WEBSITE: How does each Mayoral candidate’s website try to set itself apart from its competitors? (i.e. any elements that the other candidates don’t have on their websites such as a count down ticker or citizen testimonials.)

*Space for notes has been deleted.

MAYORAL CANDIDATES:

- Peter Carlisle: http://petercarlisle.com
- Kirk Caldwell: http://www.kirkcaldwell.com
- Panos Prevedouros: http://www.panosforprogress.com
- Rod Tam: http://www.rodtamformayor.com
APPENDIX D
Interviewee Consent Form

Agreement To Participate In:

A Research Project on: Utilization of Social Media by the 2010 Mayoral and Gubernatorial Candidates

(Yasmin Dar, University of Hawaii School of Communications, 2550 Campus Rd., Crawford Hall 320, Honolulu, HI 96822, (c)808.387.9721, (e)dar.yasmin@gmail.com)

I will be asking you some questions regarding the political communication strategies of the campaign that you are working for. If you would like to remain anonymous, no names or identifying information will be used for this thesis. No personal data will be collected from you. Participation is voluntary.

There will be no direct benefit to you although your voluntary participation will contribute to a better understanding about the use of social media in political campaigns.

I see no foreseeable risks in your participation in this research project. However if at anytime you feel this interview has caused you more stress than expected, please let me know and we will stop the interview.

Please read the following:

“I certify that I have read and understand the foregoing, that I have been given satisfactory answers to my inquiries concerning project procedures and other matters, and that I have been advised that I am free to withdraw my consent and to discontinue participation in the project or activity at any time without prejudice.

I herewith give my consent to participate in the project with the understanding that such consent does not waive any of my legal rights, nor does it release the principal investigator or the institution or any employee or agent thereof from liability for negligence.”

(If you cannot obtain satisfactory answers to your questions or have comments or complaints about your treatment in this study, contact: Committee on Human Studies, University of Hawaii, 2540 Maile Way, Honolulu, HI 96822. Phone: (808) 956-5007 www.hawaii.edu/irb.)
APPENDIX E

Interview Guide: Proposed questions for the candidate’s social media campaign advisors

Interviewee: _____________________________________________________________

Location of Interview: _____________________ Time of interview: ______________

Background Information on the social media campaign advisors

1. What is your job title with the campaign?

2. What are your responsibilities?

3. How long have you been with the campaign?

4. How long have you been a social media advisor? If this isn’t your first time advising, what other projects have you worked on?

Website Design

5. Tell me about the decisions made in designing the content of the candidate’s website?

6. What are the goals for the website?

   i. Have those goals been met?

   ii. How do you measure success (i.e. performance metrics)?

7. Was there a reason why certain links were placed in a specific area of the webpage?

8. Has the design of the webpage changed since its launch? If so, why?

9. How do you prioritize importance of content?

10. What are your thoughts on past politicians who have used social media in their campaign?
11. This is the first year Hawaii’s candidates’ are using social media in their campaigns, how have they engaged themselves in this trend?

12. What types of issues are the candidates’ addressing through these social media tools?

13. How engaged are the candidates’ with Hawaii voters? i.e., Responding to tweets, allowing open forums for debate.

Campaign Goals and Expectations

14. What percentage of their campaign’s resources is dedicated to social media marketing versus newspaper ads, television and print advertising?

15. What are the campaign advisors’ expectations of their social media campaign?

16. Has there been a difference in online visitor traffic in the months leading up to the primary elections? If so, what do you think that was due to?

17. For candidates’ who had a ‘Register To Vote’ link, has there been an increase in voter registration through the candidate’s websites?

18. What are the candidate’s plans to make sure that the voters go to the polls and vote?