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Internet Campaign Strategies in the 2010 Massachusetts Gubernatorial Election

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Internet Campaign Strategies in the 2010 Massachusetts Gubernatorial Election

A Major Qualifying Project
submitted to the faculty
of the
Worcester Polytechnic Institute
in partial fulfillment of the requirements for the
Degree of Bachelor of Science
by
Alexander Gerard Kelly

AND

An Interactive Qualifying Project
submitted to the faculty
of the
Worcester Polytechnic Institute
in partial fulfillment of the requirements for the
Degree of Bachelor of Science
by
Zachary Card
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March 4, 2011

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1 Introduction

Throughout history a key component of any political campaign has been communication. From the founding of the United States, newspapers and word of mouth have been primary carriers of political opinion. As radio and television entered the pool of media, written documents became less relevant and prevalent as people began to get news from more instantaneous and efficient sources. In recent years, it has become apparent that the Internet has joined television and radio at the forefront of political communication. Radio was popularly used during the F.D.R. administration for the “Fireside Chats.” The effectiveness of Television has been shown many times from the Nixon-Kennedy debates, to the “Willie Horton” commercial. However, there are few studies dedicated to showing in terms of content, public opinion, and financing the degree to which the Internet has an effect on a political campaign. It is clear from the outcome of the 2008 Presidential Election that Barack Obama's victory was in part due to his use of online resources for both advertisement and coordinating his volunteer-based campaign. As such, we believe that the 2010 Massachusetts gubernatorial election would be an interesting study of the Internet's use and effects in political campaigns.

There were four candidates for this election; and according to several public opinion polls the race was closely contested between the Republican candidate Charles D. Baker Jr., and the victorious incumbent Governor Deval Patrick. In addition, there were two other candidates, perennial Green-Rainbow Party candidate Jill Stein, and independent candidate Timothy Cahill. While the latter two candidates never appeared to hold winning potential, they could have potentially pulled enough votes off of one or both of the other two candidates to help decide the election. All four candidates had Facebook pages, Websites, and Twitter feeds, meaning that the campaigns acknowledge that the Internet influences the outcome of an election, and all of these sites are actively maintained, which means that some group of people is paying attention to the material the campaigns put online.

Because the race was so closely contested, all four candidates have campaign sites that were actively used in the campaign. This election provided information on four different campaign strategies in a competitive environment in which Internet use could have been a deciding factor. In addition, voters in Massachusetts were actively interested in the race and were used as a source of information regarding how much online campaigning influenced their voting. To analyze the available data, a combination of online and exit-polling, and content analysis of campaign produced online material was used.

This election decided who will run the Commonwealth of Massachusetts for the next four years, and a plurality voted for Deval Patrick. Each candidate for the position put some faith in new media communications as a way to gain money, supporters, voters, and volunteers, so it deserves some attention. The quantity and quality of use of these technologies was examined, as well as the messages attached to these media. And finally, the outcome of the election was observed as it occurred, with particular emphasis played on the role that the Internet had on the final result.

2 Background

Media use and abilities have shifted over the past century to accommodate the technological revolution. Radio joined print journalism, and for the first time, people had a more instantaneous line to news and entertainment from all over the world. Television added complexity to messages sent over the airwaves, and this medium evolved as a new, even more revolutionary field emerged. Not only does the Internet provide a direct line from news to individuals similar to radio and television, but lines of communication have now become a two way street. This alteration in the way information is shared also adjusted the ways all facets of life, including but certainly not limited to politics.

2.1 Internet Technology Revolution

The idea of sharing information through computers has been around since the late 1960s when the U.S military worked with several universities to create a network of computers that could be used for distributed command of forces and for universities to share research quickly. This idea of large-scale, long distance networking was useful to many countries, but was not accessible to the general public until the late 1980s and early 90s when it became possible for anyone to connect and place information on the Internet.

Since there was not a centralized Internet control administration, the Internet was able to expand rapidly through public and business interest. Today these are the primary drivers of Internet expansion and use, and as we believe, the reason politicians are focusing on the Internet as a primary campaigning tool.

2.1.1 Internet Media

The expansion of the Internet has made it much more than an academic tool. Websites can be found for the most niche interests one can imagine. Advertisement companies can track user interest

then sell the information for profit to marketing companies. Email enables information to be spread on a more personal basis, social networking has exploded the number of contacts we are able to maintain in our daily lives and mobile communication devices allow these to be updated almost instantly. The Internet has become not just a repository of educational information, but a social scene similar to a water-cooler where people casually, and frequently, exchange ideas.

For almost any topic, one can run a search of the Internet and turn up pertinent information. As such many organizations do their best to make certain that they are the top result for any searches that may relate to their field, and ignoring the large number of potential customers that use the Internet would mean that anyone interested looking on the Internet would only find second-hand information, which might not portray accurately an organization's image. Government candidates have become increasingly aware of this recently. Tim Cahill, Deval Patrick, Charles Baker, and Jill Stein all have campaign websites and most used these to link to Facebook and Twitter

Facebook is one of the most popular social networking sites today with more than 500 million users.¹ Users create ad hoc social networks by linking together profiles. These profiles contain any information the user finds interesting, from their favorite new movie to what the user heard at work. Practical uses of profiles include planning events, communicating with long distance relatives, and serving as alternate or surrogate web-pages for organizations. Candidates running for government positions are making good use of the wide-membership base on Facebook. Tim Cahill, Deval Patrick, Jill Stein and Charlie Baker all had Facebook sites related to their campaigns. In addition, some candidates still use their pages well after the election is over. These include President Obama's and John McCain's pages.²

¹ (Zuckerburg, 2010)

² (The Beginning of Social Media Networking - Facebook)

With over 100 million users³ Twitter's success is in its simplicity. It is quick, immediate, and short, which fits right in with today's stop-go, high speed lifestyle. Furthermore, the permanency of the messages means that one doesn't have to worry about missing messages. They can always be checked later. Because other sources are updated less often, or require larger amounts of time, Twitter is a quick and easy way to check what is going on with regard to a person or organization. As was previously mentioned, candidates are aware of this as well and make Twitter feeds available for anyone that wishes to follow their campaign. Tim Cahill, Deval Patrick, Jill Stein, and Charlie Baker all had at least one Twitter feed each.

2.2 Politics and the Media

The media-politics relationship was not recently developed in the Internet age; it dates back to the early years of the public broadcasting. One story that is frequently told in articles and books about broadcasting history and the U.S. presidency is the first presidential debate between Kennedy and Nixon. It was the first-ever televised presidential debate, and its impact on political campaigns and politics in general is significant.

On September 26, 1960, the first of the four debates between the two presidential candidates – Senator John F. Kennedy of Massachusetts and Vice-President Richard Nixon – was held in and broadcasted from the CBS studio in Chicago. At that time, Nixon was still recovering from the knee injury from August; he spent two weeks in hospital, was twenty pounds underweight, and did not look well. However, he refused to use a make-up artist, only putting on some Lazy Shave powder to cover his “5 o'clock shadow”. The powder, of course, did not work well under hot TV camera lights: it mixed with his perspiration, and made him look even more terrible. Additionally, his unshaven beard was visible, and

³ (Twitter Snags Over 100 Million Users, Eyes Moneymaking, 2010)

he was wearing a loosely-fitting shirt; as Stanton described, “You could run your hand inside his collar without touching anything.”⁴

Kennedy, in contrast, looked confident and well-rested. Returning from his campaign in California in early September, he was beautifully tanned. Even Nixon himself admitted that, as he wrote later, “I had never seen him looking so fit.”⁵

Therefore, it is no mystery that among the 70 million people who watched the debate on TV, Kennedy won by a large margin.⁶ The two candidates were in reality evenly matched – in fact, those who listened to the debate on radio pronounced Nixon the winner, the TV viewers focused more on visual contrast between them, and decided that Kennedy did the better job.

The opinion on how much the first debate was in favor of Kennedy’s campaign is divided. Some diagnose that it was a turning point in Kennedy’s campaign and he could not have won the election without the debate while others contend that a single event in a campaign is very unlikely to influence the outcome. Despite the disagreement over its impact on the elections beyond this, it marked TV’s “grand entrance” into politics, and served as a precedent for other countries including Germany, Sweden, Finland, Italy and Japan which, following the Kennedy-Nixon debate, also established debates between candidates running for national offices.⁷ Perhaps more importantly, it provoked thoughts and discussions on media’s relationship to politics and its role in democracy.

Early research on television and the democratic theories about voting behavior have suggested that accurate information is essential for informed and rational voting decisions, and television has the potential to contribute to an inclusive and nonpartisan democratic ambient which is necessary for such

⁴ (Stanton, 2000)

⁵ (Allen, 2010)

⁶ (Allen, 2010)

⁷ (Allen, 2010)

decisions. Jay Blumler, a theorist on communication and media, wrote in 1970 that television “conveys impressions of the world of politics to individuals whose access to serious coverage of current affairs is otherwise quite limited.”⁸ Brian Groombridge, in his 1972 book on television and citizens’ participation in democracy, acknowledges television’s major part in “the civilizing of our acrid communal existence and the improvement and enlivenment of our democracy” and enabling more people to have “the opportunity, the aptitude, the incentive, and the desire” to play an active part in democracy.⁹

Television has profoundly affected the political processes and outcomes in more ways than one. First and foremost, television is the reporter and co-producer of political messages, and therefore has become an integral part of politics. Second, due to its visual character, television is accused of shifting the focus away from political issues and ideas to faces and personalities of politicians, and turning campaigns into “political beauty contests” – the same idea that could explain the different opinions through different channels of access to Kennedy and Nixon’s debate. Next, by bringing politics into people’s homes and other relatively private places, television attenuates the public and social nature of politics; yet, somewhat paradoxically it contributes to the expansion of the audience of politics at the same time. Finally, in occasions like televised debates, television exposes viewers to both sides of the arguments, and therefore may have helped to dilute the partisanship among viewers.¹⁰

During the half century of its dominance in mass communication, television and politics have developed a mutually dependent relationship: politics provides the raw materials, television processes, packages, and delivers them to the public. This type of mass communication was described in a “transmission model”, in which information is transmitted in a simple, linear fashion: the source sends a message via a channel to a receiver. However, this model is challenged as Internet burgeons as a new medium for communication, and as a result, a “psychodynamic model” gains popularity. Advocates of

⁸ pg. 100

⁹ pg. 25

¹⁰ (Gurevitch, Coleman, & Blumler, 2009)

this model believe that the receiver has a substantial role to play in the reception and processing of information.¹¹ On the Internet, in addition to receiving information, viewers are able to generate their own messages, disseminate them, and interact with other viewers – the roles once exclusively played by television broadcasters. As a result, Internet enables people to actively participate in various aspects of public life, instead of being passive receivers of messages.

Interactivity is one of the most distinctive features of Internet. Of course, interactivity is not Internet's patent product: phone-ins first emerged in radio programs; programs filmed in TV studios also allow audience participation and interaction, as well as phone-ins from outside audience. The difference lies in that, instead of being intentionally added onto the media, interactivity is an imminent characteristic of Internet. Those who write blog articles or send messages through email do not expect to simply disseminate their information without getting comments or replies from their viewers or receivers, neither do they expect their original messages to maintain their integrity without being rearranged and resent by their viewers. Political actors have recognized the change in the game rules and have learned how to present themselves on the new media and utilize Internet innovations.

2.2.1 The 2008 Presidential Election

During the 2008 presidential election, the campaign committees of McCain and Obama used old and new forms of media to express their message to, and gain support from potential voters. By utilizing the Internet, the campaigns were capable of reaching out to the mass public at little or no cost to them. In traditional media such as the television, the information obtained can only be interpreted in terms of the number of audience present at the event. Innovations in social media created social networks that provide insight into how the people react to the actions of each candidate.

¹¹ (Kaid, 2002)

In previous presidential administrations and elections, we can see new media methods being employed. From the beginning, the radio was the first used by Franklin D. Roosevelt in his fireside chats. Next, television broadcasted advertisements by Eisenhower and the debate between Kennedy and Nixon. In the last presidential election, social networks were fairly new at the time and yet they had an immediate impact on the election. The main advantage of the use of Internet is in its global accessibility, instantaneous output of information and the fact that it can always up to date. What used to take days or even to weeks, the process of getting a campaign commercial broadcasted on television, can be done within a matter of hours on the Internet.

Internet usage has grown exponentially since the mid 1990's, and in 2004 Facebook was invented. It started out as a small social network, and has now expanded in accessibility by allowing anyone with a valid email address to join. Since then, Facebook has added many features to the website such as applications, games, and political campaign pages. In each of these Facebook pages there contains background information about the candidates, photos and information for upcoming and past events, and a section for people to donate or to volunteer to campaign. The candidate's page is usually run by their campaign team and is set up to be easily accessible for viewers to get a live stream of information about the activities of the campaign.

Other social networks that were first used in the 2008 presidential election included YouTube and Twitter. YouTube is a site where users are able to share, upload, and watch videos on the World Wide Web. Using this site, campaigns are able to collect various forms of data from their posts. All their posted political ads can be viewed at anytime and other users are able to write comments about what the people thought about the video. Campaign committees are also able to keep track of how many views the video received as well. YouTube has also broadcasted debates, live news, and other ongoing events during the election period. Supporters can also voice their opinions by making their own videos

to help out their candidates, or oppose other candidates. Instead of viewing videos about candidates, Twitter is a site where users can send and receive short messages from the people they follow called “tweets.”

Social Networking Sites and the Campaign				
	<u>Total</u>	18-29	30-39	40+
	%	%	%	%
Use social network sites	22	67	21	6
Get campaign information from sites	7	27	4	1
Signed up as “friend” of candidate	3	8	3	*
Number of cases	1430	225	192	994

Figure 2.2-1 2008 social networking use by demographic (PEW/Internet)

What normally was a place for school aged groups to procrastinate from work, in 2008 the use of social networking was a new form of campaigning. This chart shows the usage of social networks in comparison to age groups.

Looking at the figure to the left, in

2008, about one-in-five Americans overall (specifically 22%) used an online social networking site. Within the age group of 18-29 year olds, about 8% have signed up as “friend” of at least one candidate.

In the 2008 presidential election, both Barack Obama and John McCain tried to use these social media outlets to appeal to the tech savvy voter. Given the data above, the candidate who won the battle over these new grounds would gain a significant advantage over the other. The main question is how to take this advantage?

2.2.1.1 Barack Obama

The term "Web 2.0" refers the use of web applications to facilitate the sharing of information, interaction with other users, and the collaboration of organizations. “The first rule of social media marketing is to put yourself and/or your product out there. A few ways to do that include becoming an active blogger, establishing a presence on the major social networks, and embracing new forms of

communication.”¹² Barack Obama’s campaign was an important social media milestone that resulted in a record number of individuals who were involved in the campaigns.

Barack Obama had about 16 different websites that had different layouts to serve different purposes. Obama’s main website my.barackobama.com was easy to use and the interface is similar to that of Facebook. This particular website allowed his supporters to make their own personal profile, personal blog, and friends list. The site my.barackobama.com helped organize thousands of volunteers, fundraise, and create more personal community for his supporters. Utilizing new forms of communication like the main social networks of Facebook, YouTube, and Twitter, Obama was able to keep his supporters updated about the campaign in real time. On YouTube, entire speeches can be viewed at any moment and “Barack Obama has done a great job of making sure his speeches sound as good on YouTube in their entirety as they do on the evening news with just a clip.”¹³ In addition to gathering followers, Obama has used social media for strategic campaigning as well. To appeal to certain ethnicities, he has even created a profile on dating sites such as Migente.com and BlackPlanet.com. On these dating sites Obama would blog about important issues that are related to their specific ethnicities and post videos about what they might be more concerned about. For example on Migente.com the campaign has a video about immigration and blogs about healthcare and immigration reform.

¹² (Nations)

¹³ (Nations)

Dubbed the “Social Networking King” by the Washington Post, the Obama campaign was everywhere in terms of social media and networking. “Not only does he have a powerful presence on the biggies like Facebook, MySpace, YouTube, Flickr and Twitter but he’s also connecting on sites such as Black Planet, Magenta and Glee to name a few.”¹⁵ Even after the election was over, his social networks are still running today with friends and followers that number from anywhere between 5 million to over 10 million.

Candidates on Social Network Web Sites

	Obama	McCain
Facebook	X	X
Myspace	X	X
YouTube	X	X
Digg	X	X
Flickr	X	X
Twitter	X	
Eventful	X	
LinkedIn	X	X
BlackPlanet	X	
Faithbase	X	
Eons	X	
Glee	X	
MiGente	X	
MyBatanga	X	
AsianAve	X	

Table 2.2-2 2008 use of Internet sites by candidate¹⁴

2.2.1.2 John McCain

In the early part of the election, the McCain campaign focused primarily on old media such as television and newspapers. When compared to the Obama campaign, it seemed as though the McCain group was always one step behind. In the early primary of 2007 John McCain was dominated in terms of social network activity.

McCain’s main website johnmccain.com/mccainspace/ at first was like a labyrinth of information. To get to the candidate’s information page, the user had to look through a series of tabs to find it, and sometimes it would lead to a dead link. McCain attempted to have social networking features on the main website like Obama, however “the major problem with these networks is that they

¹⁴ (Pew Research Center, 2008)

¹⁵ (Helman, 2009)

don't reach out and integrate with other social networks. It's a lot like a walled garden, only others in the McCain community can really see what you are doing.”¹⁶ The lack of integration of social networks also led to setbacks in terms of gathering supporters online. The number of Obama friends and supporters outnumber that of McCain’s in every social network. McCain has also shied away from campaigning on YouTube. Overall, in the months of September and October his video launch rates dropped about 40% as seen in the figure 2.2 - 3 below. (Tubemogul)

Seeing how he was not doing so well in terms of getting online support in August of 2008, KickApps redesigned McCainSpace to be more user friendly. The new McCainSpace had the standard setup of a social networking site like

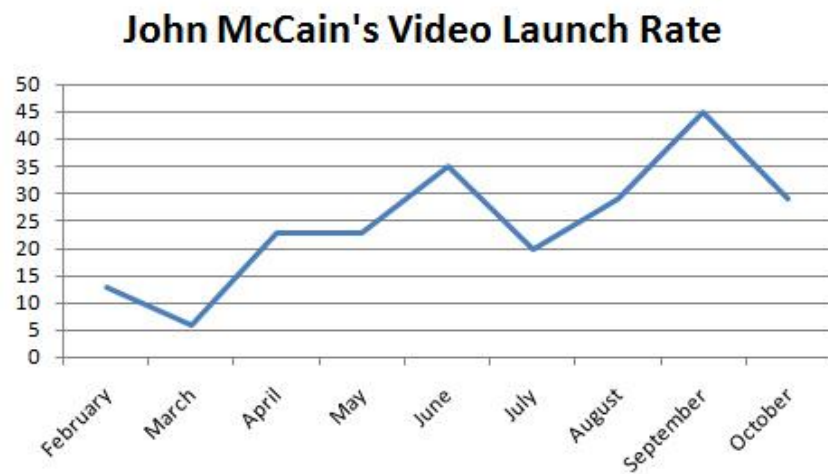


Figure 1.2-3 Number of videos posted on YouTube each month by the McCain Campaign in 2008¹⁷

Facebook and allowed users to form groups in their respective states.

The Internet usage by both campaigns in the 2008 presidential election has changed the political landscape of campaigning. The Obama campaign was more involved in social networks than the McCain campaign and the results were evident. Obama had raised more money and had a larger support group that gave him the edge in the election. The Obama motto was to bring about “change” and fittingly he did that in more ways than one. Social networks mobilized hundreds of thousands of people to become

¹⁶ (Evans)

¹⁷ (TubeMogul, 2008)

more active politically. Knowing how powerful these communication tools are will make it interesting to see how future politicians try to incorporate them in their campaigns.

2.3 The 2010 Massachusetts Governor's Race

There were four candidates this year running to become the next Governor of the Commonwealth of Massachusetts. The incumbent, Deval Patrick was the Democratic candidate, while the state Treasurer Tim Cahill was running as an independent. The challenger that polled the highest was the Republican candidate Charles Baker. Finally, the Green-Rainbow candidate Jill Stein tended to consistently hold the lowest spot in the polls. Each candidate utilized various forms of social networking, as well as other Internet technologies, to try to gain an advantage against in the race. The chart below shows data comparing the social networking outreach achieved by each campaign compared to their spot in the election according to official election results.¹⁸ The social networking data in this chart is dated as of Election Day.

	Facebook Fans	Twitter Followers	Percentage of Vote Received ¹⁹
Deval Patrick (D)	26,509	2,092	48.4%
Charles Baker (R)	33,565	3,159	42.1%
Tim Cahill (I)	5,694	1,088	8.0%
Jill Stein (G-R)	3,228	402	1.4%

Table 1.3-1 social networking fans compared to election results from of the governor's race

Each candidate appears to believe that social networking sites such as Facebook and Twitter have some degree of importance in their campaigns, though each had varying degrees of success.

2.3.1 Deval Patrick

The current Governor of Massachusetts, Deval Patrick ran and won reelection in 2010 against several challengers hoping to unseat him. The 2006 campaign, in which he was originally elected, was

¹⁸ (Galvin, 2010)

¹⁹ (Galvin, 2010)

an example of a grassroots campaign that used new media technologies, similar to the aforementioned 2008 Presidential campaign of Barack Obama. The primary focuses of the campaign were on popular support with extensive volunteer work and numerous small donations.

This past year, the Patrick team was intent upon achieving the same results as four years prior, with some similar tactics. Apart from the social networking mentioned above, the Governor maintains a website, email mailing list, and many other Internet-based communicative media, including YouTube. In addition, the campaign used affiliated third party individuals, directly or tangentially involved with the campaign, to organize for this reelection. As an example, some organizers for the campaign have found creative ways to raise small amounts of money for the campaign, targeting people with whom they are personally connected.

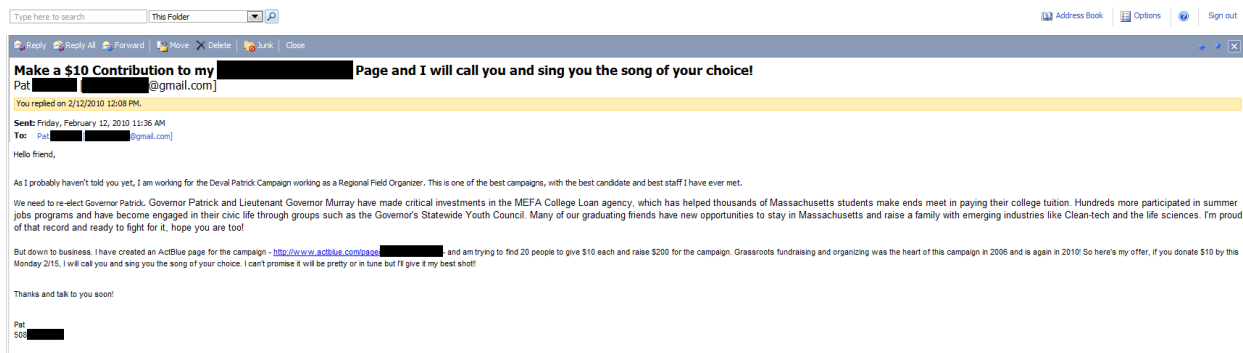


Figure 2.2-1 Contribution request from a Patrick supporter promising a personal rendition of any song for a \$10 donation²⁰

Unconventional methods such as this one were potential sources of funds for the Patrick campaign. While the small monetary goal for this one fundraiser in Figure 2.3- 1 is not a significant amount, this single field organizer is not the only one involved either directly or indirectly with the campaign. If the campaign can convince dozens of organizers to ask their own personal friends for small donations, the Patrick Team could theoretically raise a significant amount of money. Deposit reports for the Patrick campaign has deposits ranging from ten dollars to several thousand dollars, highlighting the fundraising goals of the campaign. It seems to showcase the drive for popular support supplemented by

²⁰ (Patrick S. , 2010)

larger donations to cover a broad campaign. Also, while Democrats far outspent Republicans in 2010, the run up to election spending surge had an even larger gap than usual. In the first half of November, the Republicans were outspent by the Democrats in the order of \$21,147 to \$475,641. This shows the startling amount of money spent on Election Day, and in the few days preceding, that may have shifted the balance in this election. The report for his 2010 spending has not been added yet, but it should be filed early in the year 2011. This full report should show even more interesting trends in the spending habits of the Governor's successful election campaign.

In addition to the fundraising and spending habits of the governor, the campaign displayed some interesting campaign tactics that drew attention to his use of new media tactics. Volunteers for the campaign were organized on some websites including but not limited to Facebook, Twitter, and a website designed specifically for political organizing, apebble.com. Through this medium, and also through phone calls and personal interaction, people and organizations approached the campaign to assist. Throughout the campaign, people came to assist the Governor and went door to door and made phone calls in this effort. One point of interest is the surge in assistance on Election Day. When early estimates came, showing results in certain districts that were not optimal, the campaign reached out to organizers and had hundreds of people knock on doors, make phone calls, drive people to the polls, and many other tasks, in only a few short hours. It is difficult to tell if this made the difference in the election, but the last minute push drove the vote total for Patrick up even further.

2.3.2 Tim Cahill

Tim Cahill, a former Democrat and the current State Treasurer and Receiver-General, was running in this race as an independent and had the third place on the general election, receiving 184,395, or 8% of the popular votes.

2.3.2.1 Election Overview

Cahill, who saw little upside of defeating the Democratic incumbent in the primary but a good chance of winning the general election, left the Democratic Party prior to the race so that he could challenge the Governor. Although having been one of top Democrats in the state government since 2003, he said that his “dissatisfaction with party leadership had been building for years,” and he has been a critic of Patrick’s policies in recent years. He claimed that as an independent, he was free from the partisan skirmish and would be able to seek “the best possible solutions to the critical problems”, including health care and unemployment, that Massachusetts faces. Citing his work in creating the Massachusetts School Building Authorities during his tenure as the state treasurer, Cahill tried to show that he was fiscally responsible for the tax payers by auditing extravagant programs and that he demonstrated a successful case of the “non-partisan way of governing” (Cahill). Given the popular national anti-establishment movement in the political world this year, Cahill’s independent status might have helped him in this election, but at the same time it hurt him because of his involvement in the current leadership of the Commonwealth.

However, his place in this race did not seem to be the one for which he had hoped. Though his ratings were quite high back in the summer of 2009 when he first launched his campaign, various polls during the race showed that his ratings had been slipping, and as the campaign continued, it became less likely that he had a significant chance of winning.

Moreover, Cahill’s campaign seemed to be struggling in ways other than the unfavorable opinions. In late September, two of Cahill’s top aides resigned, asserting that Cahill had no chance of winning. Later on October 1, barely a month away from Election Day, Cahill’s running mate, former State Representative Paul Loscocco, announced his withdrawal from the Cahill campaign and endorsement of the Republican candidate Charlie Baker. This incidence turned out to be a conspiracy between some of Cahill’s top aides and Baker’s. Despite the sabotage of his campaign, Cahill vowed to continue his

candidacy. Representing himself as a protector of the middle-class values, he said that quitting would send a wrong message to workers and dreamers that if he quit, maybe they should too (Barry).

Cahill was running a reasonably well funded campaign with good name recognition, but he lacked official party support from any side. Partially as a result of these several factors, he was polling higher than the other secondary candidate, Jill Stein, but still not on the same plane as the two major candidates. His exact role in this election might resemble that of H. Ross Perot and Ralph Nader from recent Presidential elections. It was believed that he funneled off votes from the top two candidates in this race, but from whom and in what numbers was not clear to see. Some polls showed that he took votes equally away from Deval Patrick and Charlie Baker, while others showed that he pulled more votes from Baker and therefore would undermine Baker’s chance of defeating Patrick (Phillips and Levenson).

2.3.2.2 Campaign Finance

According to the bank reports filed by Cahill’s staffers, the Cahill Campaign raised \$669,861.86 and spent \$1,367,738.86 in October (OCPF).

10/1/10 - 10/15/10	
Beginning Balance:	\$990,566.28
<u>Receipts:</u>	\$579,329.86
<u>Expenditures:</u>	\$1,090,083.13
Ending Balance:	\$479,813.01
10/16/10 - 10/31/10	
Beginning Balance:	\$479,813.01
<u>Receipts:</u>	\$90,532.00
<u>Expenditures:</u>	\$277,655.73
Ending Balance:	\$292,689.28

Table 2.3-2 Cahill Campaign Expenditures in October 2010

According to an inventory of his campaign expenditures, a large amount of the money – \$1,066,152.25 – was spent on media, and \$1,058,878.67 of it is believed to be TV advertising related costs.

10/1/2010	STROTHER STRATEGIES 9919 MERIDEN RD POTOMAC, MD 20854	CONSULTANT	NO INFO PROVIDED	\$6,918.96
10/4/2010	EAST WEST PAYROLL SERVICES, LTD 4104 24TH STREET #765 SAN FRANCISCO, CA 94114	AD PRODUCTION	NO INFO PROVIDED	\$4,392.50
10/4/2010	SOCO PRODUCTIONS, LLC 3933 TALLOW TREE PLACE FAIRFAX, VA 22033	AD PRODUCTION	NO INFO PROVIDED	\$995.98
10/7/2010		WIRE OUT DATE:101007 TIME:1716 ET Media Buy*	NO INFO PROVIDED	\$1,000,000.00
10/13/2010	PHOEBE'S FACES, INC 220 WALNUT STREET Brookline, MA 02445	PRODUCTION STYLING	NO INFO PROVIDED	\$200.00
10/21/2010	STROTHER STRATEGIES 9919 MERIDEN RD POTOMAC, MD 20854	CONSULTANT	NO INFO PROVIDED	\$1,964.16
10/22/2010	SOCO PRODUCTIONS LLC 3933 TALLOW TREE PLACE FAIRFAX, VA 22033	PRODUCTION	NO INFO PROVIDED	\$8,635.26
10/25/2010	LEE LIGHTING AND GRIP 7 ASHLAND ST Somerville, MA 02144	PRODUCTION	NO INFO PROVIDED	\$2,847.50
10/28/2010	SOCO PRODUCTIONS LLC 3933 TALLOW TREE PLACE FAIRFAX, VA 22033	AD PRODUCTION	NO INFO PROVIDED	\$5,569.62
10/29/2010	SOCO PRODUCTIONS LLC 3933 TALLOW TREE PLACE FAIRFAX, VA 22033	AD PRODUCTION	NO INFO PROVIDED	\$3,367.74
10/26/2010	TWISTED FICTION C/O KENNY MORRISON 308 ROSA AVE NEW ORLEANS, LA 70005	PRODUCTION	NO INFO PROVIDED	\$23,986.95

Table 2.3-3 Cahill Campaign Expenditures on Media

His campaign also invested on Internet and information technology, which totaled \$7273.58.

This money was spent on cable Internet, computer software, and IT consultants.

10/4/2010	ARISTOTLE 205 PENNSYLVANIA AVE, SOUTHEAST WASHINGTON, DC 20003	COMPUTER SERVICE	NO INFO PROVIDED	\$190.42
10/12/2010	COMCAST PO BOX 1577 NEWARK, NJ 07101-1577	CABLE INTERNET	NO INFO PROVIDED	\$204.20
10/25/2010	ARISTOTLE 205 PENNSYLVANIA AVE, SOUTHEAST WASHINGTON, DC 20003	CAMPAIGN SOFTWARE	NO INFO PROVIDED	\$3,347.02
10/25/2010	FTG TECHNOLOGIES 2 BATTERY MARCH PARK STE 401 Quincy, MA 02169	IT CONSULTANT	NO INFO PROVIDED	\$3,531.94

Table 2.3-4 Cahill Campaign Expenditures on Information Technology

As can be estimated from the tables above, the IT-related costs of the Cahill campaign were only a small percentage of the total expenses (0.7%), and it was hardly 1% of the money spent on traditional campaign advertising. As we shall see later, it was found that his campaign did not make full advantage of its official website, which might be explained by his moderate investment on IT.

2.3.3 Charles Baker

The Republican Party's Candidate for Governor in this election was the relatively unknown Charles D. Baker, Jr. Though prior to this election, his name was not very well known, Baker had been active in Massachusetts politics since the early 1990s as the Secretary of Health and Human services of Massachusetts. During the mid 90s Baker played a large role in the financial planning of the Big Dig project in Boston while working as Secretary of Administration and Finance. In the late 90s he left State Government to work in the health insurance industry, where he was moderately successful as CEO of Harvard Pilgrim Health Care.²¹

Throughout his careers he has been referred to as an innovator and a sharp businessman. In 1979 he graduated from Harvard with a BA in English, and later attended Northwestern for Management. family and friends describe him as "a quick study, but... a really serious thinker," and

²¹ (Moskowitz, 2009)

people he's worked with call him "an excellent mind." Former Republican Governor William Weld thought very highly of Baker, and supported him in his recent bid for the Republican seat in the Massachusetts Governor's race.²²

In July 2009, Baker stopped working at Harvard Pilgrim and announced he would be running for Massachusetts Governor. Within the Republican Party, Baker is highly regarded, winning the Republican primary against former Republican candidate Christie Mihos with 89% of the votes. Since the start of his campaign, Baker has established himself as a somewhat middle-grounded Republican candidate, in favor of gay marriage and abortion, but conservative with regards to business regulation, and aiming to boost the economy through job growth.

The Baker campaign website is very patriotic, consisting of almost entirely red, white and blue for button colors, and the logo used is suggestive of a flag. Most prevalent are his name and smiling face at the top of the page. Following the title bar to the right, a blue "Team Baker Login" button is displayed above a red "Contribute" button. Just below these are links to his Facebook, Twitter, YouTube, and Flickr pages. The center of the page is filled with videos of events or short ads from Baker's campaign. On the left of the page, below the heading, are a series of links to internal news summaries, which have links to external news articles. Below this is a Facebook application that functions as a link to Facebook and a "like" button for people who are logged into Facebook. Below this a truncated list of the campaign's most recent Twitter posts, also with a built-in link to twitter and a button to subscribe to the campaign feed. At the very bottom of the page is a link to the "Team Baker Store" which features pictures of a t-shirt, a water bottle and a baseball cap all with campaign logo displayed prominently on them. The campaign site has no noticeable compatibility issues between browsers, and is set up for a clean display on computers with low and high resolution. There isn't a large amount of written information on the

²² (Moskowitz, 2009)

website front page, but a lot of photos and videos that don't discuss issues in detail but touch on them enough to satisfy the average citizen.

The Baker Campaign Facebook page, which can be reached through the main site as mentioned above, is open to the public, so non-Facebook users can also see and interact with the page. At one point, the upper left contained a picture of Charles Baker posing with five children wearing red, white, and blue shirts that spell out the name B-A-K-E-R. Most prominent on the page is a large ad featuring Baker's name, face, the text "Press [like] to Support Charlie! Had enough of 'Just Words' and no action on Beacon Hill? Support Charlie Baker" with a red arrow that points to a tab above the ad labeled "Donate". The ad text is white and the background is a dark-light blue radial pattern. The "Info" tab contains some personal information such as favorite music, movies, books, etc., contact information, and educational history. The "Wall" is the page's most frequently updated section, which contains summaries of various events the Campaign supports, and displays comments of supporters, with links to the full comment pages.²³

Throughout the campaign Baker maintained a negative stance toward Patrick's administrative policies. He campaigned on a platform of reviving the economy through business and job creation, creating change in the administration. He reported \$6.9 million in spending, and his running mate reported \$1.7 million. Federal spending for the Republican Party through October 13 was reported as \$2.1 million and state spending was calculated at \$2.6 million since January of 2009 (Moony).

The first gubernatorial debate in August focused on the Cape Wind project. Baker stated, in this debate, that the project would raise the cost of business in the state which was already high, and as such he could not support it (Bebringer).

²³ (Baker, The Charlie Baker Facebook Page)

In the early September debate, focused mostly on finances and the economy, Baker defended against charges that he was to blame for the Big Dig mismanagement, dismissed Patrick's reform policies, and stated that while in favor of lowering the sales tax to 5%, but he stated that he could not support lowering to the full 3% as one of the unsuccessful ballot measures in November attempted (Cheney).

In the late October debate, Baker was again defending against blame for Big Dig spending, specifically with regard to his foreknowledge of how the finances would play out. He proposed that lower taxes and less regulation of business would help the economy grow (Finucane).

As the campaign progressed, Baker updated his website roughly once a week, adding “splash screens” to the main page on occasion for more emphasis on certain topics. When the campaign ended, Baker posted a letter of thanks to those that supported him. As of July 2010, the Baker campaign claimed almost 100% of their staff used twitter to communicate, and 50% of the campaign twitter messages were sent out by Baker directly along with all Facebook responses (Marre). His use of social networking clearly did not help to push him higher than Patrick in the election. His loss due to lower spending and unpopular views in a strongly Democratic leaning state could not give him the edge in the election.

2.3.4 Jill Stein

Jill Stein was the most independent candidate running for the Governor this past year in Massachusetts. She was the candidate for the Green-Rainbow Party, a relatively small group of individuals in this state committed primarily to environmental reform, among other issues. They fielded the Candidate Jill Stein, a doctor from Lexington. A poll from the University of New Hampshire a high of about 4%, though this total percentage was within the margin of error for this survey. She finished the election with a distant fourth place finish.

This campaign was by far the smallest gubernatorial candidacy within the Commonwealth, with a raised total of just over \$100,000 by the end of November, compared to Governor Patrick's \$1.7 million during the month of September. One important facet of many new types of Internet campaigning is that it can be free, once an Internet connection is established, and labor is covered. This allows such a small campaign as Stein's to still participate in social networking with few, if any, prohibitive costs. Stein's campaign has access to social networking sites including Facebook page and a Twitter feed, as well as having a website dedicated to her current run for office. Just like the fundraising totals, the amount of traffic on these Internet-based applications is smaller than any of the other three candidates, but still is not an insignificant amount.

Standing on issues such as green jobs, anti-casinos, and collecting "clean" money, the Stein campaign had a difficult time gaining supporters. After consistently being last on weekly polling results the final election results were no different as the Stein campaign received 32,816 votes out of the 2,287,407 total votes cast in this election. So what did the campaign do differently that lead to these results? Or compared to the other campaigns what areas could the campaign have improved?

Like the other candidates the Stein campaign has its own Facebook and Twitter profiles in addition to the main campaign site. On the main site <http://www.jillstein.org/> pictures and videos about recent campaign activities as well as some miscellaneous information about Jill Stein were at the top of the page. With a quick glimpse of the site a visitor would already know the main points of the campaign in just one section of the page. Aside from the main points of the webpage, on the borders there are tabs that allow the user to donate, volunteer, or find more information about the campaign.

But, her use of the Internet, limited compared to the other candidates, did not push her vote total very high. It is unlikely that she expected to win the election, but her use of Internet media did not appear to give her a significant edge in the election. Third party candidates rarely do well in American

elections, and she did not prove to be the exception. This is the case because she lacked the funds and name recognition of any of her opponents, but her position may have helped prompt discussion of environmental issues, such as the Cape Wind project.

2.3.5 Campaign Finances

The total spending of campaigns in 2010 Massachusetts political races was reported to be “over 77 million dollars.” (New England Center for Investigative Reporting) Expenses included things such as “county club memberships, tuxedo rentals, expensive car leases, makeup artists, cigars, hundreds of floral arrangements and much more” found in a financial report obtained by the Berkshire Eagle. While the bulk of the campaign goes to standard campaign advertisements bumper stickers, campaign staff the personal spending by the campaigns often goes unnoticed.

Campaigns that had spent more than 500,000 dollars were accounted for in the report and Jill Stein was not accounted for in the findings. Charlie Baker was reported to have spent roughly \$ 1.5 million than the other three candidates. In total Baker spent about \$6.2 million, Patrick spent about \$4.4 million, and Cahill spent about \$4.7 million. Records show what the Patrick campaign spent a little more than \$100,000 dollars for events that included fundraisers at the Ritz Carlton, Omni Parker House, and Top of the Hub. The total spending by the candidates is summarized by the Figure below.

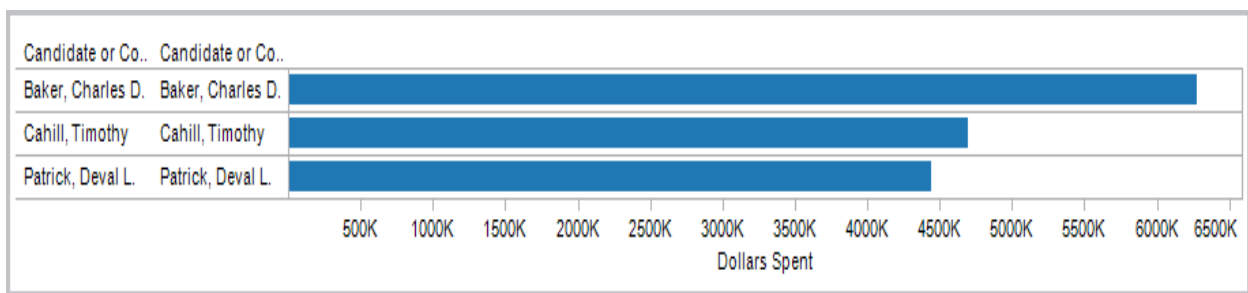


Figure 2.3-2 Massachusetts' Gubernatorial Candidate Spending 2010²⁴

²⁴ (Mulvihill, Favot, & Porter, 2011)

Although the financial reports pertaining to the project were not found, reports about all running candidates in the 2010 political races in Massachusetts were observed. A general summary of the campaign spending provided some data for speculation.

2.4 Summation

Internet usage has altered the methods used in traditional campaigns to conform to the abilities of this new medium. The usual way of running a campaign has changed with the inclusion of new media sources, including radio and television. Internet is simply the next stage of this technological evolution. People still argue for their positions on a more personal basis, but now in many races, old style campaigns are supported by the increase of new technologies. As a prime example, the 2008 Presidential Campaign of Barack Obama was a fusion of supporter fueled grassroots activities, with the inclusion of social media and other Internet communicative strategies. The online methods usually were used to supply information, as well as to organize supporters in order to pursue different measures. These now popular strategies are also being used in the campaigns for the Governor of Massachusetts this year.

This race was a reasonably tight one, with the two most likely candidates to win being the Republican Charlie Baker, and the successful Democratic incumbent Deval Patrick. The other two candidates appeared to have little chance in winning, unless there were some drastic changes in their campaigns. Each candidate utilized new media strategies, in addition to their other campaign techniques. Each had access to the popular social networking sites of Twitter and Facebook, as well as a campaign website for each. In fact, Deval Patrick even had two Twitter feeds, one as the Governor, the other one dedicated to his campaign. Also, some of the candidates have pages on other websites, like the video viewing and showing site YouTube, and other, less popular and influential social networking sites like MySpace. Each candidate also used email mailing lists to disperse information to their

supporters. The Internet was being used by each to gain supporters, gather funding, organize supporters, and dispense information, among other tasks, as well as probable applications like encouraging voters to vote, once the election date gets closer. The effectiveness of these techniques is explained in further detail later in this report.

3 Methodology

There are several ways of collecting data on the campaigns, from looking at the pages themselves, to talking to employees, and even discussing views held by voters. Each has its own flaws, but in tandem, could produce reliable data. This way, both going to the source to view intent, and going to voters to observe effects can create an interesting dynamic between the two ends of the process.

3.1 Online Data Collection

To study the effectiveness of Internet and social networking usage in the 2010 Massachusetts Gubernatorial Election, we followed the sites that each of the 4 candidates used most frequently. To gather data on how each campaign used the new forms of media daily screen captures of each site were taken starting from October 1, 2010, through Election Day, at various times of the day. Below is a list of the candidates and their respective websites.

	Website	Facebook	Twitter
Deval Patrick	devalpatrick.com	facebook.com/GovernorPatrick	twitter.com/massgovernor twitter.com/votedeal
Tim Cahill	timforgovernor.com	facebook.com/TimForGovernor	twitter.com/@TimForGovernor
Charlie Baker	charliebaker2010.com	facebook.com/charliebaker2010	twitter.com/BakerforGov
Jill Stein	jillstein.org	facebook.com/pages/Jill-Stein- for-Governor-of- Massachusetts/316346632641	twitter.com/jillsteinforgov/

Table 3.1-1 Websites and social networking addresses for each candidate

To find each website, the candidate name was searched on Google and usually the candidate’s main page would be first link in the search results. In analysis The layouts of each of the gubernatorial candidate websites were observed and while keeping the following questions in mind

- Is a section for donations/volunteering?
- what the main focus of the website is?
- Does the website contain biographical information?
- Campaign Staff Interviews

Online data collection was one important way to begin to understand what was being done in the digital realm by the members of each campaign. But, to better understand why the campaigns might be stressing different issues on the Internet, a closer look should be taken at the motivations behind certain strategies.

Each campaign has some information on their websites of potential contacts for an interview

about new media strategies. The plan was to approach each campaign, either by way of email, or in the case of Jill Stein, through an online contact form. All these email addresses were found through the campaign’s websites,

Potential Contact	
Deval Patrick	webmaster@devalpatrick.com
Tim Cahill	info@timforgovernor.com
Charlie Baker	webmaster@charliebaker2010.com
Jill Stein	http://www.jillstein.org/contact

and should provide the best chance of a favorable response. The optimal result is to have each campaign comply, and provide some basic information about their techniques, but if this does not happen, then whatever responses received, no matter how limited, will be used to illustrate how political insiders view new media potential.

The purpose of these interviews, to be conducted in person, by phone, through email, or any way that is preferred by each contact person, was to observe what theories about new media they are practicing. But, on a more tangible level, the relationship between campaign funding and new media use should be analyzed, referencing the effort, time and money spent on websites and social networking, with respect to the total spending of that campaign. There is a broad range of monetary

strength among the campaigns, and this has the potential to alter all forms of campaigning, including Internet use. Other topics of note would include manpower devoted to the Internet by each campaign, usage of different sites and services, and several other topic of discussion. However, this plan did not come to fruition. Due to a lack of cooperation on the part of each campaign, potentially because of the tight schedule they were on, no campaign discussions occurred. Future studies would do well to attempt this plan, hopefully with a more cooperative set of campaigns.

3.2 Polling

One of the most commonly used data collection methods in social science research is public opinion polling. By asking a sample of the population a series of survey questions, polling extrapolates the opinions of the general public and therefore has been widely used in the studies of public's attitudes towards politics and public policy. The techniques of polling vary, depending on the types of survey, geographical areas, and survey subjects. Currently, two of the most adopted are Internet survey and person-to-person contact; both were utilized in this research.

3.2.1 The Digital Divide

Due to the focus of this research topic, voters' degree of Internet use must be taken into account when designing and analyzing this survey. Different access to and degrees of use of computer technology among people of different genders, races, ages, educational level and socioeconomic status is known as the "digital divide". For example, during the early years of Internet, it was most used among highly educated, young, and affluent white males. Though the digital divide has been diminishing over the years due to the proliferation of Internet, African Americans and Latinos are still behind whites and Asians in terms of Internet use, even when the variables of age, education, and income are controlled.²⁵

²⁵ (Herrnson, Hindman, & Stokes-Brown, 2007)

In this research, two demographic factors related to the digital divide, age and educational level were taken into account. One can assume that elderly citizens are more used to traditional media and less likely to seek campaign information online. This assumption was also tested.

Educational level is also an important factor in that the better educated tend to be more concerned with current affairs and political issues, are more familiar with Internet technology, and therefore are more likely to use the Internet to participate in campaign-related activities. To simplify variables, other factors are generalized – race and socioeconomic status – because in general, white Americans are more educated than African Americans and Hispanics, and people of higher socioeconomic status tend to be better educated. In a survey with greater resources and sample size potential, these other two factors should be taken into account.

3.2.2 Online Survey

The format of this online survey consisted of sending a questionnaire, such as one created on the sites Survey Monkey or Google Doc, through email immediately before or after Election Day. The group that was chosen to be sent messages was the candidates' Facebook fans due to their assumed interest in political issues.

The justification for choosing candidates' Facebook fans to represent the politically engaged is that it takes an active, albeit simple, procedure, to "like" a candidate and receive updates on his or her campaign. Due to their activeness on Facebook, it is predicted that they are also reasonably likely to visit the candidates' website, "follow" them on Twitter, and participate in other campaign related activities online, regardless of their age and educational level. Additionally, these people are part of the citizenry who Internet campaigns are targeting, since they are also very likely to vote.

The approach used was to send Facebook messages to state the purpose of the survey and possibly engage them in it. The drawbacks of this method, however, is that people might be very likely

to consider messages from strangers as spam, and that Facebook has spam filters that limit the number of messages sent to strangers.

The main drawback that must be considered is that a number of people ignore messages simply because they think it is spam or do not have time for the questions. An antidote was to approach as many people as possible, so it is possible to get responses sufficient for this research, even if the response rate is low.

3.2.3 Exit Polling

Compared to indirect, Internet-based surveys, exit polling on Election Day enjoys the advantage that it is possible to speak to voters face-to-face and get immediate responses. However, most voters have limited time for answering a survey. People who go to voting stations early in the morning may be in a hurry to go to work afterwards; if they vote after work, they may have other issues to attend to such as picking up their children after school, or making dinner for the family. It is probably a more politically active group than the WPI community in that they take the time to go to voting stations to vote, which suggests their willingness to spend time on campaign related issues. One can expect a relative high response rate from them than from Facebook fans. For those people that have the time to spend, the survey was administered onsite, simplifying the procedure.

In addition to the considerations of the timing of exit polling, choosing the locations is also crucial. Preferable locations are those where the number of voters is large so that there is the ability to get sufficient responses in one day and in the areas in Worcester where residents' exposure to Internet might vary.

3.2.4 Sample Questions

When designing survey questions, one must keep in mind the questions' phrasing so that people are able to give truthful and thoughtful answers. The questions can also vary slightly based on the

medium used for the survey. It is also understood that the questions for the general voters and candidates' Facebook fans should not be exactly the same. For example, the question of "did you look for candidates' information online" can be omitted for Facebook fans since it can be assumed that they do. On the other hand, it is more interesting to know if they donate or sign up for volunteering online since they are more enthusiastic about the campaign than others. The questions asked are listed below.

"What is Your Age Group? (Below 21, 21-30, 31-40, 41-50, 51-60, over 60)"

It can be expected that younger voters are more likely to seek campaign information online, follow candidates' Facebook or Twitter pages, and participate in other Internet campaign activities. However, young voters are less politically active, and therefore the total outcome is uncertain.

"What is Your Educational Level? (Have a High School Diploma, Pursing a Bachelor's Degree, Have a Bachelor's Degree, Have a Master's Degree, Have a Doctoral Degree or Equivalent)"

Like the last question, this is also to get a demographic profile of the Internet-using voters. Based on the "digital divide", it is expected that the more educated (having a higher degree) are more likely to use Internet for campaign participation. However, people with higher degrees usually belong to an older age group, therefore the outcome is also hard to predict.

"Did You Look for Candidates' Information Online and What Information Were You Looking For?"

Answers to this question should give a picture of why and how people use the Internet for campaign information seeking. Many people are expected to look for candidates' issue statements and purpose statements so that they are able to make informed voting decisions. Moreover, for candidates who are non-incumbents, their supporters may have read more about their political statements or

personal information than supporters of the incumbent, since the challengers have less name recognition.

“How Frequently Do You Visit a Candidate’s Website or Use the Internet to Seek Campaign Information?”

Based on the concept of the digital divide, the young and the more educated are expected to use the Internet more frequently to seek information. However, it may also vary depending on the candidates they are supporting. For example, candidates whose website is updated less often may have fewer visitors, and vice versa.

“Did You Donate Or Sign Up for Volunteering Online?”

In addition to campaigning and marketing, candidates also hope to solicit resources, such as financial and human resources online. The less financially affluent, like high school graduates or current college students are more likely to volunteer for campaigns if they want to contribute, since they are too financially limited to make donations. On the other hand, the affluent, characterized as being those with a Bachelor’s degree or above, are likely to make donations, since they have the financial ability to contribute to campaigns but have limited time to commit to candidates due to their busy work schedules.

“Did You Communicate with Your Friends or Family about this Election through Email, Facebook, or Twitter?”

One of the key features in Barack Obama’s successful presidential race in 2008 is his novel use of social networking. During the first major statewide election after the 2008 presidential election, people are expected to use the viral effects of social networking to show their support for or disapproval of specific candidates.

“Who Did You Vote For in the Governor’s Race? (Deval Patrick, Charlie Baker, Tim Cahill, Jill Stein)”

Supporters of different candidates may have different Internet use behaviors. This may be due to the different Internet campaign techniques adopted by different candidates, as well as candidates themselves, and there may be the ability to analyze answers to this question better combining it with the content analysis of candidates’ Internet campaigning. For example, the candidate who is more Facebook savvy may have supporters who are more active on Facebook; supporters of a non major party candidate may use Internet more to disseminate campaign information about that candidate, since they are usually very determined and lack resources for a traditional campaign.

This series of questions was used in exit polling completed this year, on Election Day. Also, the same questions, with the exclusion of the one asking if they looked up candidates’ information online, were also used for the Facebook survey. These specific questions were used to create a succinct but informative description of many voters from this election.

4 Data Analysis

After collecting survey and Internet use data, the results were collected in spreadsheets and analyzed. The complete data results can be found in the appendices sections. From there, the data was taken and studied, to find conclusions about Internet use during this recent election.

4.1 Exit Polling and Internet-Based Survey

The available two data sets – one from the exit polling and the other from the Internet-based survey, were merged and filtered in order to be analyzed from different perspectives: responses from only the Facebook followers were analyzed separately, since they were expected to be a more active group of voters; responses from people who voted for one candidate can be compared with other candidates to examine the differences, if any, between different candidates, as well as their followers.

Apropos of the techniques of handling the data, the number of response to each question was counted and recorded (though double-counting was performed for several questions due to their “choose-all-apply” nature), and the percentage of each response was calculated and plotted as a bar graph or a pie chart.

Candidate	Exit Polling		Votes Cased in Worcester	
	Total Number of Votes	Percentage (%)	Total Number of Votes	Percentage
	62	100	42,532	100
Deval Patrick	31	50	25,413	59.8
Charlie Baker	19	30.6	13,949	32.8
Tim Cahill	3	4.9	2,536	5.9
Jill Stein	1	1.6	634	1.5
“None” and no answers	8	12.9	N/A	N/A

Table 4.1-1: Exit Polling Results versus Numbers of Votes Casted in Worcester

In the table, we compared the number of people who voted for each candidate from our exit polling results, with the total number of votes for each candidate in the city of Worcester.

Despite our small sample size and the non-responses, it can still be concluded that the two sets of numbers are reasonably close, and our data from the exit polling can be considered reliable.

4.1.1 Deval Patrick

During the exit polling, thirty-one people who voted for Deval Patrick filled out surveys. From these individuals, certain characteristics were identified that seemed to express the demographics and tendencies of these voters. While the sample size is not large enough to draw broad conclusions about the characteristics of all supporters of Deval Patrick, interesting distinctions can be made.

At the poll, the ages of Patrick supporters were fairly homogenous (Fig.4.1 - 1). Each demographic had roughly similar divisions, the exception being the “Below 21” group, which could just be due to the limited range of that group’s ages (18 - 21). Considering Patrick’s success in the election, this could suggest that support for Patrick was widely ranging and not limited to any particular age group.

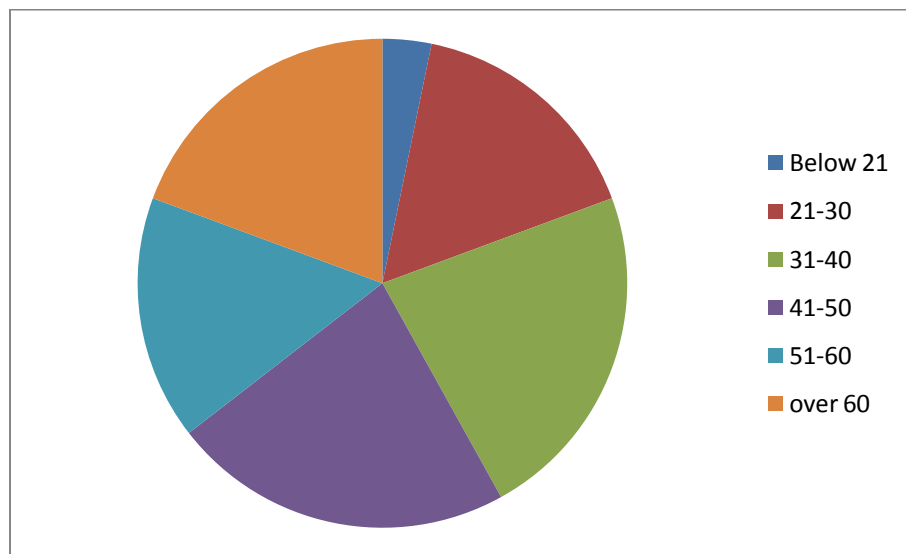


Fig. 4.1 – 1 Ages of Patrick Supporters at Poll

The responses to the question of educational level had less structured response trends (Fig. 4.1 - 2). Given the result that about one half of the participants do not have a Bachelor’s degree or higher, it

was postulated that either Patrick attracted individuals with less formal education, or the particular locations where this survey was taken contains on average fewer people that have received college degrees when compared to other parts of the state.

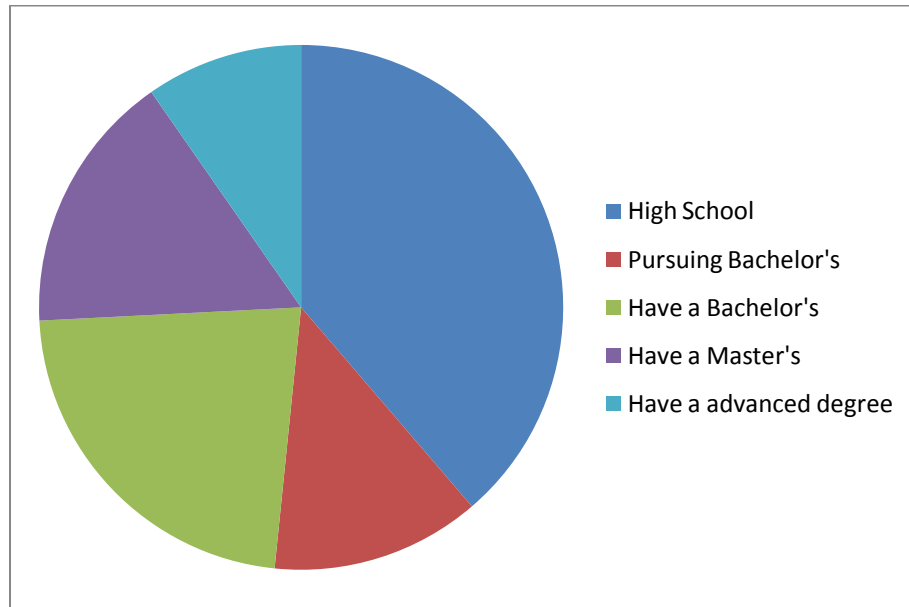


Fig. 4.1 – 2 Education Levels of Patrick Voters at Poll

Fig.4.1 - 3 shows something that should not be extremely surprising. One can assume that the majority of people who voted for Patrick were not directly involved in the campaign by volunteering or making donations. After all, Patrick received over one million votes in this election (<http://www.sec.state.ma.us/ele/elepdf/rov10.pdf>), and it would be unlikely that a majority of his voters volunteered or donated to the campaign. The plot also suggests that it is easier for the campaign to solicit donations volunteer hours.

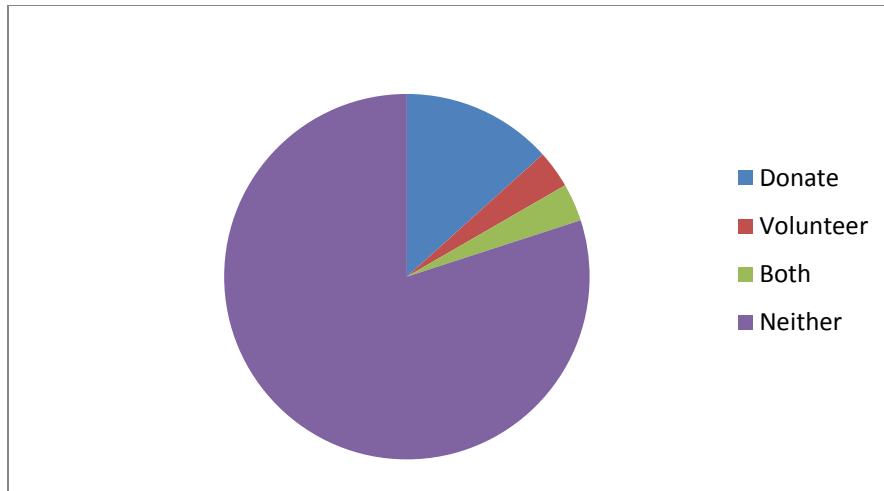


Fig. 4.1 – 3 Patrick Supporters' Campaign Involvement

Responses from Patrick supporters online have a few interesting characteristics as well. For example, all responses came from those under thirty years old, as shown in Fig.4.1 - 4. It also seems that the college aged population ("below 21") is more prevalent online.

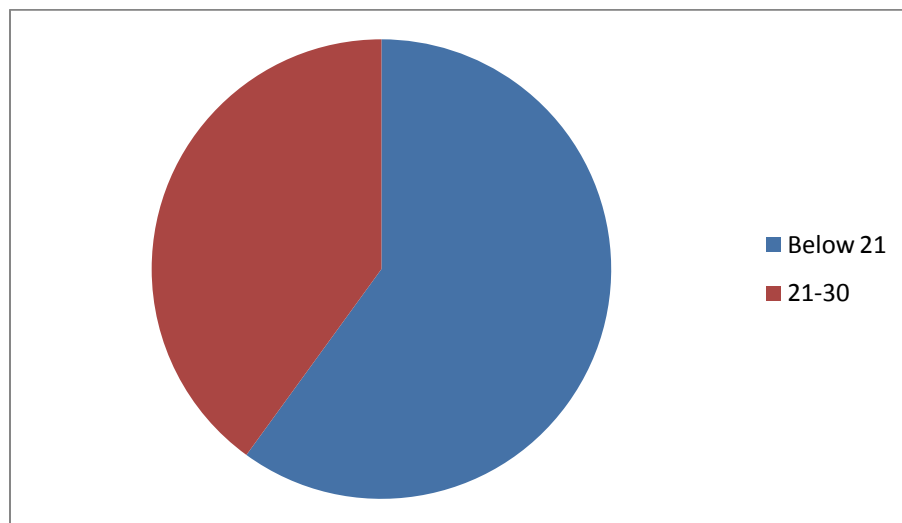


Fig. 4.1 – 4 Ages of Online Patrick Supporters

Fig.4.1- 5 supports our previous assumption that most of the online responses were gathered from college students. Almost three quarters of all respondents were pursuing a college degree at the point of our survey.

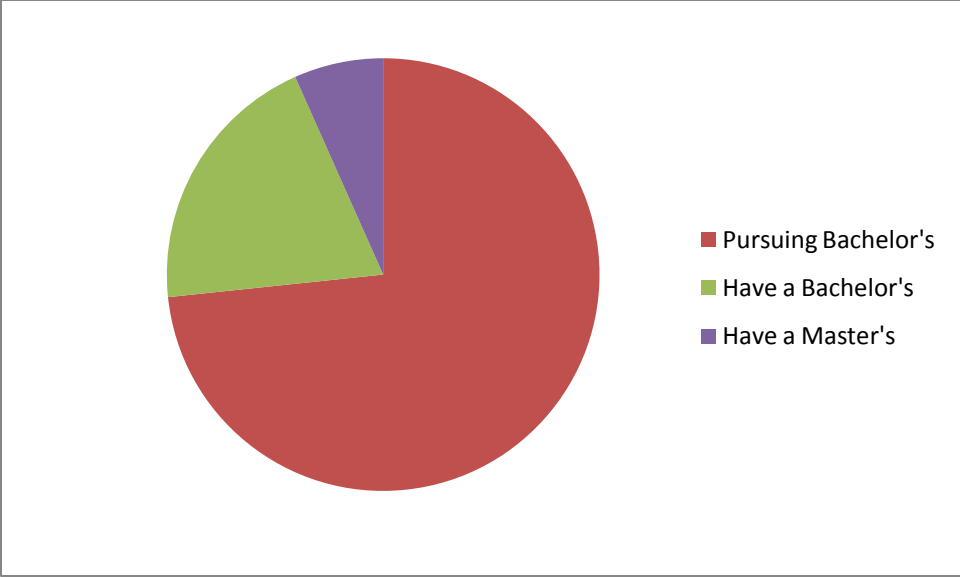


Fig. 4.1 – 5 Education Levels of Patrick Supporters Online

From this point, another interesting characteristic can be found in Fig. 4.1 – 6. Over half of these individuals volunteered their time for the campaign; about eighty percent participated in one way or another. This may have supported the idea that Facebook followers are a special group of voters who are involved more directly and actively in politics.

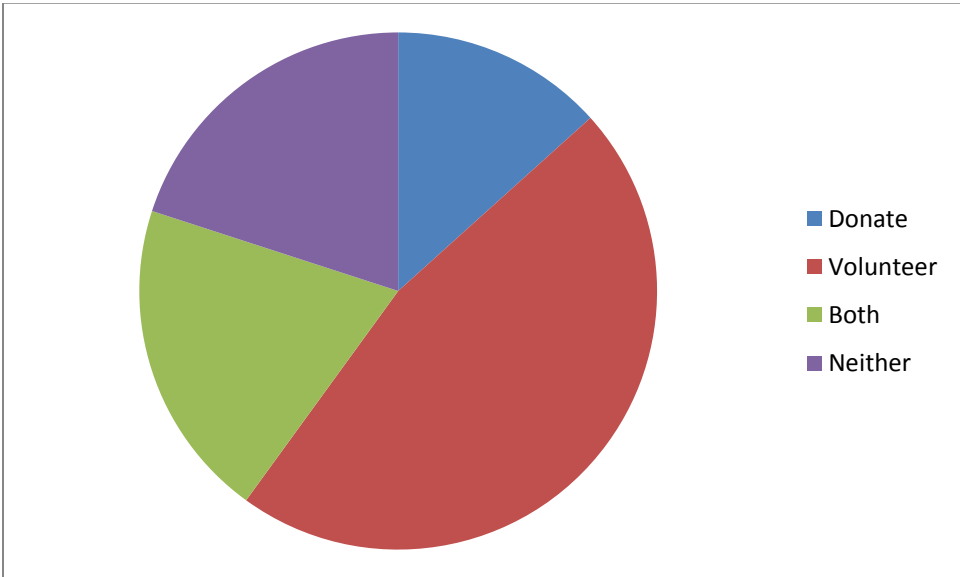


Fig. 4.1 – 6 Involvement in Campaign for Online Patrick Supporters

Overall, Deval Patrick seemed to have attracted a wide variety of voters, as well as an active base found online that consists of college students with the desire and time to join the campaign directly. The wide base of supporters combined with the specific group of dedicated individuals likely assisted in Patrick's well rounded victory in this recent election.

4.1.2 Charlie Baker

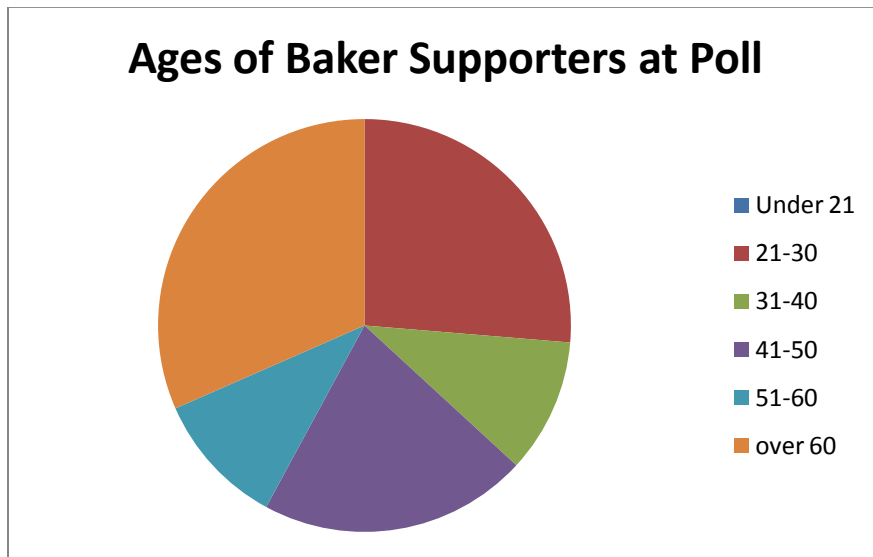


Fig. 4.1 - 7 Age of Baker Supporters at Poll

Baker's exit polling data shows a relatively even spread of Baker voters across the age groups with some clustering around the 21-30, 40-50, and over 60 age groups. The exception is the under 21 age group, with no voters shown in the exit poll.

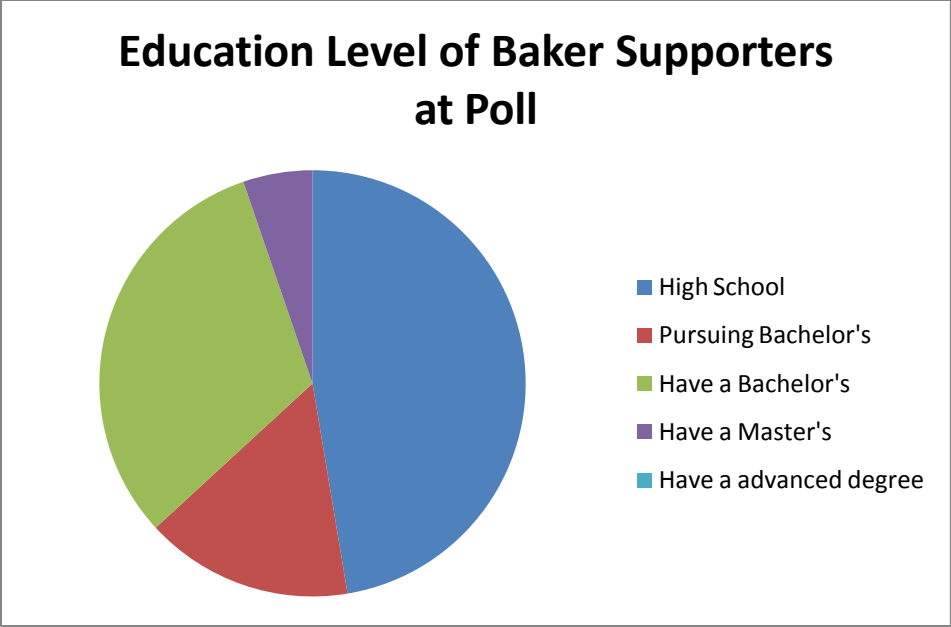


Fig. 4.1 - 8 Educational Level of Baker Supporters at Poll

47% of the Baker voters in the election had a High-School Diploma as their highest level of education, followed by 31% with a completed Bachelor's Degree.

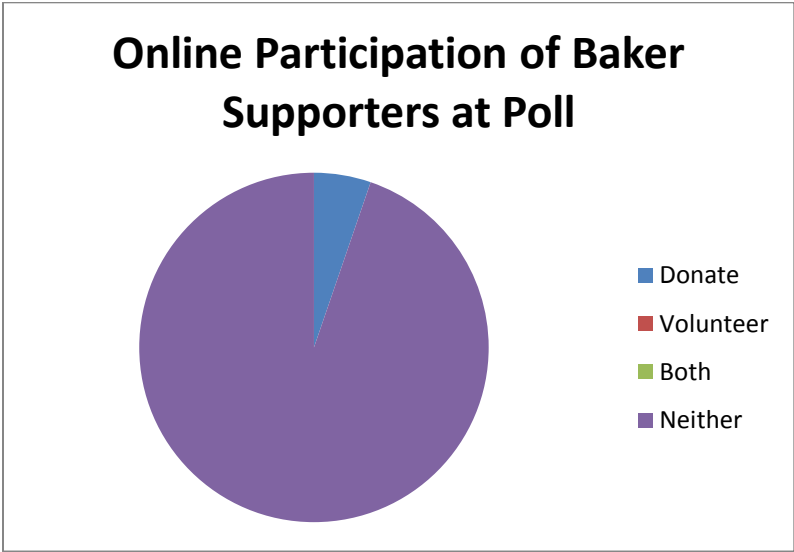


Fig. 4.1 - 9 Online Participation of Baker Supporters at Poll

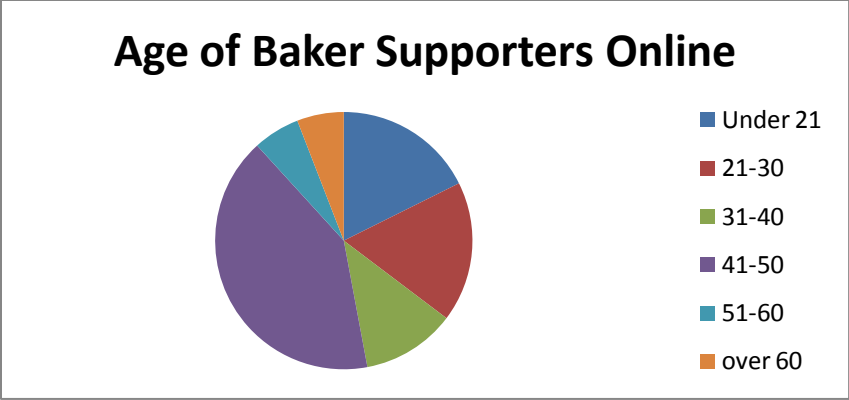


Fig. 4.1 - 10 Age of Baker Supporters Online

Data from the Internet survey shows a much heavier focus in the 41-50 age range, with 43% of the voters from that category. Educational level is more balanced with both High-School Diploma and completed Bachelor's Degree tied at 18.75% of voters.

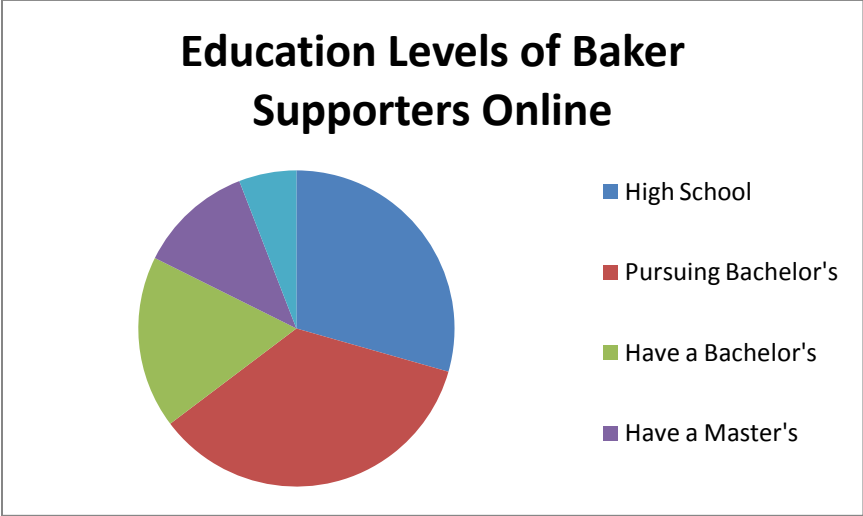


Fig. 4.1 - 11 Educational Level of Baker Supporters Online

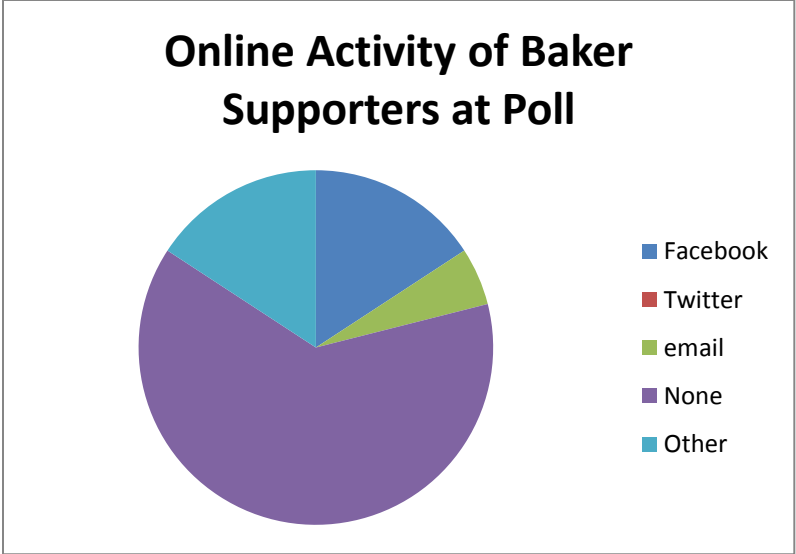


Fig. 4.1 - 12 Online Activity of Baker Supporters at Poll

100% percent of the voters in this survey had access to the Internet, which is not surprising as they needed access in order to take this Internet-based survey. Of these, 31% donated online, 31% volunteered online, 6% did both, and 31% did neither. Among the methods listed of online communication, 68% used Facebook. 12% used Twitter, 18% used email, 6% used other methods, and 6% did not communicate online about the election

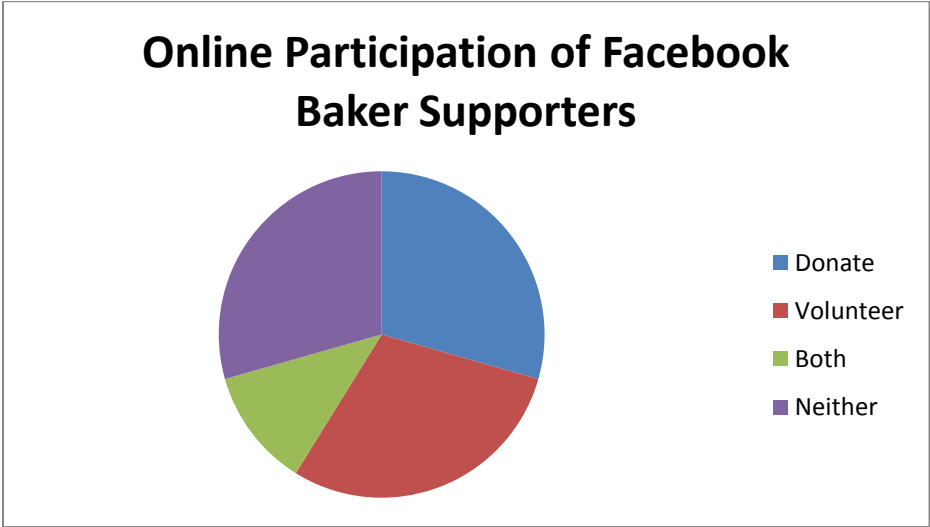


Fig. 4.1 - 13 Online Participation of Facebook Baker Supporters

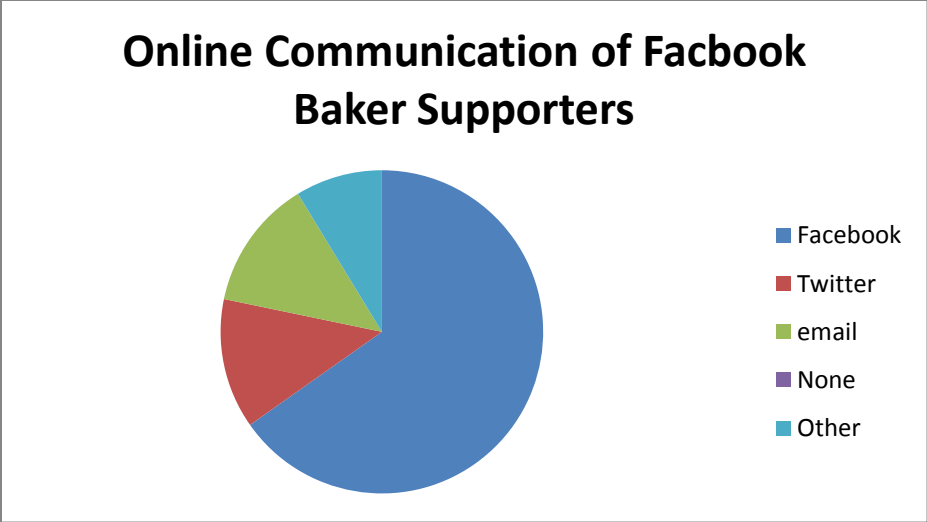


Fig. 4.1 - 14 Online Communication of Facebook Baker Supporters

65% did nothing to aid the campaign online. 40% of the voters communicated with family and friends through Facebook, 5% used twitter, 11% used email, 11% used other methods, and 37% did not communicate online.

4.1.3 Tim Cahill

Among the 62 voters who participated in our Election Day exit polling, 3 of them voted for Tim Cahill. Of the 65 Facebook followers of Cahill who received the invitation to participate in our Internet survey, 10 responded, but only 7 of them actually voted for Cahill. This should be consistent with the fact that some of Cahill’s Facebook followers posted negative comments on his page, and their reasons and motives to follow Cahill as non-supporters are yet to be examined.

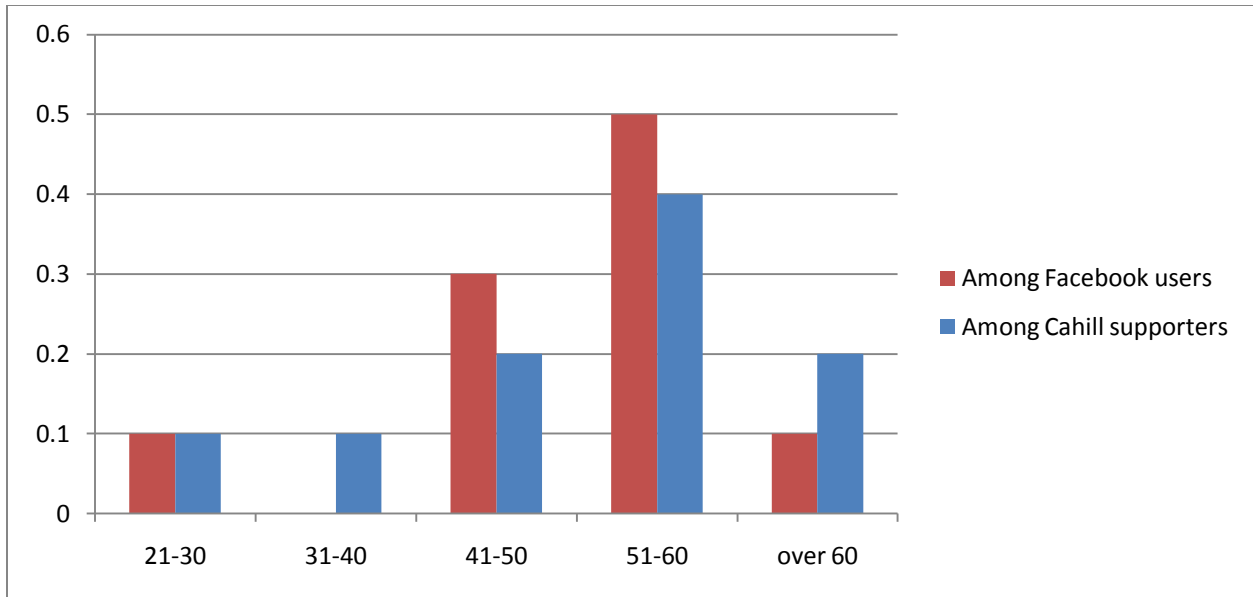


Fig. 4.1 – 15 Age Group

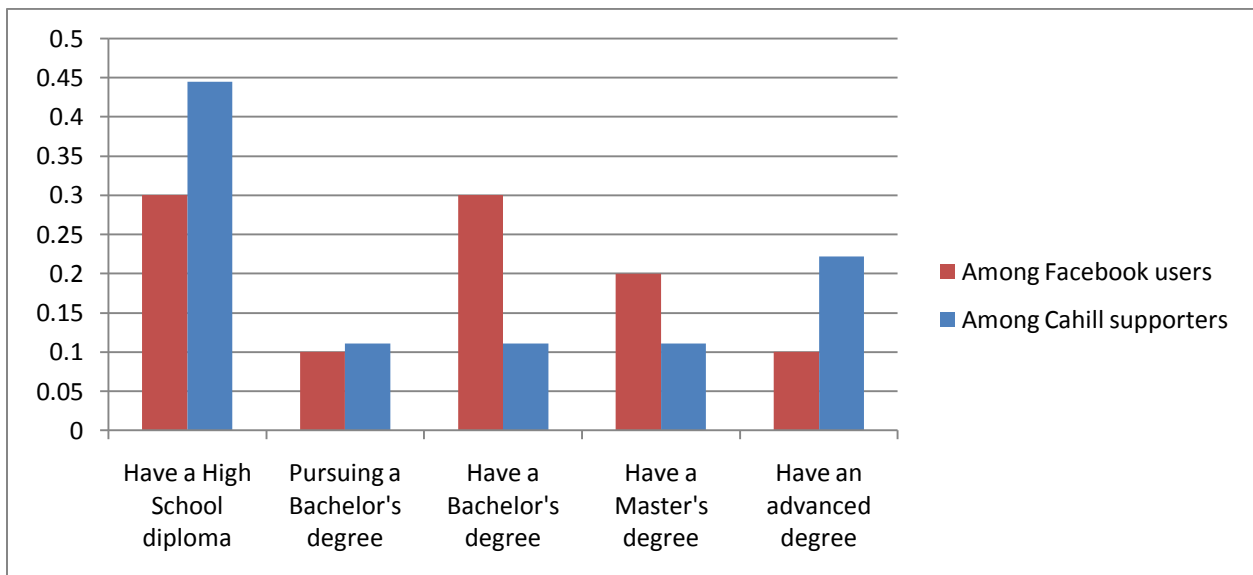


Fig. 4.1 – 16 Educational Level

As shown in Fig. 4.1 – 15, the majority of Cahill's voters are in their 40s or 50s. Furthermore, the best fit of data, a colored solid line which is given by a polynomial of the fourth order, shows, to some degree, the trend of the data. Fig. 4.1 – 15 seems to have confirmed that the Facebook users in general are a younger group of people: the peak of the red line shifts slightly toward the left, or the younger age

group, with respect to the blue line. Moreover, the blue line in Fig. 4.1 – 16 shows that the educational levels of Cahill supporters are somewhat polarized – many of them either have a high school diploma or an advanced degree, while the line of Facebook user shows no such trend.

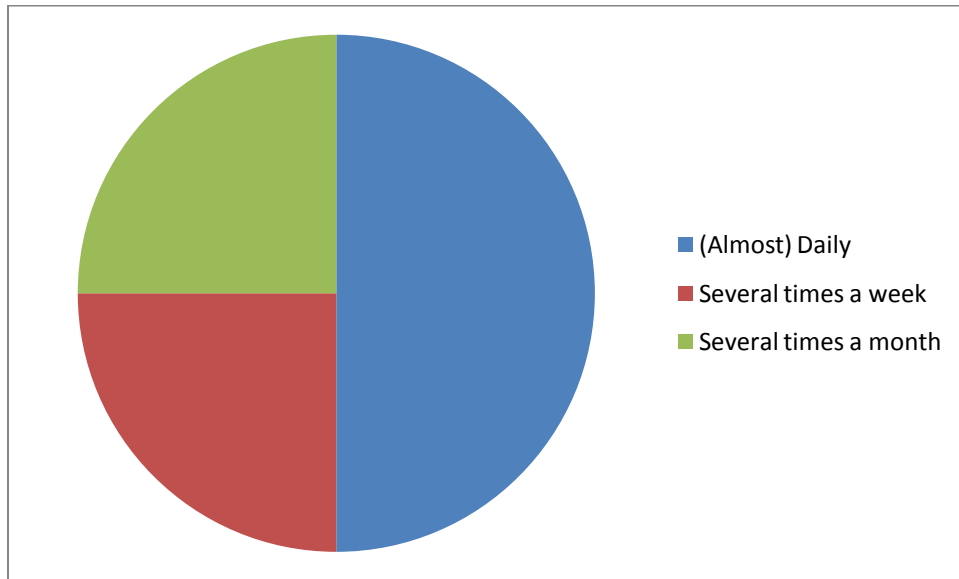


Fig. 4.1 – 17 Frequency of Internet Use

Among the 8 people (all of whom are Facebook users) who responded to Question 5 regarding Internet use, Fig. 4.1 – 17 shows that half of them used Internet to seek campaign information daily or almost daily – one of them even specified that he/she did so “usually on Facebook” – and 25% of them did several times a week. The result infers that Internet, and possibly mainly Facebook, greatly facilitates information seeking and offers timely updates on the issues or events that people are interested in.

Additionally, according to their responses, voters are more interested in the candidate’s positions on different issues (4 of 6), various campaign updates (3 of 6), or the candidate’s background or biographical information (2 of 6). Moreover, Internet may have helped people to become less prejudiced and more informed by offering easy and quick access to information from different sources, since 2 respondents said that they looked for information on all candidates.

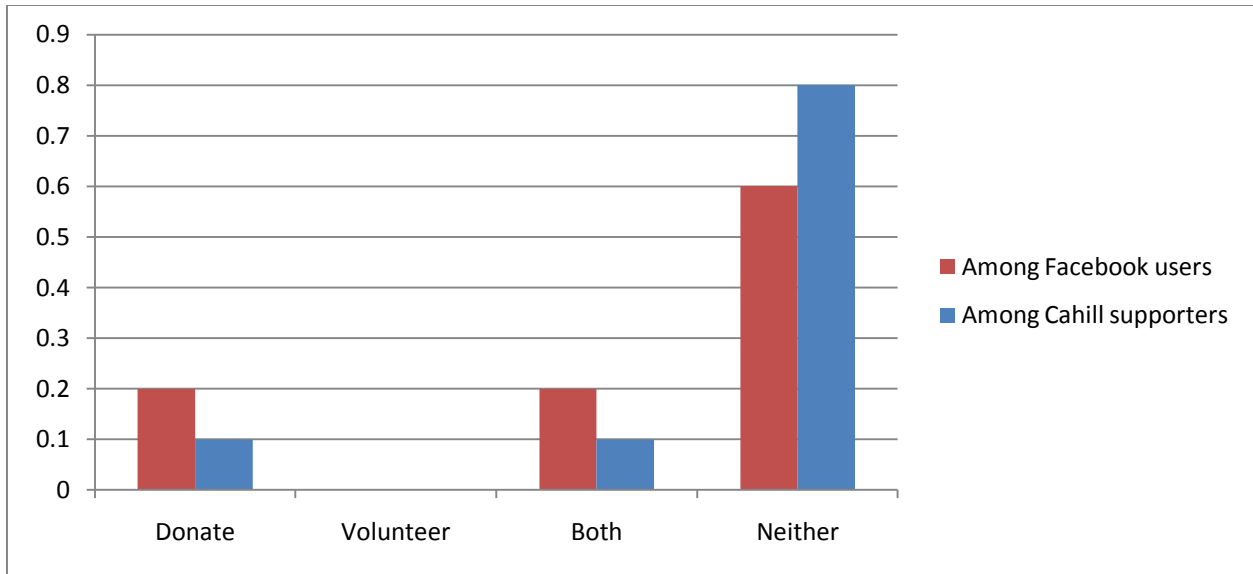


Fig. 4.1 – 18 Donating and Volunteering

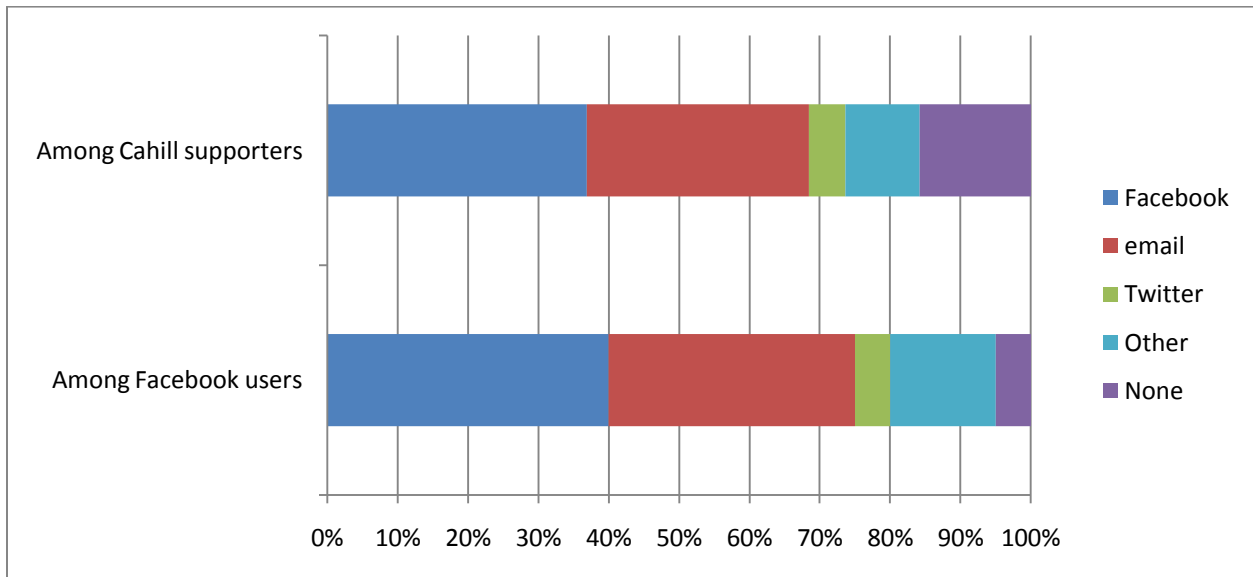


Fig. 4.1 – 19 Communication via Internet

Though the percentages of people who donated and/or volunteered online is small, the percentage of Facebook users who did is still higher than the average Cahill supporters (Fig. 4.1 – 18). This against seems to consolidate our hypothesis that Facebook followers of a candidate are more enthusiastic about the campaign than the average voters, and therefore are more willing to contribute to the campaign. Furthermore, according to Fig. 4.1 – 19, they also communicated more with others

about the election, through Internet (the sum of blue, red and green bars) and through word of mouth (blue-green bar), which also suggests that they are more politically active.

4.1.4 Jill Stein

A total of about 50 surveys were sent out to Stein’s Facebook followers via short message and only 4 responses were recorded. An explanation for this is maybe due to the fact their candidate did not fare so well in this election.

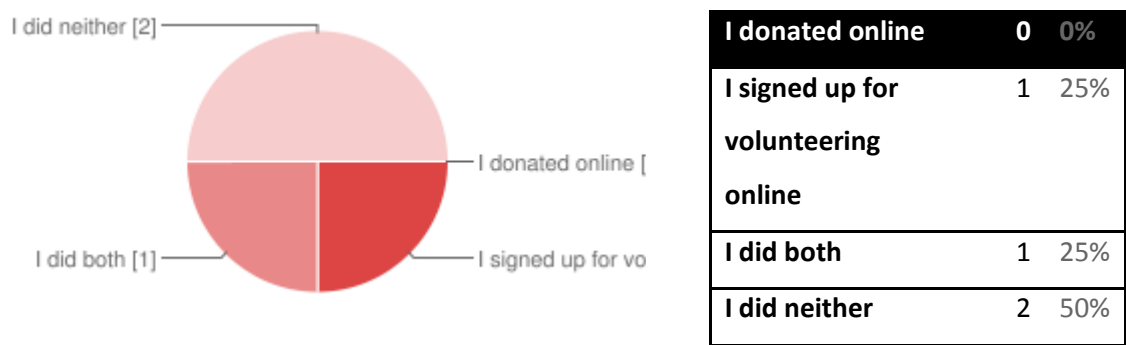


Fig. 4.1 – 20 Did you donate or sign up for volunteering online?

I did through email	3	75%
I did through Facebook	4	100%
I did through Twitter	3	75%
Other	0	0%
None	0	0%

Fig. 4.1 – 21 Did you communicate with friends or family about the election through email, Facebook, or Twitter?²⁶

²⁶ People may select more than one checkbox, so percentages may add up to more than 100%.

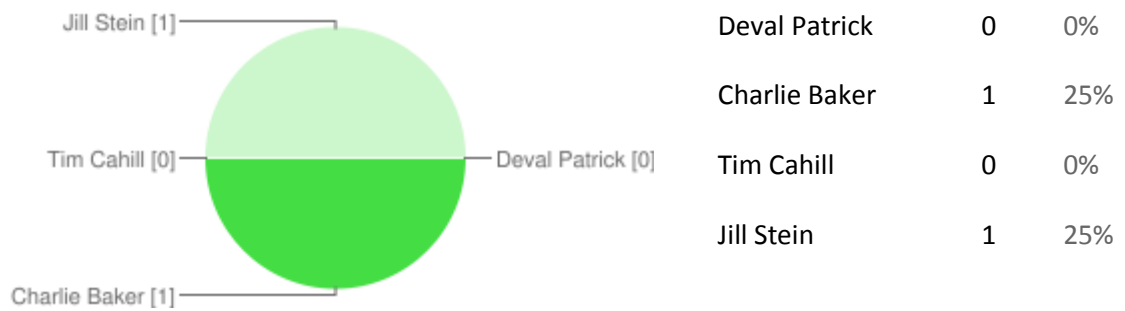


Fig. 4.1 – 22 Who did you vote for in the governor's race this year?

The data sample size maybe small, but the respondents to this survey may be more politically active than the respondents of the exit poll survey. It was interesting to see that not everyone voted for the candidate that they supported online. One person voted for Charlie Baker even though he/she was found to be on the Stein fan page. It could be postulated that it would also be the case if there were more responses from other online followers. One possible explanation is that people may follow a candidate just to keep tabs on what the candidate is doing and use that information to benefit the candidate that they are actually supporting.

The main difference between the two data sets is the response to the question “How frequently do you visit a candidate's website or use the Internet to seek campaign information?” From the Internet based survey all of the 4 responses show that they have seen the website at least once or multiple times on a daily basis. Whereas the Election Day exit poll survey shows that more people did not show much interest in the use of Internet to find information about the candidates.

4.1.5 Conclusion

From the data presented above, it can be concluded that the majority of the Facebook followers in the candidate’s website were not really supporters at all. This can be illustrated by the popularity of Facebook and ease of access to most profiles. One can create a fake profile and click on the “like” button just to follow an opposing candidate to see what they are up too.

From the data presented above, it can be concluded that the Facebook followers are, in general, a younger group of the voting population who are more enthusiastic about the election than the average voters. This can be illustrated by the statistical fact that the participants contacted through Facebook are more likely than the voters at the exit polling to volunteer and/or make monetary donations online; they also respond to more on the Internet for campaign-related information.

In terms of the difference between the supporters of different candidates, Patrick's and Baker's supporters have a somewhat homogeneous age distribution, while the majority of the Cahill supporters belong to the middle age group. Moreover, Patrick and Baker supporters tend to have less advanced education, while Cahill's supporters are more polarized in education level; but the sample size of the Internet survey may be too small for this to be conclusive. Additionally, Patrick and Baker supporters seem to be more engaged in the election, since more of them donated or volunteered than the Cahill supporters.

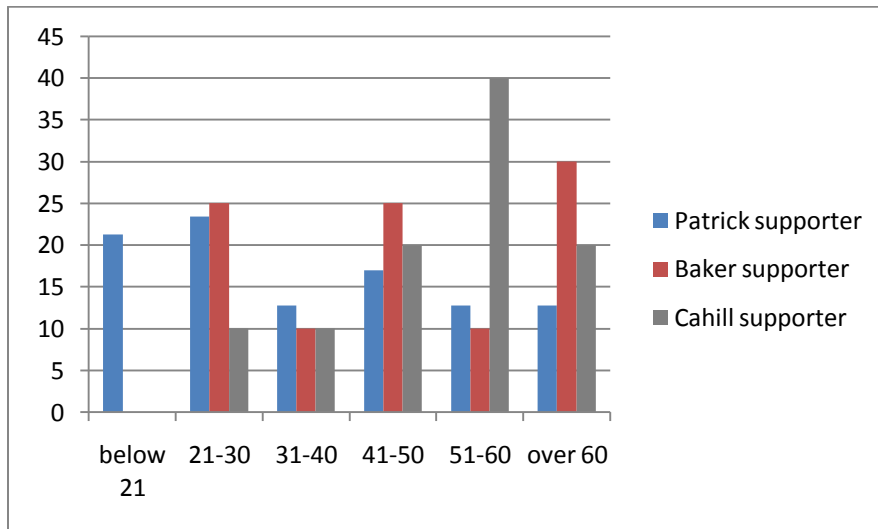


Figure 4.1 - 23: A Comparison of the Percentage of Supporter Age Groups

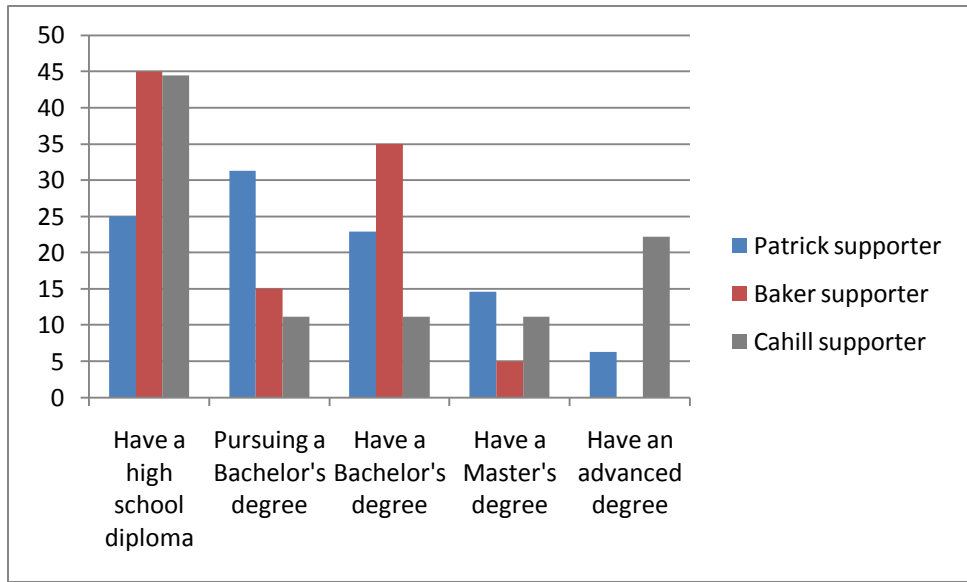


Figure 4.1 - 24: A Comparison of the Percentage of Supporter Educational Levels

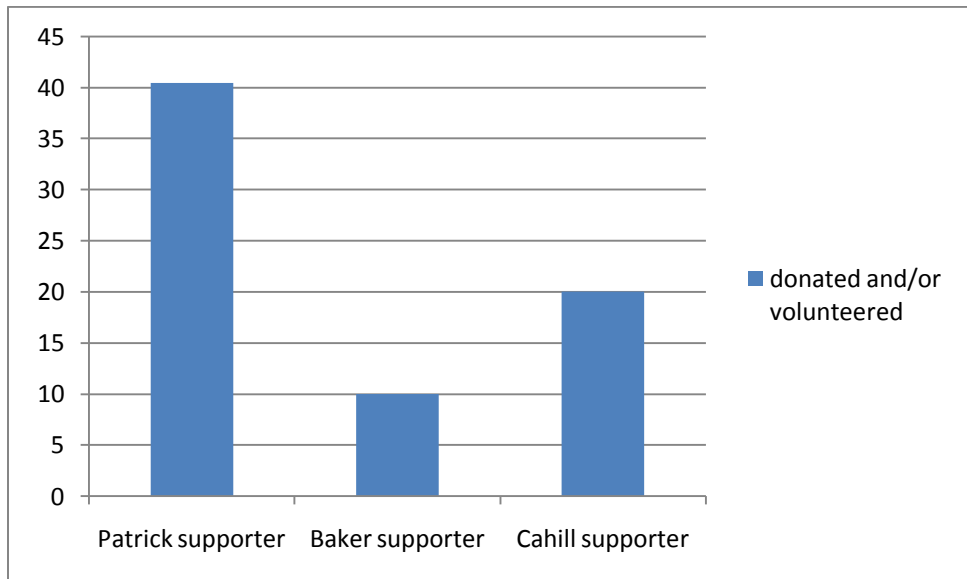


Fig. 4.1 – 25 A Comparison of the Percentage of Supporter Participation in the Campaign

4.2 Facebook Analysis

In addition to surveys collected on Election Day and online, Facebook pages were analyzed for content based on messages posted on the page's "wall." They were judged based on tone of message and author.

4.2.1 Campaign updates and fan posts

During the one month (October 2 - November 2) that screen shots were taken of candidates' Facebook pages, the number of followers of each of them had been increased by over 10%. It can be imagined that there were people joining a candidate's Facebook page every day because of their interest in the campaign or its Facebook page, while at the same time some people were leaving the page, but the overall number of followers was increasing due to the impending election. Table 4.2 - 1 summarizes the numbers of the followers on each page and their percent increases. Among the three candidates, Patrick had the greatest increase – about 25%, while Cahill and Stein both had about a 15% increase. Furthermore, as shown in Fig.4.2 - 1 to 4, different pages had very different trend lines of increase. The number people following Patrick's page increased almost linearly. Cahill's page had the most increase during the first third of the month, while Stein's page was the opposite: its followers increased most during the last two-thirds of October.

We also compared the number of followers of each candidate versus his/her place in the election, and it is no surprise that the candidate with the most followers got the most votes in the election and vice versa. Moreover, we estimated the percentage of Facebook users in the general voting population by dividing the number of followers of a candidate as of Election Day by the total number of votes he/she received. The result for Patrick and Cahill is similar: about 3% of their voters were following them on Facebook. However, it is interesting to notice that though Stein got only about 30,000 votes in the election, about 10% of her voters were following her campaign on Facebook, which is significantly

larger percentage than either of the other two candidates. This may be due to the fact that the Stein campaign was relatively underfunded, and Facebook was a cost effective campaigning method.

Candidate ²⁷	Start	End	Percent Increase	Election Result ²⁸	Followers/Voters
Patrick	21,166	26,509	25.2%	1,112,283 votes	2.38
Cahill	4,973	5,694	14.5%	184,395 votes	3.09
Stein	2,812	3,228	14.8%	32,895 votes	9.81

Table 3.2-1 Numbers of Followers on Candidate Facebook Pages

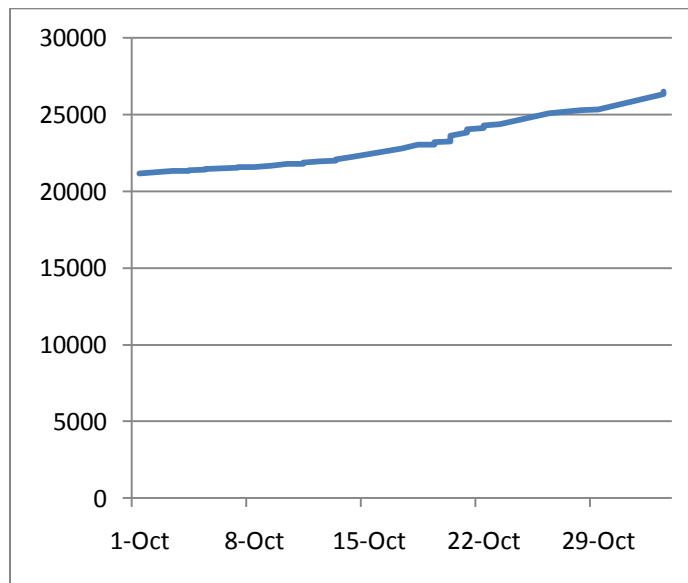


Figure 4.2-1 Number of Followers on Patrick's Facebook Page

²⁷ Baker's numbers of followers were not recorded

²⁸ (Galvin, 2010)

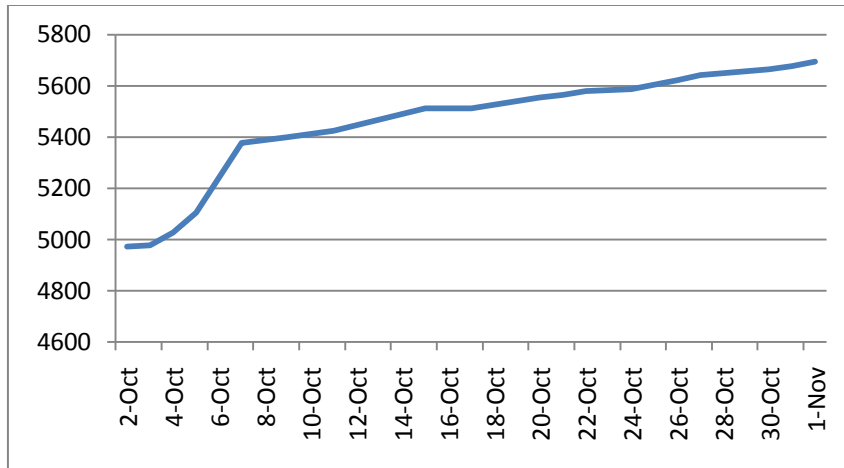


Figure 4.2-2 The Number of Followers on Cahill's Facebook Page

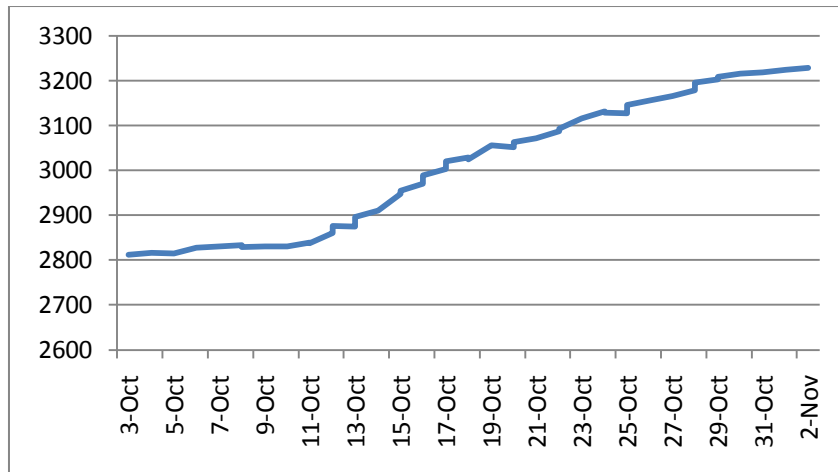


Figure 4.2-3 The Number of Followers on Stein's Facebook

Candidate	Total Number of Wall Posts	Authored by the Candidate	Percentage
Patrick	129	13	10.1%
Baker	129	64	49.6%
Cahill	59 ²⁹	59	N/A
Stein	150	77	51.3%

Table 4.2-2 Numbers of Wall Posts

²⁹ Only posts by the candidate were recorded.

Candidate	Negative Posts	Percentage
Patrick	18	14.0%
Baker	8	6.2%
Cahill	1	1.7%
Stein	10	6.7%

Table 4.2-3 Posts Attacking Opponents

Negative posts here were found most predominantly on the major candidate pages, with increasing popularity seeming to signal an increase tendency for supporters to comment in a negative manner towards their opponents. In this case, the negative comments were made on a candidates page, either by the candidate or by their supporters, that were directed at the candidates' opponents.

Candidate ³⁰	Posts by Non-Supporter	Percentage	The number of people who did not vote for the candidate that they were following	Percentage
Patrick	10	7.8%	3/19	15.8%
Baker	0	0%	2/17	11.8%

Table 4.2-4 Posts by Non-Supporters

Tables 27 and 28 summarize the different and similar behaviors of the candidates and their followers. For example, only about 10% of the posts on Patrick's page were posted by the campaign, while about half of the posts on Baker's and Stein's pages were posted by the campaign. Moreover, Baker's and Stein's page had a relative small percentage of the posts that were attacking opponents (less than 7%) – another similarity between these two candidates, while Patrick's negative campaign posts were almost twice as many.

Some of the Facebook followers posted negative comments on the candidate's page about other candidates. It was also known from the Internet survey results that not all the followers of a candidate actually voted for that candidate. As a result, a connection was built between these two by comparing the percentage of follower-posted negative comments and that of those who did not vote for

³⁰ Cahill's and Stein's statistics were omitted due to small sample size

the candidate they were following. However, Table 4.2-4 shows no such connection, which could be due to the small sample size of the Internet-based survey.

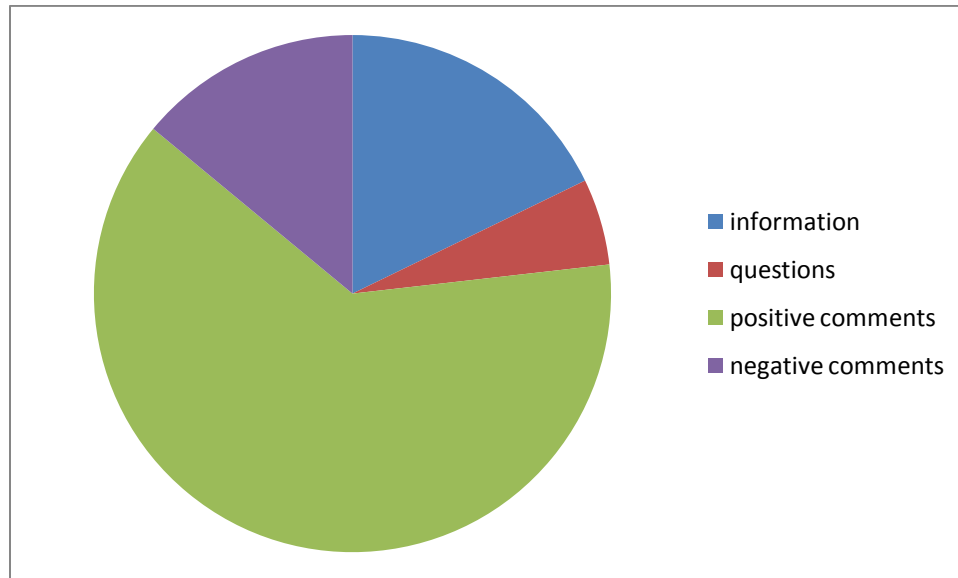


Figure 4.2-4 Patrick's Facebook Posts Categorized by Type

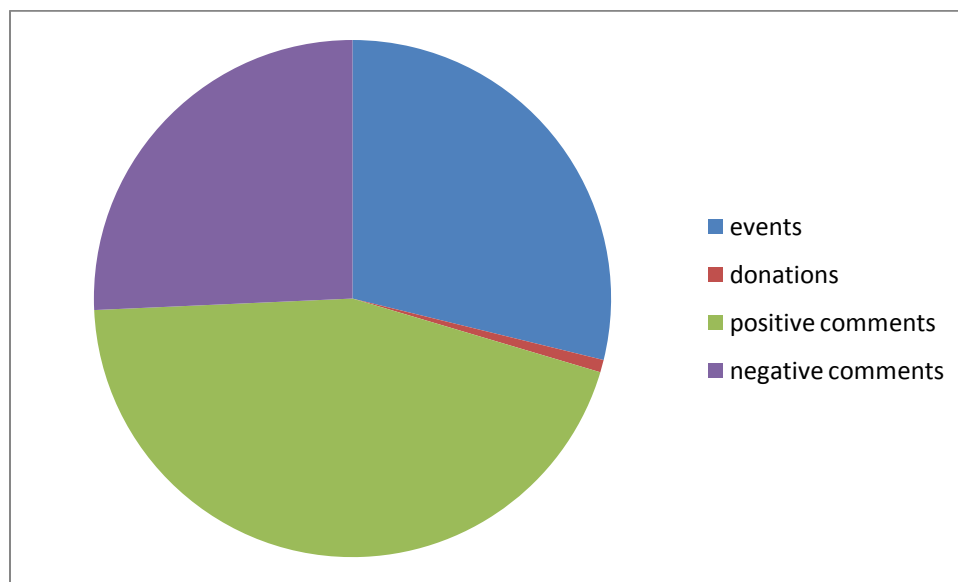


Figure 4.2-5 Baker's Facebook Posts Categorized by Type³¹

³¹ Note: Some of the categories are different between candidates due to the different styles of messages used by each campaign.

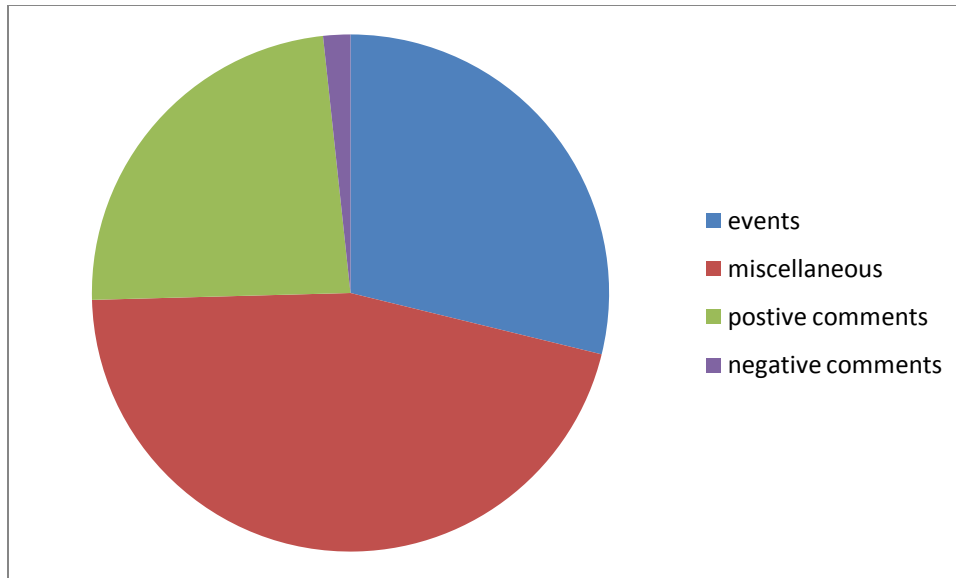


Figure 4.2-6 Cahill's Facebook Posts Categorized by Type

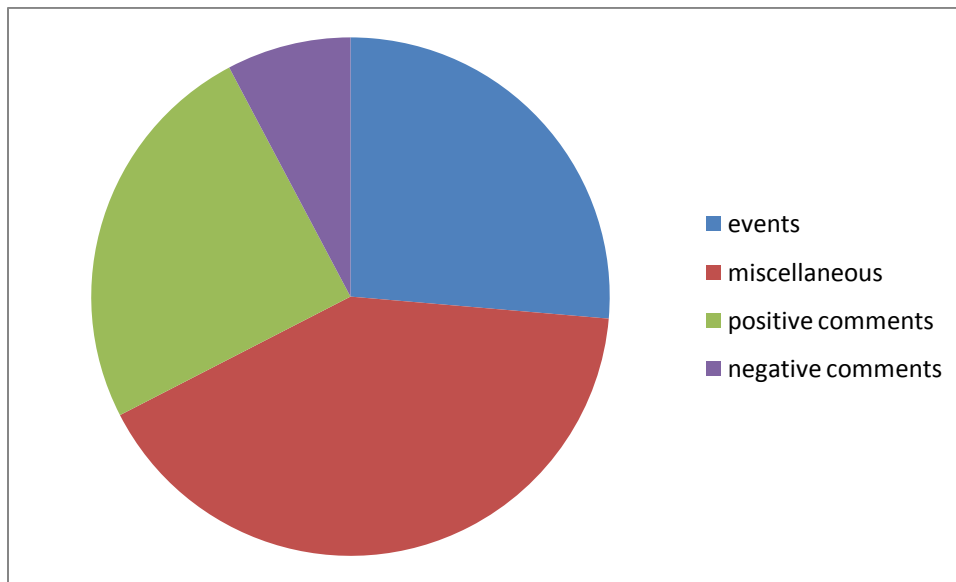


Figure 4.2-7 Stein's Facebook Posts Categorized by Type

As seen in Figures 4.2-4 through 4.2-7, the types of posts updated by the campaign also vary from candidate to candidate. For example, Cahill's and Stein's pages showed a similar distribution of posts, while Patrick and Baker had more positive as well as negative posts than the other two candidates.

4.2.2 Web Activity and Campaign Timeline

Date	Event
Oct 7	Cahill accuses former aides and strategists of sabotage
Oct 20	Candidates debate seniors' issues at AARP event
Oct 21	Second-to-last televised debate held in Chicopee
Oct 23	GOP candidate attend Dennis rally amid protest
Oct 24	Governor Christie of New Jersey joins Baker in Melrose rally
Oct 25	Candidates sharpen messages in final televised debate
Oct 29	Rasmussen polls
Oct 31	Campaigns go Halloween (The frontrunner candidates rallying support using Halloween themes)
Nov 2	Election Day
Nov 4	Patrick reelected governor (Aftermath of Election Day)

Table 4.2-5 Campaign Timeline³²

Table 4.2-5 shows the number of candidates' responses to some of the major events in the campaign on Facebook. As can be seen, it is no surprise that a candidate did not respond to any of the events related to the other candidates, while each responded to almost all the events relevant to him/herself. Moreover, some messages were repeated in one media more than the others, which is largely due to the importance of the message or event. For example, candidates posted/tweeted more campaign related activities as the final debate or Election Day was approaching.

³² <http://timelines.boston.com/timelines/2010-massachusetts-gubernatorial-election>

4.2.3 Frequencies of new Campaign posts and User Visits

Candidate	Total Number of Updates	Number per Day on Average
Patrick	13	0.43
Baker	64	2.13
Cahill	59	1.97
Stein	77	2.56

Table 4.2-6 Frequencies of Updates on Facebook

Table 4.2-6 lists and compares the total and average numbers of updates on Facebook. Except for Patrick, the other candidates had about or more than 2 updates per day on average; Stein's page was updated slightly more often than Cahill's and Baker's, which could suggest that an underfunded candidate might be able to put more effort into the free campaign techniques of Facebook. However, the numbers are close enough that it warrants a closer look to be sure.

From the Internet survey, half of the Facebook users who responded to the survey visited the Internet for campaign information daily or almost daily, and another quarter of them did so several times a week. Though few participants specified where they were looking for campaign-related information, the strong correlation between the frequencies of campaign updates on Facebook and that of visits may have confirmed our hypothesis that the more frequently a page is updated, the more often people visit it.

4.3 Twitter Content Analysis

Another important facet of the Internet media campaign was the use of the website twitter.com to connect the campaign to voters, donors, and volunteers. Twitter is a different sort of method of communication than something more direct like mailings and emails. Not only does a person have to choose to follow the campaigns they are interested, but they also need to actively participate in the website with the campaign.

Through direct messages, re-tweeting, following, and other activities, these individuals can be linked with the campaign staff. For example, the Patrick campaign would occasionally tweet about one of their followers that had sent a positive message, thanking them for their support. This allows for a small number of followers to feel directly involved with the campaign. The result is a small but potentially close knit group of supporters that the campaign can target for their large fundraising and volunteering pushes.

4.3.1 Charlie Baker

Over the course of the sampling period, the Baker campaign made a total of 87 Twitter posts. Of these 23% were positively reinforcing the campaign's policies, 16% were negatively focusing on other candidates, 2.3% were devoted to attracting donations, and 58% were focused on current events held by the Baker campaign.

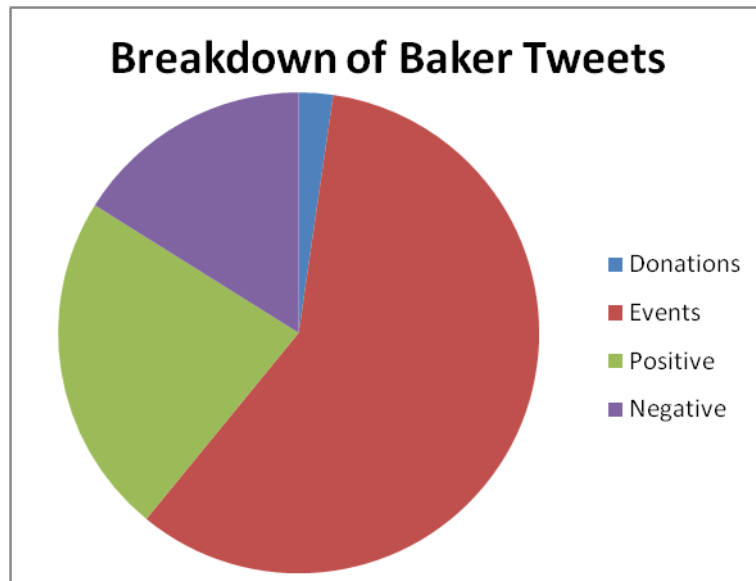


Figure 4.3-1 Breakdown of Baker Tweets

Twitter posts were made frequently often more than three times per day. Since most of these were related to events, it can be assumed that the Baker campaign's primary strategy on Twitter was to inform members on the service of what events were happening and when. Since very few of

these posts were focused on donations, we can assume that attracting donations was not a primary focus of the Baker campaign's use of Twitter.

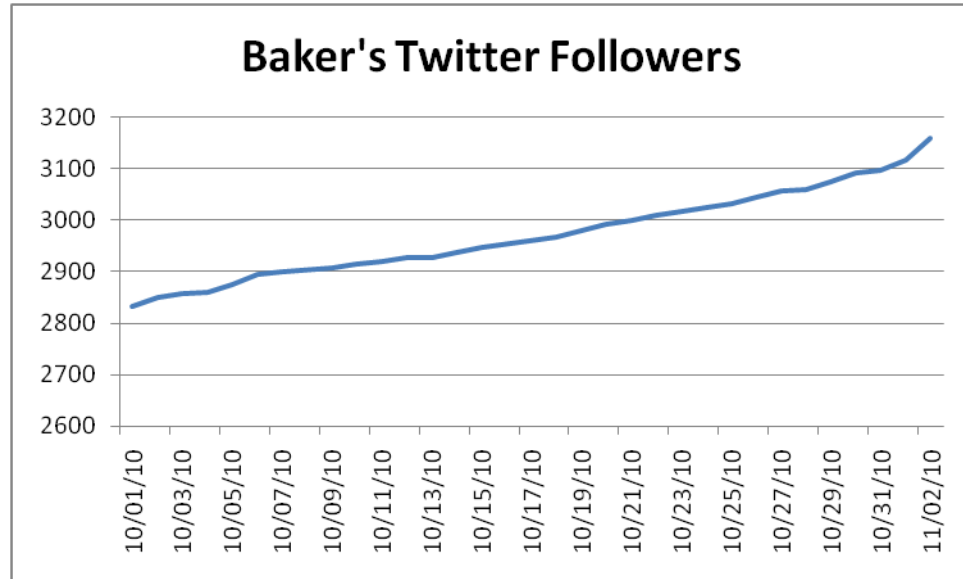


Figure 4.3-2 Number of Followers on Baker's Twitter Page³³

4.3.2 Deval Patrick

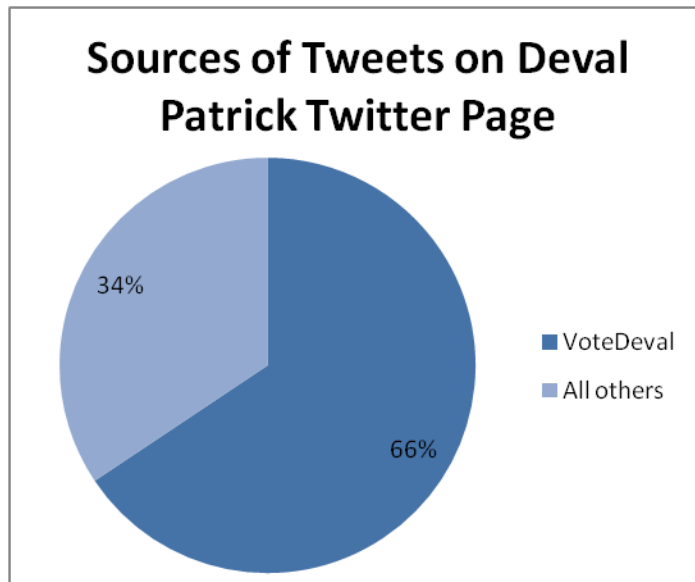


Figure 4.3-3 Source of Tweets on VoteDeval Twitter Feed

³³ Note: Figure 4.3-8 compares this data between all candidates. The graph for Baker supporters only is shown here so as to illustrate the trend better

Unlike the Charlie Baker twitter feed, many of Patrick's tweets were not created specifically by the campaign. Many were in fact sent by outsiders, though some of them, like Deval Patrick's daughter and the Lieutenant Governor Tim Murray, are affiliated. A full list of twitter accounts used to send these tweets can be found in the appendices. 163 tweets were observed during this election season, and while most originated from the Deval Patrick feed and from campaign workers, the fact that many are not from these sources shows a desire for the Patrick campaign to display popular support through this medium. Most messages were positive or neutral in nature, from both the campaign and not, and this may have been an intentional way for the campaign to have a base of positive, populist support.

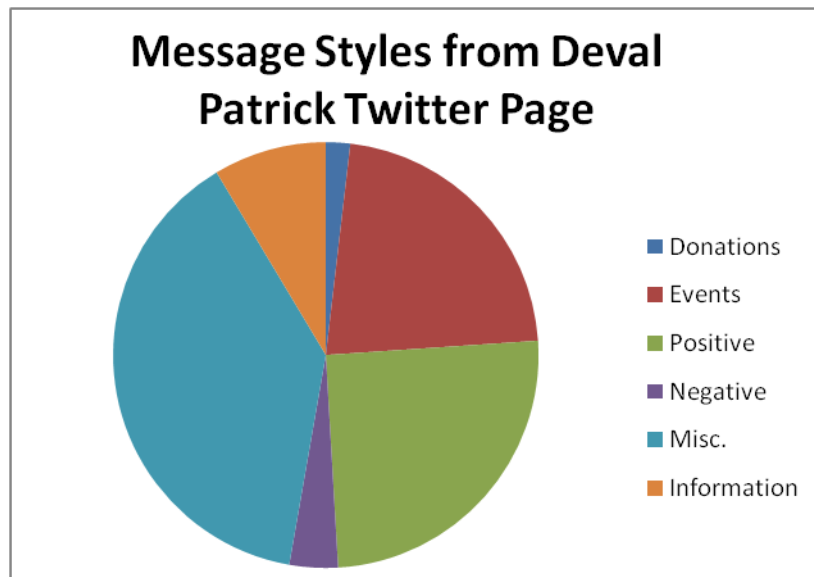


Figure 4.3-4 Message Styles from Deval Patrick Twitter Page

Unlike Charlie Baker, Deval Patrick had many more types of messages, perhaps due to the large number of unaffiliated individuals posting tweets to the campaign. Most messages are not easily categorized; for example, there were several tweets, that the @VoteDeval page sent, that were shows of appreciation for another person's previous tweet. A small percentage requested donations, and surprisingly few were negative. Most tweets put forward by the @VoteDeval twitter account were informational in nature, either pointing to news articles, or to upcoming events.

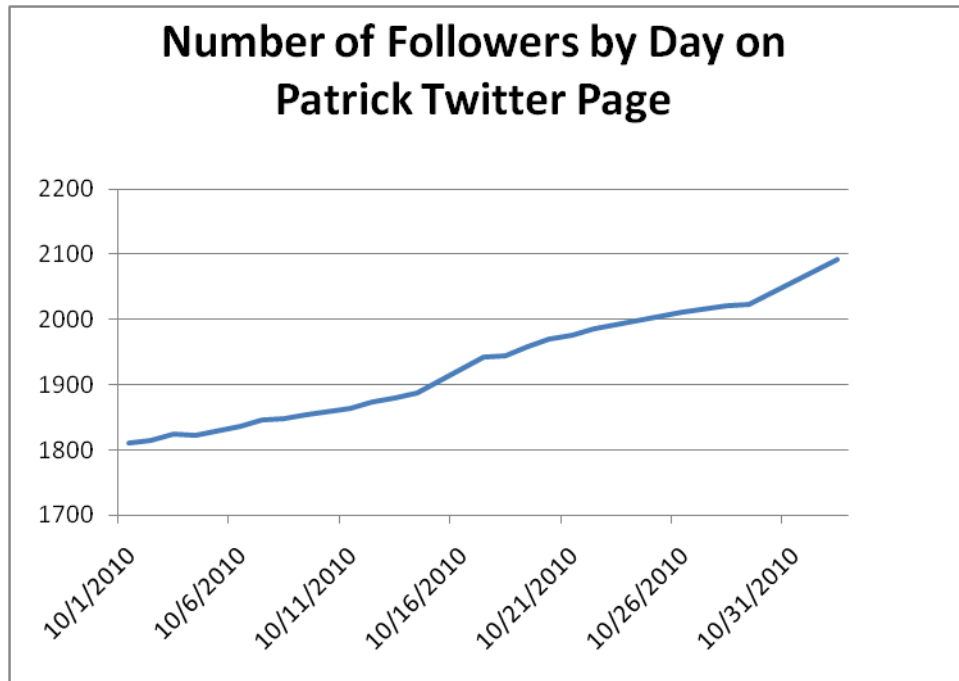


Figure 4.3-5 Number of Followers on VoteDeval Twitter Feed³⁴

Like Baker's followers on Twitter, Patrick's support continued to grow throughout the campaign, and received the largest increase right before the election. As of February of 2011, there have been no new tweets from this page, and the number of followers has declined to just over 2000. It seems that for future campaigns, Deval Patrick should be able to regain online support fairly easily.

Also of note is the fact that Patrick also had another twitter page, devoted to him as governor. While it was not geared towards the election specifically, it allowed for further market penetration on this media source.

4.3.3 Tim Cahill

Cahill's Twitter page saw an increase in the number of followers. From 973 on October 2 to 1,088 November 2, it had an almost linear increase of 11.8% (Fig.4.3 - 6).

³⁴ Note: Figure 4.3-8 compares this data between all candidates. The graph for Patrick supporters only is shown here so as to illustrate the trend better

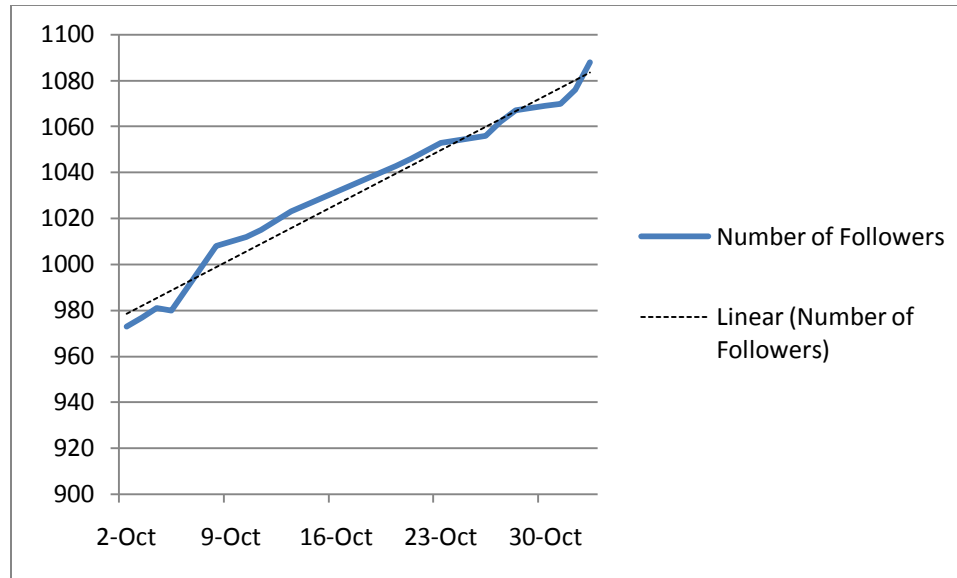


Figure 4.3-6 Number of Followers on Twitter³⁵

Though the number of followers on Twitter was much less than that on Facebook, probably because Twitter is a much smaller platform than Facebook and has fewer users, the similar percentage increase in followers suggests that they are utilized as similarly important tools by the campaign and have the same capacity for growth over the period of an election.

Cahill's Twitter page posted 57 messages and only one of them was a re-tweet of another page. As shown in Fig.4.3 - 7, 91.2% of the tweets were about upcoming campaign activities, which is much larger percentage than the number on Facebook (37.8%).

³⁵ Note: Figure 4.3-8 compares this data between all candidates. The graph for Cahill supporters only is shown here so as to illustrate the trend better

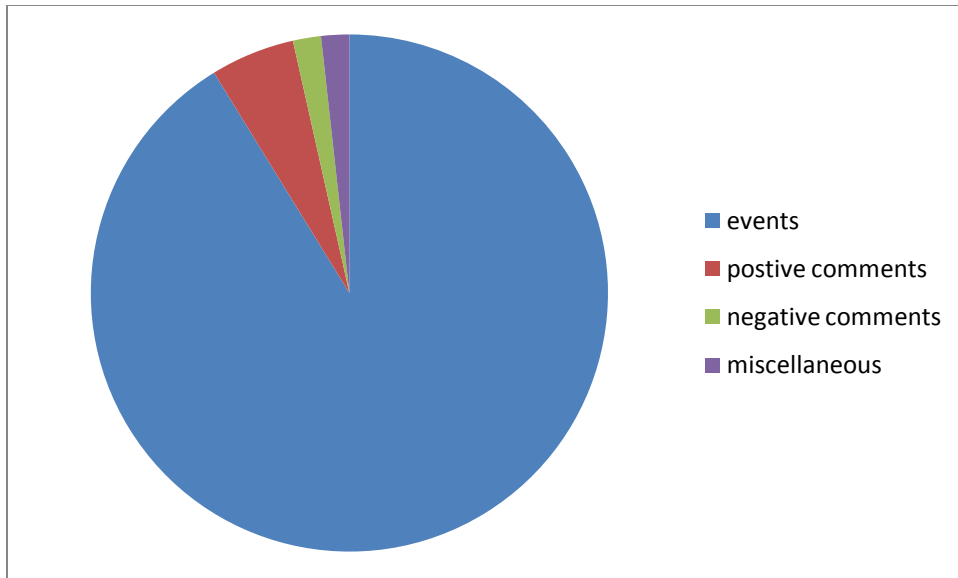


Figure 4.3-7 Tweets by the Cahill Twitter Page

Date	Event	Facebook	Twitter	Website
Oct 7	Cahill accuses former aides and strategists of sabotage	0	0	2
Oct 20	Candidates debate seniors' issues at AARP event	0	0	0
Oct 21	Second-to-last televised debate held in Chicopee	1	0	0
Oct 23	GOP candidate attend Dennis rally amid protest	0	0	0
Oct 24	Governor Christie of New Jersey joins Baker in Melrose rally	0	0	0
Oct 25	Candidates sharpen messages in final televised debate	2	1	0
Oct 29	Rasmussen polls	1	1	1
Oct 31	Campaigns go Halloween	1	1	1
Nov 2	Election Day	0	2	1

Table 4.3-1 Campaign Timeline

Table 4.3-1 shows the number of Cahill's responses in different media to some of the major events in the campaign. As can be seen, it is no surprise that Cahill did not respond to any of the events related to the other candidates (Baker campaign rallies and Patrick's triumph in the election), while he responded to almost all the events related to himself. Moreover, some of the messages were repeated in more than one medium, while others appeared in only one. Furthermore, some messages were repeated in one media more than the others. The latter two may be due to the different functions of the media, as discussed in the last section. For example, Cahill's Twitter page updated two reminders on

Election Day; it can be imagined that if one sees the reminder tweets, he or she is more likely to remember to go to the voting site after work.

4.3.4 Jill Stein

The use of Facebook and Twitter gives smaller campaigns that are less well funded an equal opportunity against their larger competitors. Weekly polls show that Jill Stein would only pull in a percentage of votes that number in the single digits. The Stein campaign was last amongst the four candidates and an assumption here is they would use Facebook and Twitter to its max potential to gain an edge against the opposition.

Twitter was not used as often as Facebook by the Stein campaign. Tweets were made about every other day or sometimes

not at all. For example in the screenshot below from the Stein Twitter page from October 8, 2010 to October 9, 2010 no new tweets can be observed. What

The last day for #MA residents to register to vote in the Nov. 2 election is Wed, Oct 13. Here's how: <http://bit.ly/13IHKU>
10:02 PM Oct 11th, 2010 via TweetDeck

thx 2U! RT @WATDPolitics: @jillsteinforgov Thx for coming to station to take part in our forum, its available at www.959watd.com/political
3:47 PM Oct 8th, 2010 via TweetDeck

We'll use it soon! RT @DarinJulian: @jillsteinforgov Really? No #FF for me? I started #LetSteinShine #magov
2:02 PM Oct 8th, 2010 via TweetDeck

was different from Facebook was the Stein campaign used Twitter more to rally for more donations.

Tweets like "Got democracy? What if paying-to-play only cost five bucks? Well today it does! #FacebookFundraisingFriday" was one of the creative ways the Stein campaign tried to raise money. However, despite their best efforts, the financial shortcomings were reported on Twitter but not on Facebook. The reason here maybe because the Stein twitter community was smaller than that of its Facebook counterpart.

The fan base of both Facebook and Twitter were relatively small and had little changes over the course of the one month observation. The Facebook page started with 2812 fans on October 3, 2010

and on the eve before election night, 3228 followers. Similarly for Twitter page there were 336 at the beginning, and on the eve before election night there were only 401 followers. What could account for the lack of support? Maybe it was the results from weekly polls showing that Jill Stein was consistently last each time that kept voters from becoming too invested in the campaign.

It appears the campaign's general message to the people is that they are genuine. They did not spam people with messages for donations and asked only when they desperately needed to make a certain deadline.

4.3.5 Conclusions

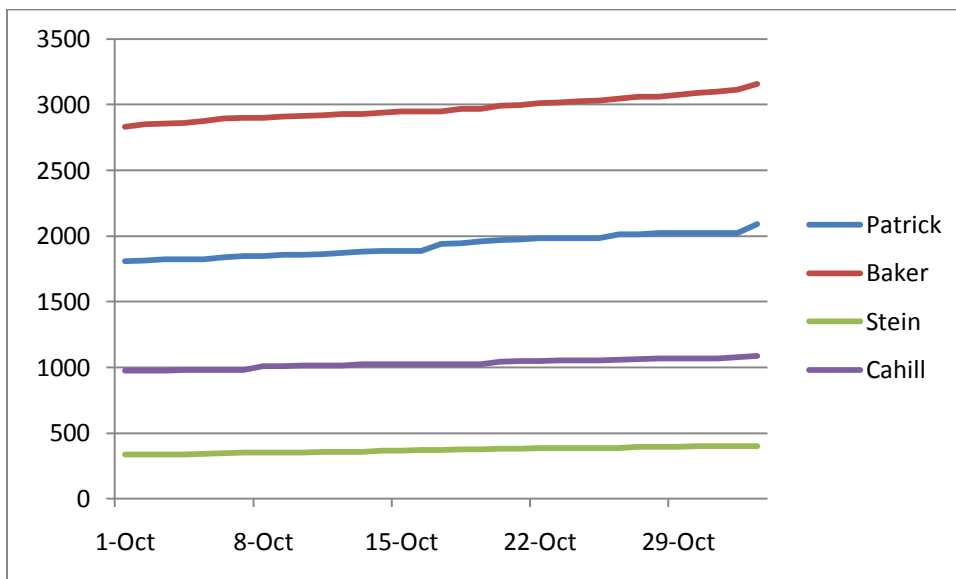


Figure 4.3-8 Twitter followers of each candidate by date

Twitter, while not used as much as many other methods, was utilized by each of the campaigns, albeit with different levels of apparent effort and results. Twitter does not seem to be the most important aspect of an Internet campaign at this point, and may well be the least used method of reaching voters online, of the main few. Followers tend to be limited slow growing, even during the campaign season, and most people only use it, on average, maybe once per day. As can be expected, activity does increase during and after any large scale events, but what is interesting is that a large

majority of messages are either informational or positive in some way. This is probably because most of the people that would click to follow a particular candidate can be assumed to already be supporters who would be most interested in finding out about events in their area they might be able to attend.

Twitter, like most forms of Internet media has the benefit of being extremely individualized and personal. The main problem is that it cannot get the needed market penetration that a campaign desires. People that follow a candidate on twitter are probably already supporters, and while getting these people to volunteer and donate is important, they are not going to change their minds on the election, in all likelihood. It is an exemplary tool in reaching a base, but for influencing voters, television, direct mailings, and personal contact still seem to be the most utilized methods.

4.4 Website Change Over Time Analysis

Making use of external resources such as Twitter, Facebook, and other social networking sites was common in this race, but each candidate also had their own webpage maintained by the campaign. We hypothesized that by measuring the activity of the webpage we could determine what events a campaign considered important.

4.4.1 Charles Baker

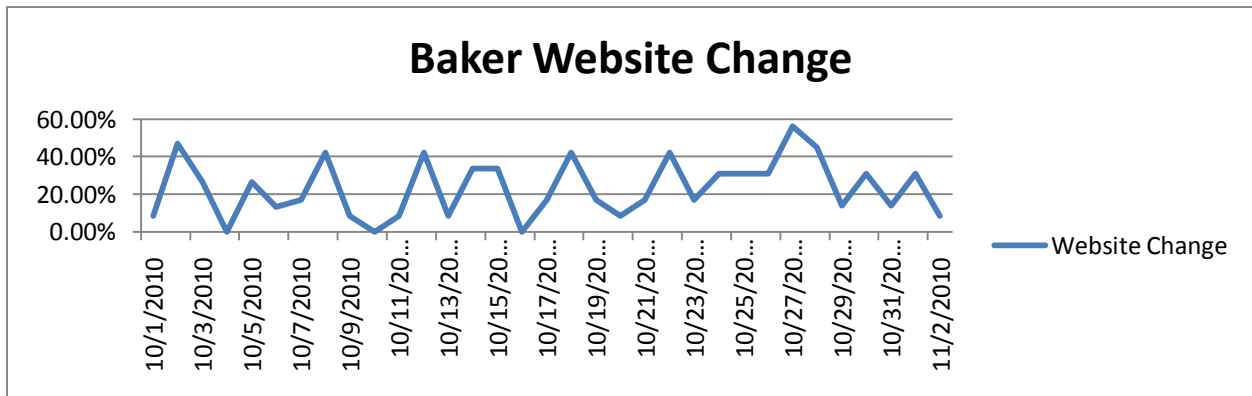


Figure 4.4-1 Baker Website Change Over Time

The Baker website shows relatively constant change in content, as photos updated almost every day. Early on the page shows short periods of inactivity, but near election day, the rate of change never drops below 8% per day, peaking at 56% of the webpage changing on October 27. Over the course of the race, the Baker website changed at an average rate of 24% per day.

4.4.2 Deval Patrick

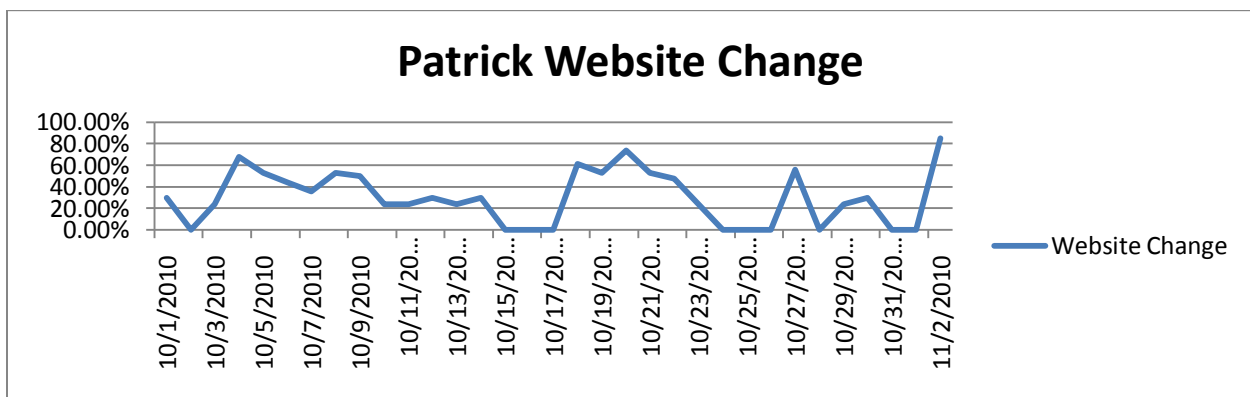


Figure 4.4-2 Patrick Website Change Over Time

The Patrick website also shows relatively constant change of website content due to a board of comments from those involved in the campaign. The longest periods of inactivity are three days long each, occurring on October 15-17 and the 24-26. This could signify the campaign focusing resources on preparing for the debate on the 25. On October 27, the change jumps to 50%, not the highest, but a significant amount of change for one day. This is probably posting comments and reviews of the debates. Over the course of the race, the Patrick website changed at an average rate of 31% per day, the highest of any campaign website.

4.4.3 Tim Cahill

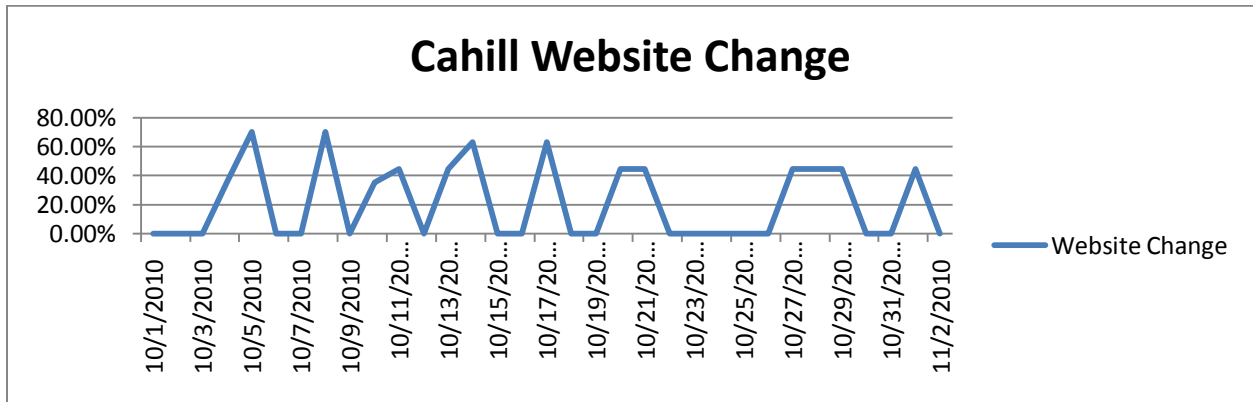


Figure 4.4-3 Cahill Website Change Over Time

The Cahill website changed regularly, but had frequent periods of downtime, usually updating for 2-3 days in a row, followed by 2-3 days of inactivity. The longest period of inactivity is 5 days from October 22-26. This period ends just after October 25, the final televised debate of the race. Cahill maintained an average rate of change in website content of 22% per day.

4.4.4 Jill Stein

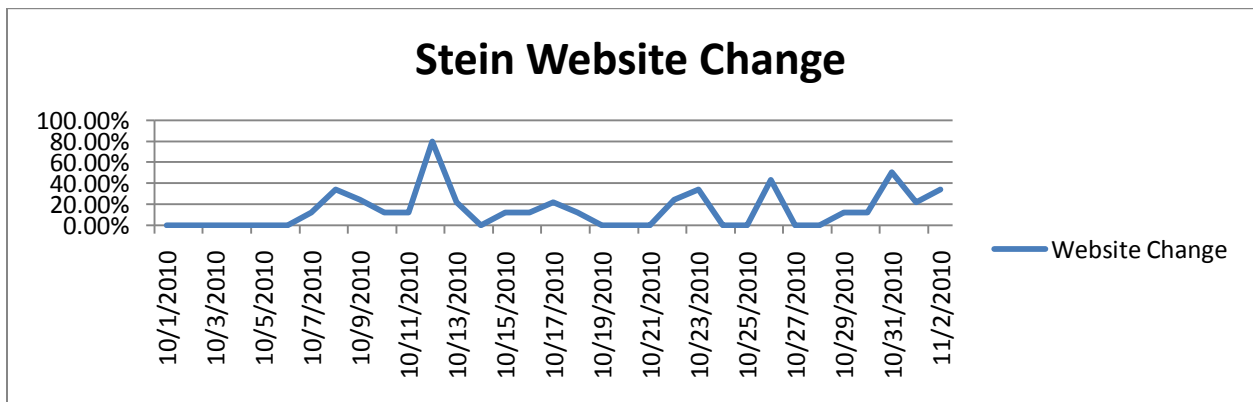


Figure 4.4-4 Stein Website Change Over Time

The Stein website changed at irregular intervals. The longest period of inactivity is 6 days occurring from October 1-6. Closer to the end of the race, updates are more frequent. The highest period of activity is on October 12 in which 80% of the website's content was changed. The Stein website changed content at an average rate of 15% per day.

4.4.5 Conclusions

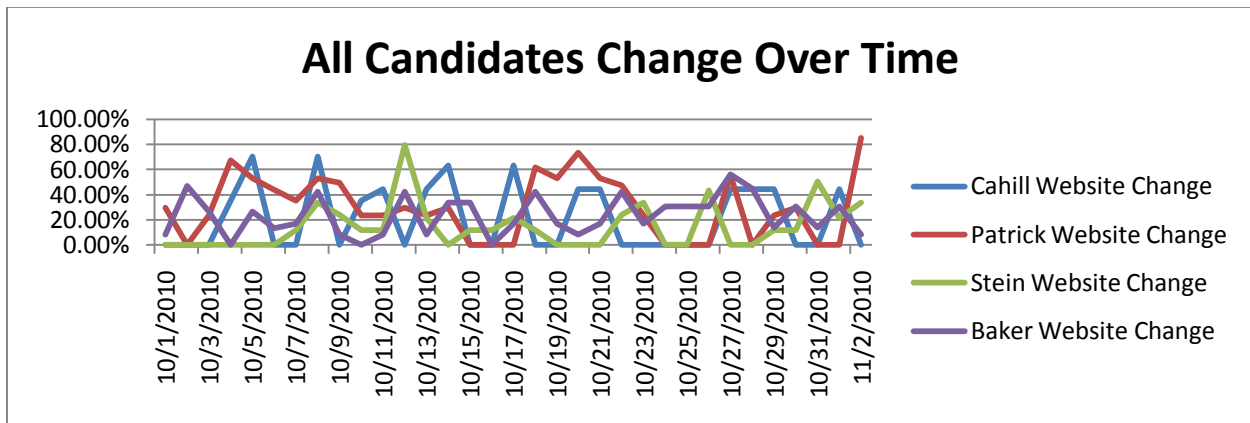


Figure 4.4-5 All Candidates Website Change Over Time

It is clear from the line graphs that specific events can trigger not only rapid change of content, but also downtime. Every campaign website has a spike of activity on October 8 just after Cahill accused former campaign staff of sabotage. Only the Baker campaign made updates on October 25, the day of the final televised debate, and on either the 26th or 27th each candidate has a peak of activity. All of these lend support to the idea that rate of change of a website does appear to be a good indicator of campaign activity, since updates often occurred around important events.

While there is a correlation between average rate of change of the website, and overall performance in the polls, we do not believe this is a direct effect from the websites. Website updates are affected by campaign staff and funding, as well as the number of people already interested in the campaign.

5 Conclusion

5.1 Internet as a Campaign Tool

5.1.1 Social Networking Sites and Campaign Official Websites

The comparison between the contents on the three media of Internet campaign – Facebook, Twitter, and official website – suggests different strategic uses of them. First of all, the different percentages of the same message types on Facebook and Twitter indicate that the two social networking sites were utilized in a different fashion by the campaign. Twitter’s tweets are short and can be instantly sent to people’s mobile devices and therefore are mostly used when the campaign wishes to remind people of an upcoming campaign event or the candidate’s appearance on the media. However, the tweets are only text-based, which largely limits the types of messages that can be sent. The Facebook page, on the other hand, has more functionalities than Twitter and allows the campaign to post photos, audios, videos, as well as links from other websites.

Moreover, when comparing the uses of the social networking sites and the website, it is found that the former tends to be used in a more timely fashion, updating followers on information such as upcoming appearances or review of the latest events. The website, on the other hand, is updated less often but focuses more on the bigger picture, since it provides the visitors with more information on the candidate’s positions on various issues.

While the website generally is updated less often, it functions more than just the source of news and updates, which is what Facebook and Twitter are mainly for. For example, it is the main platform for soliciting volunteers and donations; on the other hand, Facebook and Twitter had a limited function of soliciting funds, only being able to post a request of donation but then direct the users to the campaign’s official website.

However, we find that the website also attempted to connect to more people more often through the social networking sites. For example, on a campaign's webpage has links to various social networking sites including Facebook and Twitter, on the main page and in other sections. Those parts of the website were designed to stay connected to occasional visitors and reach out to other potential supporters through social networking sites.

Additionally, only a very small percentage of the posts on the social networking sites were attacking opponents. It was postulated that the majority of the followers were firm supporters of the campaign; therefore self-promotions were more important in the campaign in terms of soliciting support and votes. To the contrary, the website targets at a wider and more general audience and therefore includes similar amount of self-promotion and opponent criticism, attempting to solidify approval and persuade undecided potential voters at the same time.

To summarize the relationship between the social networking sites and the official website, they are complementary communication tools and are integrated in order to achieve the maximum Internet campaign results.

5.1.2 Campaign Funding and Web Activeness

It seems that the relatively underfunded campaigns, which are also usually the ones of fewer advantages, tend to make more use of the social networking sites as campaign tools. For example, we find that the Stein campaign updated their Facebook more frequently than the other candidates, posting an average of a little more than 2.5 posts per day.

Moreover, the Facebook followers of Stein consisted of almost 10% of the voters for Stein, while merely about 2.5% of the voters of other candidates were following them on Facebook. This may

suggest that, for the Stein campaign, the Facebook page, which takes little to no cost to maintain, was a major channel of communication with the potential voters; while the low percentage for other candidates may imply that they were more financially capable of making use of other methods and relied less on Facebook.

Meanwhile, we also find that the relatively underfunded campaigns made less use of their official websites. For instance, Cahill's and Stein's websites were updated less often and made less efforts to raise funds using the websites. On the contrary, Patrick's website made the greatest effort to do fundraising online.

5.2 Campaign Web Use and Voter Interactions

5.2.1 Follower Criticism on Facebook and Voting Results

It was noticed as a point of interest that not all of the followers of a candidate's Facebook page were strong supporters of him. While most of the comments posted on a candidate's page were encouraging or supportive, some of the comments were sharply criticizing the candidate's positions or characters. The non-supporter component in the Facebook followers is also reflected in the Internet survey. As seen from the responses from the followers of a certain candidate, not all followers actually voted for him in the election. Trying to connect the two unexpected phenomena, we compared the percentage of the negative comments posted by followers on Facebook, and that of the percentage of voters who did not vote for the candidate they were following.

However, we failed to find a strong connection between these two. About 8% of the follower posts on Patrick's page were critic, but in the Internet survey about 16% of the survey participants responded that they did not vote for Patrick; while about 12% did not vote for Baker, none of the comments recorded were negative.

This could be due to a number of reasons: firstly, the sample size of the Internet survey may be too small to draw a solid conclusion from; similarly, the time period of Facebook data collection – one month before the election – may also be too short, and we were missing many of the posts in the other phases in the election cycle.

Next, as Facebook offers an inexpensive and convenient way of getting updates, people may get updated on a topic they are interested in – may the interest be big or small – by the click of a button, without making much commitment.

Moreover, as discussed earlier, Internet may have helped voters to make more informed and well-reasoned decisions by offering them easy access to more than one side of the story. This may have been confirmed by the responses from some Facebook users that they look for campaign information on all candidates. As a result, a person could be following multiple campaigns and voting for one for them after making a judgment on his own. The number or the percentage of this group of people may be able to be reflected in the survey question, like the one we adopted.

Finally, we also consider the situation where some people follow a Facebook page and post comments as a critic of the campaign; their reason could be dissuading the other followers, or could simply due to the freedom of speech on Internet. This percentage could be shown by analyzing the comments recorded. However, it may have little or no connection with the previous number, since the motives of the two groups of the people are quite different.

5.2.2 Campaign Web Updates and Visits

It was known from the survey that many of the voters look for campaign information on a daily basis. Since most of the campaigns (except for Patrick's) update their information on Facebook about

twice a day on average, we try to connect these two by arguing that the more frequently a campaign page is updated, the more often people visit them. The reason is quite simple: if a page is rarely updated, people will gradually lose interest and stop relying on it for information updates.

There is another conclusion that can be drawn from this observed fact: the more visitors there are on a website, the more often the website is updated to cater their need for information. The campaign is able to easily keep track of the number of visitors per day on a websites; on Facebook or Twitter, the number of viewers, as well as viewer enthusiasm, can also be inferred from the numbers of “likes” and comments.

After all, the Internet is a highly interactive media, and it is ambiguous whether the campaign page affects its followers, or it is the other way around.

5.2.3 Social networking is not a panacea for all campaigning issues.

There are many concerns to campaigns, and the Internet has been used to facilitate solutions to the many problems they encounter. Organizing supporters, soliciting donations, encouraging attendance at events, Election Day reminders, disseminating information about the candidate and opponents, and many other actions have been done across Internet media platforms in this past election. However, a fairly small group of people use these sites: the voting population is largely set apart from the Internet one. What it is good at is keeping supporters in touch with the campaign. Good use of social networking will not guarantee a positive election result, other methods should be focused upon, as they are likely more important.

At the end of the campaign, in the afternoon of Election Day, staff members called volunteers, and worked on an extremely large scale, last minute outreach effort in key Boston districts. This style of grassroots organizing still appears to be an important way that campaigns will operate in the future. Sending out a tweet is unlikely to have the impact that this Election Day effort had, and it is unlikely that

in the near future, the Internet will replace not only face-to-face political contact, but also more traditional means of advertising like on television.

5.3 The role of social networking in future elections

5.3.1 Other campaigns in later years might have a different system, with different uses of social networking.

Social networking is extremely flexible. All the uses enumerated above display the potential of social networking, and it does not even scratch the surface of new media techniques that can and have been used in political campaigns. Text messages, emails, and other websites have been used in the past for communicating with followers. The trajectory of new media is difficult to predict, but with the way it has been progressing in recent years, the next Facebook or Twitter might appear imminently. And with the evolution of technology, it can be assumed that political campaigns will advance as well. It may be impossible to predict what will happen in 2012 and beyond, but the Internet will likely play a forever changing role.

5.3.2 Twitter may be premature in its usage for these statewide elections

One specific conclusion that can be drawn from one of the websites used is that Twitter did not have a significant difference on the outcome of this election. The low amount of followers held by each candidate combined with the small amount of significant messages, either received or sent, seems to highlight the general issue with Twitter. Not a large percent of the total voting population is on the site, and one has to be active on the site to notice and take use of many of the features of the site. Basically, someone needs to not only be active on the site itself, but also interested in following a candidate, and interested in keeping up with the actions on the candidate's Twitter feed. In the future, its prevalence may increase, but at the moment, of all the social media techniques studied, it appears to have the least market penetration, and effect on the final outcome of the election.

6 Areas for Further Study

6.1 Methodology

6.1.1 Team Collaboration

One of the benefits of having a team working on a research topic like this one is the ability to looking at issues from different perspectives. However, that could also cause some problems in the research process. For example, when the screen shot data were collected from different websites of the candidates, a categorization of them was needed to precede the analysis of data. Since each of our team members had been following a particular candidate, it came naturally that each of us categorized the data of that particular candidate. However, though the main categories were agreed upon, it was inevitable that each person had a slightly different standard of categorization. That could be contributing to the error in data analysis. One method, which could help to minimize the error in data analysis, that could be adopted by future research groups is that the categorization of posts should be performed by more than one person and then be determined based upon mutual agreement.

Another problem that could be caused by a team is that each team member writes different sections of the report without knowing well what others are writing about, or what the big picture looks like. Therefore, for future research groups, we suggest that every team member read each other's written sections and view the report as a whole, instead of a montage of separate sections and ideas.

6.1.2 Start Data Collection Earlier in the Campaign

This project took roughly one month of data collection of Internet usage by each candidate, in addition to the surveys completed. This amount of data collection could potentially be increased for future project groups, as it may be interesting to know what the candidates did online during

announcement of their candidacy through the primaries and general elections. This could result in a greater coverage of data on the activities of candidates throughout the entire process.

6.1.3 Professional Polling Methods and Cooperation of the Campaigns

There are a couple things that could happen in a perfect world, during the study of a campaign. First, widespread and professional polling methods could be used to develop a more complete study of the attitudes of individuals in the area toward shifting values of Internet media. In this one project, this was not a feasible option due to the limited manpower and budget available. If money were to be put aside for a large-scale operation for polling, either done by hired individuals or a professional polling organization, more conclusions could be drawn from larger datasets. In addition, some kind of incentive system for survey responses could be useful in increasing responses, and could generate a more complete set of polling data.

In addition to better polling, cooperation from the campaigns in regards to strategy, fundraising, and organizational plans could assist the project group in understanding the motivations and approaches of each campaign. However, due to reticence over the release of private campaign information and a lack of time to schedule meetings about this topic, either during or after the election season, this plan never came to fruition. The information that could be received from these campaign staff interviews could prove to be very valuable, and helpful in understanding the specific forces that shape communication policies.

6.2 Points for Further Study

6.2.1 Regional and Demographic Data Analysis

If a more complete series of polling, either by phone or in person on Election Day, is completed, then that data can be compared to regional and demographic characteristics that might be available

from voter registration information and census data. This would provide the study with the ability to see how accurate the assumptions about demographics and Internet use are in reality.

6.2.2 Future Studies on Political Social Networking and Internet Use

Once a template for this type of study has been perfected in small scale races, such as this recent Governor's election, it can and should be applied to more races, including national contests. The data gathered in this election would be the type of information that would be extremely valuable in the 2012 Presidential election. In addition to this, there are hundreds of other important races, like for all Governors across the country, for U.S. Representatives and Senators, and even some other local races. The data could then be compared across races and platforms, keeping demographics and party information in mind so as to generate a more interesting and complete series of information about social networking and politics. Ideally this would be accompanied with professional polling and constant contact with important campaign staff. This large scale effort would be difficult to achieve, but the foundations laid in this project would serve well as a preliminary template for hundreds of future studies.

7 Appendices

7.1 Exit Polling Data

Response	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Addition	Source
1	21-30	Have a Bachelor's degree	Yes		Not Often	I did neither	other	Charlie Baker	Exit Polling
2	31-40	Have a high school diploma	Yes	How they would help impr	Once	I did neither	I did through email	Deval Patrick	Exit Polling
3	41-50	Have a Bachelor's degree	Yes	The better help and work	Not Often	I did neither	I did through email	Deval Patrick	Exit Polling
4	21-30	Have a high school diploma	No			I did neither	None	Deval Patrick	Exit Polling
5	21-30	Pursuing a Bachelor's degree	Yes	Basic Knowledge	Not Often	I did neither	None	Charlie Baker	Exit Polling
6	41-50	Have a Bachelor's degree	Yes	What did they stand for	Once	I did neither	None	Charlie Baker	Exit Polling
7	41-50	Have a high school diploma	No			I did neither	I did through email, I did through Facebook		Exit Polling
8	Over 60	Have a Bachelor's degree	No			I did neither	I did through email		Exit Polling
9	21-30	Have a Master's degree	Yes	to get more information o	Once or twice	I did neither	None	Deval Patrick	Exit Polling
10	21-30	Have a Bachelor's degree	Yes	General Info	Once	I did neither	I did through Facebook	Charlie Baker	Exit Polling
11	31-40	Have a Master's degree	No		None	I did neither	I did through email, I did through Facebook		Exit Polling
12	41-50	Have a Bachelor's degree	Yes	Tax policy, Cape Wind, Ca	Once or twice	I did neither	None	Charlie Baker	Exit Polling
13	51-60	Have a Master's degree	Yes	Already decided	Not at all	I donated online	I did through email	Deval Patrick	Exit Polling
14	Over 60	Have a Bachelor's degree	No			I did neither	None	Charlie Baker	Exit Polling
15	Over 60	Have a high school diploma	No			I did neither	None	Charlie Baker	Exit Polling
16	51-60	Have a high school diploma	No		None	I did neither	None	Deval Patrick	Exit Polling
17	31-40	Pursuing a Bachelor's degree	No			I did neither	None	Deval Patrick	Exit Polling
18	31-40	Have a high school diploma	No		Never	I did neither	None	Tim Cahill	Exit Polling
19	41-50	Have a Bachelor's degree	No			I did neither	None	Deval Patrick	Exit Polling
20	31-40	Have a Bachelor's degree	No			I did neither	I did through email	Deval Patrick	Exit Polling
21	Over 60	Have an advanced degree	Yes	Where did they stand on c	None	I did neither	None	Jill Stein	Exit Polling
22	21-30	Have a Bachelor's degree	No			I did neither	other	Deval Patrick	Exit Polling
23	41-50	Have a high school diploma	Yes			I signed up for volunteering	other	Deval Patrick	Exit Polling
24	31-40	Have a high school diploma	Yes	i		I did neither	I did through email	Deval Patrick	Exit Polling
25	Over 60	Have a high school diploma	No			I did neither	other	Charlie Baker	Exit Polling
26	Over 60	Have a high school diploma	No			I did neither	None	Charlie Baker	Exit Polling
27	21-30	Have a high school diploma	Yes	Where they stand on point	Everyday	I did neither			Exit Polling
28	31-40	Have a high school diploma	No		Not Often	I did neither	None	Deval Patrick	Exit Polling
29	Over 60	Have a high school diploma	No			I did neither	other	Deval Patrick	Exit Polling
30	21-30	Have a Master's degree	No	Where they stand on point		I did neither	I did through Facebook	Charlie Baker	Exit Polling
31	51-60	Pursuing a Bachelor's degree	No			I did neither	None	Charlie Baker	Exit Polling
32	51-60	Have a high school diploma	No		I don't	I did neither	None	Charlie Baker	Exit Polling
33	31-40	Have a Bachelor's degree	No			I did neither	None		Exit Polling
34	41-50	Have a high school diploma	Yes				None	Charlie Baker	Exit Polling
35	Over 60	Have a high school diploma	No			I did neither	None	Deval Patrick	Exit Polling
36	41-50	Have a high school diploma	Yes	Just information in Genera	not often	I did neither	none	Deval Patrick	Exit Polling
37	41-50	Have a high school diploma	No	(n/a)	(n/a)	I did neither	none		Exit Polling
38	41-50	Have a Master's degree	Yes	Issues, ads I didn't see on	2 times maybe	I did neither	I did through email, I did through Facebook, I	None	Exit Polling
39	51-60	Pursuing a Bachelor's degree	No		never	I did neither	None	Deval Patrick	Exit Polling
40	31-40	Have a high school diploma	No			I did neither	None	Charlie Baker	Exit Polling
41	21-30	Have a Bachelor's degree	Yes	Issues, campaign schedule	3-4 times daily	I did both	I did through Facebook, I did through Twitter	Deval Patrick	Exit Polling
42	Over 60	Have a Master's degree	Yes	Party affiliation, voting rec	Couple of times a week	I donated online	I did through email	Deval Patrick	Exit Polling
43	31-40	Have a Bachelor's degree	No			I did neither	I did through email, I did through Facebook	Deval Patrick	Exit Polling
44	21-30	Have a Bachelor's degree	No		Never	I did neither	None	Deval Patrick	Exit Polling
45	Over 60	Have an advanced degree (ph.D.)	Yes		ones week		None	Deval Patrick	Exit Polling
46	21-30	Pursuing a Bachelor's degree	No			I did neither	None	Charlie Baker	Exit Polling
47	41-50	Have an Advanced Degree	No		Rarely. Print or news sites	I did neither	I did through email, I did through Facebook	Tim Cahill	Exit Polling
48	41-50	Have a high school diploma	No		Rarely if ever	I did neither	I did through email, I did through Facebook, O	Deval Patrick	Exit Polling
49	Over 60	Have a high school diploma	No			I did neither	None	Charlie Baker	Exit Polling
50	31-40	Have a high school diploma	No	increase jobs		I did neither	I did through Facebook	Charlie Baker	Exit Polling
51	41-50	Have a Master's degree	No			I did neither	None	Deval Patrick	Exit Polling
52	41-50	Have a Bachelor's degree	Yes	Policy	1 a month	I donated online	I did through email	Charlie Baker	Exit Polling
53	Over 60	Have a high school diploma	No		Never	I did neither	other	Charlie Baker	Exit Polling
54	Over 60	Have a high school diploma	Yes			I donated online	I did through Facebook	Deval Patrick	Exit Polling
55	Below 21	Pursuing a Bachelor's degree	Yes	platforms, something that	Once or twice	I did neither	I did through email, other (in person)	Deval Patrick	Exit Polling
56	31-40	Have an advanced degree	No		for reg. election cycle - not	I did neither	I did through Facebook, other	Deval Patrick	Exit Polling
57	Over 60		No			I did neither	None	Tim Cahill	Exit Polling
58	51-60	Have a Master's degree	No			I did neither	None	Deval Patrick	Exit Polling
59	Over 60	Have an advanced degree	Yes			I donated online	I did through email	Deval Patrick	Exit Polling
60	Over 60	Have a Bachelor's degree	No		N/A	I did neither	None		Exit Polling
61	41-50	Pursuing a Bachelor's degree	Yes	I didn't in this case (Patrick	I have before, not recently	I did neither	I did through email (but not about the MA gov	Deval Patrick	Exit Polling
62	51-60	Have a high school diploma	No	Word of mouth/news		I did neither	other	Deval Patrick	Exit Polling

7.2 Facebook Sourced Survey Results

7.2.1 Deval Patrick Facebook Survey Results

71	21-30	Have a Bachelor's degree	Yes			I did both	I did through email, I did through Facebook,	Deval Patrick		Deval Face
72	21-30	Have a Bachelor's degree	Yes	Recent events, press relea	~once a week	I donated online.	I did through email, I did through Facebook.	Deval Patrick		Deval Face
79	21-30	Have a Bachelor's degree	Yes	Platform, voting record, su	Monthly	I did both	None	Deval Patrick		Deval Face
77	21-30	Have a Master's degree	Yes	Where to volunteer		I signed up for volunteering	I did through Facebook, I did through Twitter	Deval Patrick		Deval Face
78	21-30	Pursuing a Bachelor's degree	Yes	Stances on political issues. News articles		I did neither	I did through Facebook, Other	Deval Patrick		Deval Face
81	21-30	Pursuing a Bachelor's degree	Yes	What the candidate's posi	1-3 times a week	I signed up for volunteering	I did through email, I did through Facebook.	Deval Patrick		Deval Face
63	Below 21	Pursuing a Bachelor's degree	Yes	Nothing specific as I work	n/a	I signed up for volunteering	I did through email, I did through Facebook.	Deval Patrick		Deval Face
65	Below 21	Pursuing a Bachelor's degree	Yes	Positions on specific issue:	1-3 times each week	I signed up for volunteering	I did through email, I did through Facebook.	Deval Patrick		Deval Face
68	Below 21	Pursuing a Bachelor's degree	Yes			I did neither	I did through email, I did through Facebook.	Deval Patrick		Deval Face
69	Below 21	Pursuing a Bachelor's degree	Yes			I signed up for volunteering	I did through email, I did through Facebook.	Deval Patrick		Deval Face
73	Below 21	Pursuing a Bachelor's degree	Yes	none	n/a	I signed up for volunteering	I did through email, I did through Facebook.	Deval Patrick		Deval Face
				Boston.com						
74	Below 21	Pursuing a Bachelor's degree	Yes	Blue Mass Group	Too Much	I did both	I did through email, I did through Facebook,	Deval Patrick		Deval Face
75	Below 21	Pursuing a Bachelor's degree	Yes	Their specific positions on	About 4-5 times during the	I did neither	I did through email, I did through Facebook.	Deval Patrick		Deval Face
76	Below 21	Pursuing a Bachelor's degree	Yes	Stance towards health car	weekly	I donated online.	I did through email, I did through Facebook.	Deval Patrick		Deval Face
80	Below 21	Pursuing a Bachelor's degree	Yes			I signed up for volunteering	I did through email, I did through Facebook.	Deval Patrick		Deval Face
64	21-30	Have a Bachelor's degree	Yes			I donated online.	I did through email, I did through Facebook.		I didn't vote for any of them	Deval Face
66	21-30	Pursuing a Bachelor's degree	Yes	positions, talking points, th	a few times a week	I donated online.	I did through Facebook.		I didn't vote for any of them	Deval Face
70	21-30	Pursuing a Bachelor's degree	Yes			I donated online.	I did through email, I did through Facebook.		I didn't vote for any of them	Deval Face
67	Below 21	Pursuing a Bachelor's degree	Yes	Stances on education, hea	1x week					Deval Face

7.2.2 Tim Cahill Facebook Survey Results

87	41-50	Have a Bachelor's degree	Yes	I looked for their positions:	2-3 times per week	I donated online.	I did through email, I did through Facebook.	Charlie Baker		Cahill Face
88	41-50	Have a Bachelor's degree	Yes	Their stance on environme	monthly	I did neither.	Other	Deval Patrick	I am awaiti	Cahill Face
84	51-60	Have a Master's degree	Yes			I did both.	I did through email, I did through Facebook.	Deval Patrick		Cahill Face
82	Over 60	Have an advanced degree (i.e. Ph.D)	Yes	All, including my own.	Daily	I did neither.	I did through email, I did through Facebook.	Tim Cahill	I was also r	Cahill Face
83	51-60	Have a Bachelor's degree	Yes	All candidates	almost daily	I did neither.	I did through email, I did through Facebook.	Tim Cahill		Cahill Face
85	41-50	Have a Master's degree	Yes	General information about	3x per week	I did both.	I did through email, I did through Facebook.	Tim Cahill		Cahill Face
86	21-30	Have a high school diploma	Yes	Everything about what the	Daily, usually on facebook	I did neither.	I did through Facebook.	Tim Cahill		Cahill Face
89	51-60	Pursuing a Bachelor's degree	Yes	Updates as to activities, h	daily	I donated online.	I did through email, I did through Facebook.	Tim Cahill		Cahill Face
90	51-60	Have a high school diploma	Yes	background,education,em	1-2 times	I did neither.	None	Tim Cahill		Cahill Face
91	51-60	Have a high school diploma	Yes			I did neither.	I did through email, I did through Facebook.	Tim Cahill		Cahill Face

7.2.3 Charlie Baker Facebook Survey Results

What is your age group?	What is your educational level?	What candidate(s) information were you looking for online?	How frequently?	Did you donate or sign up for volunteering online?	Did you communicate with friends or family about the election through email, Facebook, or Twitter	Who did you vote for in the governor's race this year?	Additional comments
21-30	Pursuing a Bachelor's degree	some stuff	3-4 times a day	I did neither.	Other		I used Skype and World of Warcraft Trade channel on Alleria-US to discuss candidate information
21-30	Pursuing a Bachelor's degree	Charlie Baker		I did neither.	I did through Facebook	Charlie Baker	
41-50	Have a Master's degree	Charlie Baker news and info, updates, community posts, etc. Their basic positions on issues, but more importantly, the arguments of supporters of campaigns.	Several times a day	I did neither.	I did through Facebook, I did through Twitter	I didn't vote for any of them	I supported Charlie Baker but I don't live in MA so couldn't vote.
51-60	Have a Bachelor's degree	Charlie Baker	Daily	I signed up for volunteering online.	I did through Facebook, Other	Deval Patrick	
21-30	Pursuing a Bachelor's degree	tim cahil deval patrick	once a day	I signed up for volunteering online.	I did through Facebook	Charlie Baker	
41-50	Pursuing a Bachelor's degree			I donated online.	I did through Facebook	Charlie Baker	
Below 21	Have a high school diploma	All of them.	once a month and more frequently closer to election day.	I signed up for volunteering online.	I did through Facebook	Charlie Baker	
	Have a Bachelor's degree	Charlie Baker	Weekly	I donated online.	I did through Facebook, I did through Twitter	Charlie Baker	
	Have a high school diploma	Information on Carlie Baker	1-2 a week	I did neither.	I did through Facebook	Charlie Baker	
	Have a high school diploma	Charlie Baker I was looking to see how he interacted with the people and how often he responded to ?'s	every day	I signed up for volunteering online.	I did through Facebook	Charlie Baker	I think that the internet is a wonderful way to learn and gather info when used in the proper manner
	Have a Bachelor's degree	Positions on the issues Their positions on certain problems within State government - mainly regarding racism and budget cuts and other unfair practices by the current administration.	weekly	I donated online.	I did through Facebook, I did through Twitter	Charlie Baker	
	Have a high school diploma		all the time	I did both.	I did through Facebook	Charlie Baker	

Pursuing a Bachelor's degree	all	daily	I did neither.		Charlie Baker	used campaign monitoring sites frequently, often used facebook groups as a means to get my views out.
Pursuing a Bachelor's degree	both, all information, past voting records, policy, etc	often	I donated online.	I did through Facebook	Charlie Baker	
Have an advanced degree(i.e. Ph.D., M.D., J.D., etc.)	Events, volunteer opportunities	daily	I signed up for volunteering online.	I did through email, Facebook	Charlie Baker	
						This state is going broke just like CA, NJ, NY, and IL. There will no longer be Fed money to bail them out. It is funny how Gov. Patrick now wants to raise state workers retirement age and they will just keep voting Democrat over and over. If a Republican governor like Charlie Baker would want to do that, everyone would be raising hell...lol.
Have a Master's degree	Charles Baker	once a week	I donated online.	I did through Facebook	Charlie Baker	
Have a high school diploma			I did both.	I did through Facebook	Charlie Baker	

7.2.4 Jill Stein Facebook Survey Results

What is your age group?	What is your educational level?	Did you look for the candidates' information online (website, Facebook, Twitter, etc)?	What candidate information were you looking for?	How frequently did you check the candidate's website (Facebook, Twitter, etc)	Did you donate or sign up for volunteering online?	Did you communicate with friends or family about the election through email, Facebook, or Twitter?	Who did you vote for in the governor's race this year?	Additional Comments
Below 21			All	At the very least once a day	I signed up for volunteering online	I did through email, I did through Facebook, I did through Twitter		
31-40	Have a Master's degree		All	daily within the news feed of my own accounts,	I did neither	I did through email, I did through Facebook, I did through Twitter	Charlie Baker	lessor of 4 evils.
51-60	Have a high school diploma		I don't know what information I could ask for that would change my mind that this race was fixed! If they didn't keep Jill in the race they should have taken away Tim as well. I think Jill would have been the best choice all around. I'm tired of the two party system. Why didn't all this corruption come out before the race instead of right after it?	I was on the mailing list & waited till I got information. I've been unemployed for approximately 2 yrs. because of a corrupt legal case in our broken court systems or I would have volunteered to do more.	I did neither	I did through Facebook	Jill Stein	Something has to change if the Green Party is going to make a difference in the next election. Your up against a lot of corruption.
								I chose not to vote.
21-30	Have a Bachelor's degree		All	daily	I did both	I did through email, I did through Facebook, I did through Twitter		I was political director for former State Representative Paul J. P. Loscocco, after we made the decision to abandon the campaign, I affirmatively chose not to cast a ballot against a ticket I spent the last year working for.

7.3 Twitter Content Analysis

7.3.1 Deval Patrick Twitter Content Analysis

Date	#Followers	Author	Message
10/1/2010	1810	akloftus	News
10/1/2010	1810	alexjgoldstein	News
10/1/2010	1810	Greg_Reibman	Events
10/1/2010	1810	kgasperine	Donations
10/1/2010	1810	PatrickRoath	News
10/1/2010	1810	VoteDeval	Donations
10/1/2010	1810	VoteDeval	Events
10/2/2010	1814	VoteDeval	Misc
10/2/2010	1814	VoteDeval	Misc
10/3/2010	1824	brendanbrendan	Events

10/3/2010	1824	danielburgess	Events
10/4/2010	1822	jkleja	Events
10/4/2010	1822	kgasperine	Donations
10/4/2010	1822	MikeRossBoston	Events
10/4/2010	1822	VoteDeval	Misc
10/4/2010	1822	VoteDeval	Pos
10/6/2010	1837	massequality	Pos
10/6/2010	1837	mwbracken	Events
10/6/2010	1837	PatrickRoath	News
10/6/2010	1837	PowerFlite	Pos
10/6/2010	1837	VoteDeval	Events
10/7/2010	1847	brendanbrendan	News
10/7/2010	1847	CI_Warner	Events
10/7/2010	1847	CI_Warner	Events
10/7/2010	1847	DP_Katherine	Events
10/7/2010	1847	StateHouseRock	Neg
10/7/2010	1847	VoteDeval	Events
10/7/2010	1847	VoteDeval	Misc
10/7/2010	1847	VoteDeval	Misc
10/7/2010	1847	VoteDeval	Misc
10/7/2010	1847	VoteDeval	Neg
10/7/2010	1847	VoteDeval	Neg
10/8/2010	1849	andersonchang	Events
10/8/2010	1849	Greg_Reibman	Misc
10/9/2010	1855	AlanaEichner	Pos
10/9/2010	1855	BonnieMcGilpin	Events
10/9/2010	1855	BostonHaitian	Pos
10/9/2010	1855	DP_Katherine	News
10/9/2010	1855	DP_Sydney	Events
10/9/2010	1855	VoteDeval	Events
10/9/2010	1855	VoteDeval	Events
10/9/2010	1855	VoteDeval	Misc
10/9/2010	1855	VoteDeval	Misc
10/9/2010	1855	VoteDeval	Misc
10/11/2010	1864	AjAlaluf	Events
10/11/2010	1864	pbernon	Events
10/11/2010	1864	VoteDeval	Events
10/11/2010	1864	VoteDeval	Events
10/11/2010	1864	VoteDeval	Misc
10/11/2010	1864	VoteDeval	Misc
10/11/2010	1864	VoteDeval	News
10/11/2010	1864	VoteDeval	Pos
10/11/2010	1864	VoteDeval	Pos
10/12/2010	1874	GoodMenProject	Pos
10/12/2010	1874	Rkantor	Events

10/12/2010	1874	TimMurray2010	Pos
10/12/2010	1874	VoteDeval	Events
10/12/2010	1874	VoteDeval	Misc
10/12/2010	1874	VoteDeval	Misc
10/12/2010	1874	VoteDeval	Pos
10/13/2010	1880	AshleyD1923	Pos
10/13/2010	1880	DotNews	Pos
10/13/2010	1880	lkoester_dpc	Pos
10/13/2010	1880	VoteDeval	Misc
10/13/2010	1880	VoteDeval	Misc
10/13/2010	1880	VoteDeval	Misc
10/13/2010	1880	VoteDeval	News
10/14/2010	1887	VoteDeval	Misc
10/14/2010	1887	VoteDeval	News
10/14/2010	1887	VoteDeval	News
10/14/2010	1887	VoteDeval	Pos
10/17/2010	1942	andersonchang	Pos
10/17/2010	1942	APAforProgress	Pos
10/17/2010	1942	DP_Sydney	Pos
10/17/2010	1942	titojackson	Pos
10/17/2010	1942	VoteDeval	Misc
10/17/2010	1942	VoteDeval	Misc
10/17/2010	1942	VoteDeval	Misc
10/17/2010	1942	VoteDeval	News
10/17/2010	1942	VoteDeval	Pos
10/18/2010	1945	VoteDeval	Misc
10/18/2010	1945	VoteDeval	Neg
10/18/2010	1945	VoteDeval	Neg
10/18/2010	1945	VoteDeval	News
10/18/2010	1945	VoteDeval	Pos
10/18/2010	1945	VoteDeval	Pos
10/19/2010	1959	bluemassgroup	News
10/19/2010	1959	kgilnack	Pos
10/19/2010	1959	VoteDeval	Misc
10/19/2010	1959	VoteDeval	Misc
10/19/2010	1959	VoteDeval	Misc
10/19/2010	1959	VoteDeval	Misc
10/19/2010	1959	VoteDeval	Pos
10/19/2010	1959	wipolitics	Pos
10/20/2010	1970	ashmont	Pos
10/20/2010	1970	JamieEldridgeMA	Events
10/20/2010	1970	MsAlexMM	Pos
10/20/2010	1970	VoteDeval	Misc
10/20/2010	1970	VoteDeval	Misc
10/20/2010	1970	VoteDeval	Misc

10/20/2010	1970	VoteDeval	Pos
10/20/2010	1970	VoteDeval	Pos
10/21/2010	1976	2010gotv	Events
10/21/2010	1976	VoteDeval	Events
10/21/2010	1976	VoteDeval	Events
10/21/2010	1976	VoteDeval	Misc
10/21/2010	1976	VoteDeval	Neg
10/21/2010	1976	VoteDeval	News
10/21/2010	1976	VoteDeval	Pos
10/21/2010	1976	VoteDeval	Pos
10/21/2010	1976	VoteDeval	Pos
10/21/2010	1976	VoteDeval	Pos
10/21/2010	1976	VoteDeval	Pos
10/22/2010	1986	AllieShan	Pos
10/22/2010	1986	andersonchang	Pos
10/22/2010	1986	DJCharlie1986	Events
10/22/2010	1986	DP_Katherine	Events
10/22/2010	1986	JHKleschinsky	Events
10/22/2010	1986	kerb2009	Pos
10/22/2010	1986	VoteDeval	Events
10/22/2010	1986	VoteDeval	Events
10/22/2010	1986	VoteDeval	Misc
10/22/2010	1986	VoteDeval	Misc
10/22/2010	1986	VoteDeval	Misc
10/22/2010	1986	VoteDeval	Pos
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	VoteDeval	Misc
10/26/2010	2011	YaniqueShaw	Pos
10/28/2010	2022	jessemermell	Pos
10/28/2010	2022	rjmcgrail	Pos
10/28/2010	2022	VoteDeval	Misc
10/28/2010	2022	VoteDeval	Misc
10/28/2010	2022	VoteDeval	Misc
10/28/2010	2022	VoteDeval	Misc
10/28/2010	2022	VoteDeval	Misc
10/28/2010	2022	VoteDeval	Misc
10/28/2010	2022	VoteDeval	Misc

10/28/2010	2022	VoteDeval	Misc
10/28/2010	2022	VoteDeval	Misc
10/29/2010	2024	rafigoldberg	Pos
10/29/2010	2024	VoteDeval	Events
11/2/2010	2092	ashley_coulombe	Events
11/2/2010	2092	VoteDeval	Events
11/2/2010	2092	VoteDeval	Events
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc
11/2/2010	2092	VoteDeval	Misc

7.3.2 Tim Cahill Twitter Content Analysis

Date	number of followers	author	message category	pporter?	su
2-Oct	973	Cahill	events		
			events		
			events		
			events		
3-Oct	977		events		
4-Oct	981		events		
5-Oct	980		events		
6-Oct			events		
			events		
			events		
7-Oct			events		
8-Oct	1008		events		
			events		
			events		
			events		
10-Oct	1012		events		
11-Oct	1015		events		

12-Oct			events events events events	
13-Oct	1023	EmilyRooneyShow	events	
14-Oct			events	
15-Oct			events events	
17-Oct			positive	
18-Oct			negative	s
19-Oct			misc	
20-Oct	1043		positive	
21-Oct	1046		events	
23-Oct	1053		events events	
25-Oct			events	
26-Oct	1056		events events	
27-Oct	1062		events events	
28-Oct	1067		events events	
29-Oct			events events events events events	
30-Oct	1069		events events	
31-Oct	1070		positive	
1-Nov	1076		events events	
2-Nov	1088		events events	

7.3.3 Charlie Baker Twitter Content Analysis

Date	Author	Number of Followers	Subject
10/01/10	BakerForGov	2832	Events
10/01/10	BakerForGov	2832	Events
10/01/10	BakerForGov	2832	Events

10/01/10	BakerForGov	2832	Negative
10/02/10	BakerForGov	2850	Events
10/02/10	BakerForGov	2850	Events
10/03/10	BakerForGov	2857	Events
10/03/10	BakerForGov	2857	Events
10/04/10	BakerForGov	2859	Events
10/04/10	BakerForGov	2863	Events
10/04/10	BakerForGov	2863	Events
10/04/10	BakerForGov	2863	Events
10/05/10	BakerForGov	2874	Events
10/06/10	BakerForGov	2894	Negative
10/06/10	BakerForGov	2894	Negative
10/06/10	BakerForGov	2894	Events
10/06/10	BakerForGov	2894	Events
10/06/10	BakerForGov	2900	Negative
10/06/10	BakerForGov	2900	Events
10/07/10	BakerForGov	2901	Negative
10/07/10	BakerForGov	2901	Negative
10/07/10	BakerForGov	2901	Negative
10/09/10	BakerForGov	2908	Events
10/10/10	BakerForGov	2914	Negative
10/10/10	BakerForGov	2915	Positive
10/11/10	BakerForGov	2919	Positive
10/11/10	BakerForGov	2919	Events
10/11/10	BakerForGov	2919	Events
10/12/10	BakerForGov	2927	Positive
10/12/10	BakerForGov	2927	Negative
10/12/10	BakerForGov	2927	Events
10/12/10	BakerForGov	2927	Events
10/13/10	BakerForGov	2927	Positive
10/13/10	BakerForGov	2927	Donations
10/13/10	BakerForGov	2927	Donations
10/13/10	BakerForGov	2930	Positive
10/13/10	BakerForGov	2930	Positive
10/14/10	BakerForGov	2937	Events
10/14/10	BakerForGov	2937	Positive
10/15/10	BakerForGov	2948	Positive
10/15/10	BakerForGov	2948	Positive
10/15/10	BakerForGov	2948	Events
10/15/10	BakerForGov	2948	Events
10/18/10	BakerForGov	2967	Negative
10/18/10	BakerForGov	2967	Events
10/18/10	BakerForGov	2967	Events
10/20/10	BakerForGov	2992	Events
10/20/10	BakerForGov	2992	Events
10/20/10	BakerForGov	2992	Events
10/21/10	BakerForGov	2999	Negative
10/21/10	BakerForGov	2999	Positive
10/21/10	BakerForGov	2999	Positive

10/21/10	BakerForGov	2999	Events
10/21/10	BakerForGov	3000	Events
10/22/10	BakerForGov	3010	Negative
10/23/10	BakerForGov	3017	Events
10/23/10	BakerForGov	3017	Events
10/24/10	BakerForGov	3024	Events
10/24/10	BakerForGov	3024	Events
10/24/10	BakerForGov	3024	Events
10/25/10	BakerForGov	3033	Events
10/25/10	BakerForGov	3033	Positive
10/26/10	BakerForGov	3033	Events
10/26/10	BakerForGov	3044	Events
10/26/10	BakerForGov	3044	Positive
10/26/10	BakerForGov	3044	Positive
10/26/10	BakerForGov	3044	Events
10/27/10	BakerForGov	3058	Negative
10/27/10	BakerForGov	3058	Positive
10/27/10	BakerForGov	3058	Events
10/28/10	BakerForGov	3060	Events
10/29/10	BakerForGov	3074	Events
10/29/10	BakerForGov	3074	Events
10/29/10	BakerForGov	3074	Events
10/29/10	BakerForGov	3074	Negative
10/30/10	BakerForGov	3089	Positive
10/30/10	BakerForGov	3089	Events
10/30/10	BakerForGov	3089	Events
10/30/10	BakerForGov	3091	Positive
10/31/10	BakerForGov	3097	Positive
11/01/10	BakerForGov	3116	Events
11/01/10	BakerForGov	3116	Events
11/01/10	BakerForGov	3116	Positive
11/01/10	BakerForGov	3116	Events
11/02/10	BakerForGov	3159	Positive
11/02/10	BakerForGov	3159	Events
11/02/10	BakerForGov	3159	Events

7.3.4 Jill Stein Twitter Content Analysis

Date	#Followers	Author	Message	Additional Comments
10/3/2010	336	TweetDeck	Events	
10/3/2010	336	TweetDeck	Donation	
10/3/2010	336	TweetDeck	Positive	
10/3/2010	336	TweetDeck	Informational	
10/3/2010	336	TwitWall	Events	
10/3/2010	336	TwitWall	Negative	

10/3/2010	336	TweetDeck	Misc	
10/5/2010	342			No new Tweets(Noon)
10/5/2010	344			No new Tweets (Night)
10/6/2010	346	TweetDeck	Misc	
10/6/2010	349	TweetDeck	Events	
10/6/2010	349	TwitWall	Positive	
10/6/2010	349	TweetDeck	Positive	
10/7/2010	350			No new Tweets
10/8/2010	351			No new Tweets
10/8/2010	353	TweetDeck	Misc	
10/8/2010	353	TweetDeck	Misc	
10/8/2010	353	TweetDeck	Misc	
10/8/2010	353	TweetDeck	Positive	
10/8/2010	353	TweetDeck	Events	
10/9/2010	353			No new Tweets
10/10/2010	354			No new Tweets
10/11/2010	356			No new Tweets
10/12/2010	358	TweetDeck	Events	
10/13/2010	358	TweetDeck	Events	
10/13/2010	362	TweetDeck	Misc	
10/14/2010	363	TweetDeck	Events	
10/14/2010	364	TweetDeck	Events	
10/14/2010	364	TweetDeck	Events	
10/14/2010	364	TweetDeck	Donation	
10/15/2010	364	TweetDeck	Donation	
10/15/2010	364	TweetDeck	Events	
10/15/2010	364	TweetDeck	Misc	
10/16/2010	369	TweetDeck	Misc	
10/16/2010	369	TweetDeck	Positive	
10/17/2010	373	TweetDeck	Misc	
10/18/2010	376	TweetDeck	Misc	
10/19/2010	376	TweetDeck	Misc	
10/19/2010	376	TweetDeck		
10/20/2010	380			No new Tweets
10/21/2010	381			No new Tweets
10/22/2010	385	TweetDeck	Events	
10/23/2010	387			No new Tweets
10/24/2010	388			No new Tweets
10/25/2010	388			No new Tweets
10/26/2010	388			No new Tweets
10/27/2010	393			No new Tweets
10/28/2010	393			No new Tweets
10/29/2010	397			No new Tweets
10/30/2010	398			No new Tweets
10/31/2010	400			No new Tweets

11/1/2010	401			No new Tweets
11/2/2010	402	TweetDeck	Events	
11/2/2010	402	TweetDeck	Positive	
11/2/2010	402	TweetDeck		
11/2/2010	402	TweetDeck	Positive	
11/2/2010	402	TwitWall	Positive	
11/3/2010	401			No new Tweets

7.4 Facebook Content Analysis

7.4.1 Deval Patrick Facebook Content Analysis

Date	#Liked	Author	Message	Supporter?
10/1/2010	21166	Neely Cosentino	Pos	No
10/1/2010	21166	Himalayan Voice	Pos	Yes
10/1/2010	21166	Rachel Blum	Pos	Yes
10/1/2010	21166	Richard Gindes	Neg	No
10/2/2010	21229	Mark Eckstein	Neg	Yes
10/2/2010	21229	Mark Eckstein	Neg	Yes
10/2/2010	21229	Mark Eckstein	Neg	Yes
10/2/2010	21229	Andrew O'Leary	Ques	Yes
10/2/2010	21229	Robert Edwards	Pos	Yes
10/3/2010	21314	Sandy Thomson	Pos	Yes
10/3/2010	21314	Paul Nelson	Pos	Yes
10/3/2010	21314	Steven Brown	Pos	Yes
10/3/2010	21314	Philip Mathews	Neg	Yes
10/4/2010	21332	Janet Rapoza	Ques	Yes
10/4/2010	21364	Trees Boots Sullivan	Pos	Yes
10/4/2010	21364	Ada Diaz	Pos	Yes
10/4/2010	21364	Amy Wallen Pizano	Ques	Yes
10/4/2010	21364	Deval Patrick	Info	Yes
10/4/2010	21364	Marianne Pratt	Pos	Yes
10/5/2010	21389	Helene Mayer	Pos	Yes
10/5/2010	21389	Parker Moody	Neg	Yes
10/5/2010	21438	College Democrats of Massachusetts	Info	Yes
10/5/2010	21438	Caroline Roberts	Pos	Yes
10/5/2010	21438	Jas Scott	Ques	N/A
10/5/2010	21438	Wanda K. Dodson	Neg	No
10/6/2010	21481	Julie Ellis	Neg	N/A
10/6/2010	21481	Julie Ellis	Neg	N/A
10/6/2010	21481	Bruce Kahn	Info	N/A

10/7/2010	21522	Deval Patrick	Info	Yes
10/7/2010	21522	Dina Spice	Neg	Yes
10/7/2010	21559	Lynne Marchetti	Pos	Yes
10/7/2010	21559	Senator Gale Candaras	Pos	Yes
10/7/2010	21559	Deval Patrick	Neg	Yes
10/8/2010	21573	Michael Quish	Ques	N/A
10/8/2010	21573	Osman Paracha	Pos	Yes
10/8/2010	21573	Simon Lafrance	Info	Yes
10/9/2010	21639	Grey Robbart	Ques	Yes
10/9/2010	21639	Alejandra Lowman	Info	N/A
10/9/2010	21639	Philip Trask	Pos	Yes
10/9/2010	21639	Bill Collins	Pos	Yes
10/9/2010	21639	Bill Collins	Pos	Yes
10/9/2010	21667	Bill Collins	Ques	Yes
10/9/2010	21667	Jody Thomas	Info	Yes
10/9/2010	21667	Deval Patrick	Info	Yes
10/10/2010	21760	Brendan Daley	Neg	No
10/10/2010	21760	Philip Mathews	Neg	Yes
10/10/2010	21760	Deval Patrick	Info	Yes
10/11/2010	21779	Deval Patrick	Info	Yes
10/11/2010	21779	John Casey	Neg	Yes
10/11/2010	21779	John Casey	Neg	Yes
10/11/2010	21850	Shane Woodbury	Neg	Yes
10/11/2010	21850	Jackie Fields	Neg	Yes
10/11/2010	21850	Earl Tobin	Neg	No
10/12/2010	21943	Jackie Fields	Neg	Yes
10/12/2010	21943	Christopher King	Info	N/A
10/12/2010	21943	Brian Sullivan	Ques	No
10/12/2010	21943	Walter Nowinski	Pos	Yes
10/12/2010	21943	John Casey	Neg	Yes
10/13/2010	21980	Deval Patrick	Info	Yes
10/13/2010	21980	Bob Neer	Info	Yes
10/13/2010	21980	Courtney Stone	Pos	Yes
10/13/2010	22087	Nick Griglack	Pos	Yes
10/13/2010	22087	Kim Stonhouse	Pos	Yes
10/13/2010	22087	Svetlana Cher	Pos	Yes
10/13/2010	22087	Alex Goldstein	Info	Yes
10/13/2010	22087	Jim Curran	Neg	Yes
10/14/2010	22232	Peggy Freeman	Ques	N/A
10/14/2010	22232	Dave Prouty	Ques	Yes
10/14/2010	22232	Susan Burgess	Pos	Yes
10/14/2010	22232	Andrew Verrocchi	Ques	N/A
10/14/2010	22232	Deval Patrick	Info	Yes
10/17/2010	22766	Kimberly Ricci	N/A	N/A
10/17/2010	22766	Richard Gindes	N/A	N/A

10/17/2010	22766	Jackie Fields	Neg	Yes
10/18/2010	23009	Alex Goldstein	Info	Yes
10/18/2010	23009	Deval Patrick	Info	Yes
10/18/2010	23009	Mike Christopher	Pos	No
10/19/2010	23027	Thomas McCoy	Pos	Yes
10/19/2010	23027	Alex Goldstein	Info	Yes
10/19/2010	23027	Anne Sohboff	Pos	Yes
10/19/2010	23027	Cheryl Livoli	Neg	Yes
10/19/2010	23182	Chris Miarecki	Ques	N/A
10/19/2010	23182	Janice Lee	Ques	Yes
10/19/2010	23182	Harry Jean	Pos	Yes
10/19/2010	23182	Deval Patrick	Info	Yes
10/20/2010	23243	Star Dust	Pos	Yes
10/20/2010	23631	Joanne Moar	Pos	Yes
10/20/2010	23631	Jacqueline Little	Pos	Yes
10/20/2010	23631	Matthew Patton	Info	Yes
10/20/2010	23631	Alex Goldstein	Info	Yes
10/21/2010	23803	Deval Patrick	Info	Yes
10/21/2010	23803	Joanne Reeves	Pos	Yes
10/21/2010	23803	Kerry Bickford	Pos	Yes
10/21/2010	23803	Mark Jansen	N/A	N/A
10/21/2010	23803	Richard Gindes	Neg	No
10/21/2010	24018	Matt S	Pos	Yes
10/21/2010	24018	Alex Czubyk	Neg	No
10/21/2010	24018	Emily Malabey	Ques	N/A
10/21/2010	24018	Steve Golub	Neg	No
10/21/2010	24018	Steve Golub	Neg	No
10/22/2010	24102	Alvin Cooper	Pos	Yes
10/22/2010	24102	William Landford	Pos	Yes
10/22/2010	24280	Sonia Harriott-Sinclair	Pos	Yes
10/22/2010	24280	Sonia Harriott-Sinclair	Pos	Yes
10/22/2010	24280	Barbara Weddleton	Neg	No
10/23/2010	24370	Brad Pratt	Neg	No
10/23/2010	24370	Karen Payne	Info	Yes
10/23/2010	24370	Deval Patrick	Info	Yes
10/26/2010	25058	Brittani Nachele	Info	Yes
10/26/2010	25058	Jon Masters	Pos	Yes
10/26/2010	25058	John Casey	Neg	Yes
10/28/2010	25286	Thomas Driscoll	Info	No
10/28/2010	25286	Nathan Hilerman	Ques	N/A
10/28/2010	25286	Mark Greene	Info	N/A
10/28/2010	25286	Lesson West	Ques	N/A
10/29/2010	25336	Star Dust	Pos	Yes
10/29/2010	25336	Issac Balinda	Pos	Yes
10/29/2010	25336	John Casey	Pos	Yes

10/29/2010	25336	Matthew Amerson	Pos	Yes
11/2/2010	26307	Deval Patrick	Info	Yes
11/2/2010	26307	Shane Woodbury	Pos	Yes
11/2/2010	26307	Danny Baptista	Pos	Yes
11/2/2010	26307	John Casey	Pos	Yes
11/2/2010	26509	Maureen Jaconetta	Pos	Yes
11/2/2010	26509	Joanna Baker	Pos	Yes
11/2/2010	26509	Nick Julian	Pos	Yes
11/2/2010	26509	Umass Democrats	Pos	Yes
11/2/2010	26509	Al Boynton	Pos	Yes
11/2/2010	26509	Anne Mahon	Pos	Yes

7.4.2 Tim Cahill Facebook Content Analysis

Date	Number of fans	Author	Message category	Supporter?
2-Oct	4973	Cahill	events	yes
3-Oct	4978	Boston.com	positive	yes
4-Oct	5027	Cahill	events	yes
		Cahill	misc	yes
		Cahill	misc	yes
		Cahill	events	yes
5-Oct	5106	Cahill	misc	yes
		Cahill	events	yes
6-Oct		South Coast Today	positive	yes
		Cahill	events	yes
7-Oct	5376	Cahill	events	yes
9-Oct	5399	Politics Daily	positive	yes
11-Oct	5425	Cahill	misc	yes
		Cahill	misc	yes
		Cahill	misc	yes
		Cahill	misc	yes
		Cahill	misc	yes
		Cahill	misc	yes
14-Oct		Boston.com	positive	yes
		The New York Times	positive	yes
15-Oct	5513	Cahill	misc	yes
		Cahill	misc	yes
		The Boston Herald	positive	yes
16-Oct		The Boston Herald	positive	yes
		Cahill	misc	yes

17- Oct	5513	Boston.com	positive	yes
18- Oct		Cahill	misc	yes
		Cahill	positive	yes
		Cahill	misc	yes
		Cahill	misc	yes
19- Oct		Cahill	misc	yes
20- Oct	5554	Newbury Port News	positive	yes
		Cahill	events	yes
		Cahill	misc	yes
21- Oct	5564	Boston.com	positive	yes
		Cahill	events	yes
22- Oct	5580	Boston.com	negative	yes
23- Oct		Boston.com	positive	yes
		Cahill	events	yes
24- Oct	5588	Cahill	misc	yes
25- Oct		Cahill	events	yes
26- Oct	5623	Cahill	misc	yes
		Cahill	events	yes
		Cahill	misc	yes
27- Oct	5642	Cahill	misc	yes
		Cahill	events	yes
		Cahill	events	yes
28- Oct	5649	Cahill	misc	yes
		Cahill	misc	yes
		Cahill	events	yes
		Cahill	misc	yes
		Cahill	events	yes
29- Oct		Cahill	misc	yes
30- Oct	5664	Cahill	events	yes
		Cahill	events	yes
31- Oct	5678	Cahill	misc	yes
		The Boston Herald	positive	yes

1-Nov	5694	Cahill CBS Boston	misc positive	yes yes
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7.4.3 Charlie Baker Facebook Content Analysis

Date	Author	Message	Supporter
10/01/10	Charlie Baker	Events	Yes
10/01/10	Sheryl Rudis	Positive	Yes
10/01/10	Leslie Holmquist	Positive	Yes
10/01/10	Charlie Baker	Events	Yes
10/01/10	Susan Eddy Nagy	Negative	Yes
10/01/10	Jonathan Wlodyka	Positive	Yes
10/02/10	Charlie Baker	Events	Yes
10/02/10	Patrick A. Sullivan	Positive	Yes
10/02/10	David Paul Scanlon	Negative	No
10/02/10	Darin Julain Gibbons	Positive	Yes
10/02/10	Lisa Martin	Positive	Yes
10/03/10	Charlie Baker	Events	Yes
10/03/10	Cynthia Fraser	Positive	Yes
10/04/10	Charlie Baker	Events	Yes
10/04/10	Coleen Michaels- Walsh	Positive	Yes
10/04/10	Anne Johnson Mahon	Negative	No
10/04/10	Dianna Gaudet	Positive	Yes
10/04/10	Joseph J Boike	Positive	Yes
10/05/10	Charlie Baker	Events	Yes
10/05/10	Mary Aucoin	Negative	No
10/06/10	Charlie Baker	Negative	Yes
10/06/10	Dave Fajardo	Negative	Yes
10/07/10	Charlie Baker	Negative	Yes
10/07/10	Todd Segal	Negative	Yes
10/07/10	Michael Goetz Jacqueline S	Negative	Yes
10/07/10	Johnson Anne Johnson	Positive	Yes
10/07/10	Mahon Anne Johnson	Negative	No
10/07/10	Mahon	Negative	No
10/08/10	Charlie Baker	Events	Yes
10/08/10	Erin Murphy Conlon	Positive	Yes
10/09/10	Charlie Baker	Positive	Yes
10/09/10	John Hamblin	Positive	Yes
10/09/10	Charlie Baker	Events	Yes
10/09/10	Deb Prentice	Positive	Yes
10/09/10	Charlie Baker	Positive	Yes
10/10/10	Charlie Baker	Negative	Yes
10/10/10	Bill Moore	Negative	Yes

10/10/10	Charlie Baker	Positive	Yes
10/11/10	Charlie Baker	Negative	Yes
10/11/10	Jackie Fields	Negative	No
10/11/10	Charlie Baker	Positive	Yes
10/12/10	Charlie Baker	Events	Yes
10/12/10	Michael Kniolek	Positive	Yes
10/12/10	Stephen Boyson	Positive	Yes
10/12/10	Nicole Toto-Winnett	Positive	Yes
10/13/10	Charlie Baker	Positive	Yes
10/13/10	Charlie Baker	Donations	Yes
10/13/10	Barbara Weddleton	Negative	Yes
10/13/10	Philip Mathews	Negative	No
10/14/10	Charlie Baker	Positive	Yes
10/15/10	Charlie Baker	Events	Yes
10/15/10	Bryan O'Brien	Positive	Yes
10/15/10	Lynn Carbone	Positive	Yes
10/15/10	Charlie Baker	Positive	Yes
10/15/10	J Mulloy	Positive	Yes
10/16/10	Charlie Baker	Positive	Yes
10/16/10	Patrick A. Sullivan Anne Johnson	Positive	Yes
10/16/10	Mahon	Positive	Yes
10/16/10	Charlie Baker	Events	Yes
10/16/10	Johnny Greene	Positive	Yes
10/17/10	Charlie Baker	Events	Yes
10/17/10	Patrick A. Sullivan	Negative	No
10/17/10	Charlie Baker	Positive	Yes
10/17/10	Mike Cann	Negative	No
10/17/10	Mike Cann	Negative	No
10/18/10	Charlie Baker	Positive	Yes
10/18/10	Thomas Kelly	Positive	Yes
10/18/10	Charlie Baker	Negative	Yes
10/19/10	Charlie Baker	Events	Yes
10/19/10	Charlie Baker	Positive	Yes
10/20/10	Charlie Baker	Events	Yes
10/20/10	Beverly Ogren	Positive	Yes
10/20/10	Charlie Baker	Positive	Yes
10/21/10	Charlie Baker	Events	Yes
10/21/10	Vincenzo Tirone	Positive	Yes
10/22/10	Charlie Baker	Negative	Yes
10/22/10	Thomas Kelly	Negative	Yes
10/23/10	Charlie Baker	Events	Yes
10/23/10	Darlene R Martell	Positive	Yes
10/23/10	Sean Guerin	Positive	Yes
10/24/10	Charlie Baker	Positive	Yes
10/24/10	Neal Abrams	Positive	Yes
10/24/10	Vernon Rothrock	Positive	Yes
10/24/10	Charlie Baker	Events	Yes
10/24/10	Edward Tedesco	Positive	Yes

10/24/10	Dusty Cronin	Positive	Yes
10/25/10	Charlie Baker	Positive	Yes
10/25/10	Ryan Diederich	Positive	Yes
10/25/10	Charlie Baker	Events	Yes
10/25/10	Charlie Baker	Positive	Yes
10/26/10	Charlie Baker	Events	Yes
10/26/10	Charlie Baker	Positive	Yes
10/26/10	Charlie Baker	Events	Yes
10/27/10	Charlie Baker	Events	Yes
10/27/10	David Whelan	Negative	Yes
10/27/10	Bruce Caissie	Negative	Yes
10/27/10	John Healy	Negative	Yes
10/27/10	Charlie Baker	Negative	Yes
10/27/10	Charlie Baker	Events	Yes
10/27/10	Bill Moore	Positive	Yes
10/28/10	Charlie Baker	Events	Yes
10/28/10	Charlie Baker	Events	Yes
10/28/10	Anne Johnson		
10/28/10	Mahon	Negative	No
10/28/10	Charlie Baker	Negative	Yes
10/28/10	John J Fussell Casey	Negative	No
10/28/10	John J Fussell Casey	Negative	No
10/29/10	Charlie Baker	Events	Yes
10/29/10	Charlotte Thorngren	Positive	Yes
10/29/10	Charlotte Thorngren	Negative	Yes
10/29/10	Charlie Baker	Events	Yes
10/29/10	Lisa Marie Donovan	Positive	Yes
10/30/10	Charlie Baker	Events	Yes
10/30/10	Domingo Melendez	Positive	Yes
10/30/10	Lisa M. Tocci Wilcox	Positive	Yes
10/30/10	Charlie Baker	Events	Yes
10/31/10	Charlie Baker	Events	Yes
10/31/10	Neal Abrams	Positive	Yes
10/31/10	Charlie Baker	Events	Yes
10/31/10	Charlie Baker	Events	Yes
10/31/10	Charlie Baker	Events	Yes
11/01/10	Charlie Baker	Events	Yes
11/01/10	Theresa Auciello		
11/01/10	Shea	Negative	Yes
11/01/10	Charlie Baker	Events	Yes
11/02/10	Charlie Baker	Positive	Yes
11/02/10	Charlie Baker	Events	Yes
11/02/10	Anne Coakley		
11/02/10	Soares	Positive	Yes
11/02/10	Charlie Baker	Events	Yes
11/02/10	Charlie Baker	Events	Yes
11/03/10	Charlie Baker	Positive	Yes

7.4.4 Jill Stein Facebook Content Analysis

Date	Liked	Author	Message	Supporter
10/3/2010	2812	Jill Stein	Donation	Yes
10/3/2010	2812	Jill Stein	Events	Yes
10/3/2010	2812	Mary Elizabeth DesBois	Events	
10/3/2010	2812	Alexander Fisher-levesque	Misc	
10/3/2010	2812	Patrick Burke	Events	Yes
10/3/2010	2812	Jill Stein	Negative	Yes
10/4/2010	2816	David Schwab	Events	
10/4/2010	2816	Isabel Espinal	Misc	
10/5/2010	2815	Jill Stein	Events	
10/5/2010	2815	Patrick Burke	Events	
10/5/2010	2815	Joseph Russell	Negative	Yes
10/5/2010	2815	Hugh Manny Mota	Misc	Yes
10/5/2010	2815	David Schwab	Events	
10/6/2010	2828	Camille Tuason Mata	Misc	Yes
10/6/2010	2828	Jill Stein	Events	
10/6/2010	2828	Jill Stein	Misc	No
10/6/2010	2828	Jill Stein	Events	
10/6/2010	2828	Jill Stein	Negative	Yes
10/7/2010	2831	Jill Stein	Positive	
10/8/2010	2833	Dana Franchitto	Positive	
10/8/2010	2833	Chuck Dade	Misc	Yes
10/8/2010	2829	Jill Stein	Positive	
10/8/2010	2829	Claire Chang	Misc	
10/8/2010	2829	Lorraine A. Custer	Negative	Yes
10/8/2010	2829	Jill Stein	Misc	
10/8/2010	2829	Jill Stein	Positive	
10/8/2010	2829	Jill Stein	Events	
10/9/2010	2830	Susan Chunco	Positive	
10/9/2010	2830	Laura Geraghty	Positive	
10/9/2010	2830	Gary Skupa	Misc	Yes
10/10/2010	2831	Jill Stein	Positive	
10/10/2010	2831	Justin McQuilkin	Negative	
10/10/2010	2831	David Pretrovich	Negative	No
10/11/2010	2839	Nat Fortune	Misc	
10/11/2010	2839	David Pretrovich	Misc	
10/11/2010	2838	Jill Stein	Events	Yes
10/11/2010	2838	Jill Stein	Events	
10/11/2010	2838	Jill Stein	Positive	
10/11/2010	2838	Nat Fortune	Positive	
10/12/2010	2860	Jill Stein	Positive	
10/12/2010	2860	Chuck Dade	Positive	
10/12/2010	2860	Jill Stein	Positive	

10/12/2010	2876	Jill Stein	Events	
10/12/2010	2876	Jill Stein	Events	
10/13/2010	2874	Ben Rall	Positive	
10/13/2010	2896	Jill Stein	Misc	
10/13/2010	2896	SpaceCadet	Positive	
10/13/2010	2896	David Mitchell	Positive	
10/13/2010	2896	Jill Stein	Events	
10/13/2010	2896	Jill Stein	Positive	
10/14/2010	2910	Jill Stein	Donation	
10/14/2010	2910	Andrea Fairbank	Misc	
10/14/2010	2910	Jill Stein	Events	
10/15/2010	2948	Jill Stein	Events	
10/15/2010	2948	Julie Matthaei	Positive	
10/15/2010	2948	Billy Washburn	Positive	
10/15/2010	2948	Jill Stein	Donation	
10/15/2010	2954	Jill Stein	Donation	
10/15/2010	2954	Jill Stein	Misc	
10/16/2010	2970	Jill Stein	Positive	
10/16/2010	2970	Jane Gray	Positive	
10/16/2010	2970	Justin McQuilkin	Positive	
10/16/2010	2988	Jill Stein	Misc	Yes
10/16/2010	2988	Eriko Salloum Sanchez	Positive	
10/17/2010	3003	Joshua R. Taylor	Positive	
10/17/2010	3003	Jill Stein	Events	
10/17/2010	3003	Joseph Russell	Misc	
10/17/2010	3020	Jill Stein	Positive	
10/17/2010	3020	Jill Stein	Events	
10/17/2010	3020	Joseph Russell	Positive	
10/17/2010	3020	Jill Stein	Positive	
10/17/2010	3020	Marnie Glickman	Positive	
10/17/2010	3020	Hugh Manny Mota	Positive	
10/18/2010	3029	Jill Stein	Events	
10/18/2010	3024	SpaceCadet Fuzz	Negative	
10/18/2010	3024	Jill Stein	Misc	Yes
10/18/2010	3024	Jill Stein	Positive	
10/18/2010	3024	Willfredo E. Cespedes	Misc	
10/19/2010	3056	Jill Stein	Events	
10/19/2010	3056	Jill Stein	Events	
10/19/2010	3056	Jill Stein	Events	
10/20/2010	3051	Jill Stein	Events	
10/20/2010	3051	Bob Stark	Misc	
10/20/2010	3051	Hugh Manny Mota	Misc	
10/20/2010	3063	Jill Stein	Events	
10/20/2010	3063	Jill Stein	Misc	Yes
10/20/2010	3063	Joel Henderson	Misc	

10/21/2010	3071	Jill Stein	Events	
10/21/2010	3071	Jill Stein	Events	
10/21/2010	3071	Jill Stein	Events	
10/21/2010	3071	Jill Stein	Events	
10/22/2010	3087	Jill Stein	Events	
10/22/2010	3087	Stefani Koorey	Positive	
10/22/2010	3087	Jeremy Damsgard	Misc	
10/22/2010	3087	Michael Sao Pedro	Positive	
10/22/2010	3087	Jill Stein	Events	
10/22/2010	3093	Jill Stein	Events	
10/22/2010	3093	Jill Stein	Events	
10/22/2010	3093	Jill Stein	Events	
10/23/2010	3116	Jill Stein	Negative	Yes
10/23/2010	3116	Jill Stein	Events	
10/23/2010	3116	Jill Stein	Events	
10/24/2010	3132	Jill Stein	Misc	
10/24/2010	3132	Jill Stein	Events	
10/24/2010	3132	Jill Stein	Events	
10/24/2010	3128	Jill Stein	Misc	
10/24/2010	3128	Amy Rose Katsuka	Negative	
10/24/2010	3128	Jill Stein	Donation	
10/25/2010	3127	Jill Stein	Events	
10/25/2010	3127	Mark Wisenewski	Positive	
10/25/2010	3127	Charles Levenstein	Negative	Yes
10/25/2010	3127	Jill Stein	Events	
10/25/2010	3127	Anna Feder	Positive	
10/25/2010	3145	Jill Stein	Events	
10/25/2010	3145	Joseph Russell	Positive	
10/25/2010	3145	Nicholas Leach	Positive	
10/25/2010	3145	Jill Stein	Events	
10/25/2010	3145	David Rego	Positive	
10/25/2010	3145	Joan S. Lingston	Misc	
10/26/2010	3155	Jxx Kxx	Negative	Yes
10/26/2010	3155	Michael Horan	Positive	
10/27/2010	3165	Jill Stein	Events	
10/27/2010	3165	Stephen Halpert	Misc	
10/27/2010	3165	Danzr Von Thai	Misc	
10/27/2010	3165	Jill Stein	Events	
10/28/2010	3179	Sam Sqailia	Positive	
10/28/2010	3179	Angie Sottile	Positive	
10/28/2010	3179	Paul Whitcomb	Negative	Yes
10/28/2010	3196	Jill Stein	Events	
10/28/2010	3196	Stefanni Koorey	Misc	
10/29/2010	3202	SpaceCadet Fuzz	Positive	
10/29/2010	3208	Jill Stein	Events	

10/29/2010	3208	Jason Bartlett	Positive	
10/29/2010	3208	Ali Sin Morej	Positive	
10/29/2010	3208	Lorraine A. Custer	Positive	
10/30/2010	3208	Sean O'Connor	Positive	
10/30/2010	3216	Jill Stein	Events	
10/30/2010	3216	Jill Stein	Events	
10/30/2010	3216	Nat Fortune	Positive	
10/31/2010	3219	SpaceCadet Fuzz	Positive	
10/31/2010	3219	Jill Stein	Misc	Yes
10/31/2010	3219	Lorraine A. Custer	Positive	
10/31/2010	3219	Jill Stein	Misc	Yes
10/31/2010	3219	Groucho Marxist	Negative	
11/1/2010	3224	Jill Stein	Events	
11/1/2010	3224	Jill Stein	Events	
11/2/2010	3224	Jill Stein	Events	
11/2/2010	3228	Toph Bei Fong	Negative	Yes
11/2/2010	3228	Josh Levin	Negative	Yes
11/2/2010	3228	Rainy Maple Logan	Positive	

7.5 Website Content Analysis

7.5.1 Deval Patrick Website Content Analysis

Date	Website Change
10/1/2010	29.52%
10/2/2010	0.00%
10/3/2010	23.66%
10/4/2010	67.58%
10/5/2010	53.17%
10/6/2010	43.93%
10/7/2010	35.38%
10/8/2010	53.17%
10/9/2010	49.79%
10/10/2010	23.66%
10/11/2010	23.66%
10/12/2010	29.52%
10/13/2010	23.66%
10/14/2010	29.52%
10/15/2010	0.00%
10/16/2010	0.00%
10/17/2010	0.00%
10/18/2010	61.51%
10/19/2010	53.17%
10/20/2010	73.45%
10/21/2010	53.17%

10/22/2010	47.31%
10/23/2010	23.66%
10/24/2010	0.00%
10/25/2010	0.00%
10/26/2010	0.00%
10/27/2010	55.65%
10/28/2010	0.00%
10/29/2010	23.66%
10/30/2010	29.52%
10/31/2010	0.00%
11/1/2010	0.00%
11/2/2010	85.17%

Avg
Change: 31.01%

7.5.2 Tim Cahill Website Content Analysis

Date	Website Change
10/1/2010	0.00%
10/2/2010	0.00%
10/3/2010	0.00%
10/4/2010	35.11%
10/5/2010	70.21%
10/6/2010	0.00%
10/7/2010	0.00%
10/8/2010	70.21%
10/9/2010	0.00%
10/10/2010	35.11%
10/11/2010	44.64%
10/12/2010	0.00%
10/13/2010	44.64%
10/14/2010	63.12%
10/15/2010	0.00%
10/16/2010	0.00%
10/17/2010	63.12%
10/18/2010	0.00%
10/19/2010	0.00%
10/20/2010	44.64%
10/21/2010	44.64%
10/22/2010	0.00%
10/23/2010	0.00%
10/24/2010	0.00%
10/25/2010	0.00%
10/26/2010	0.00%
10/27/2010	44.64%
10/28/2010	44.64%
10/29/2010	44.64%

10/30/2010	0.00%
10/31/2010	0.00%
11/1/2010	44.64%
11/2/2010	0.00%

Avg
Change 21.69%

7.5.3 Charlie Baker Website Content Analysis

Date	Website Change
10/1/2010	8.51%
10/2/2010	46.96%
10/3/2010	26.44%
10/4/2010	0.00%
10/5/2010	26.44%
10/6/2010	13.22%
10/7/2010	17.01%
10/8/2010	42.24%
10/9/2010	8.51%
10/10/2010	0.00%
10/11/2010	8.51%
10/12/2010	42.24%
10/13/2010	8.51%
10/14/2010	33.73%
10/15/2010	33.73%
10/16/2010	0.00%
10/17/2010	17.01%
10/18/2010	42.24%
10/19/2010	17.01%
10/20/2010	8.51%
10/21/2010	17.01%
10/22/2010	42.24%
10/23/2010	17.01%
10/24/2010	30.92%
10/25/2010	30.92%
10/26/2010	30.92%
10/27/2010	56.15%
10/28/2010	44.83%
10/29/2010	13.91%
10/30/2010	30.92%
10/31/2010	13.91%
11/1/2010	30.92%
11/2/2010	8.51%

Avg
Change 24.03%

7.5.4 Jill Stein Website Content Analysis

Date	Website Change
10/1/2010	0.00%
10/2/2010	0.00%
10/3/2010	0.00%
10/4/2010	0.00%
10/5/2010	0.00%
10/6/2010	0.00%
10/7/2010	12.10%
10/8/2010	33.71%
10/9/2010	24.20%
10/10/2010	12.10%
10/11/2010	12.10%
10/12/2010	79.52%
10/13/2010	21.61%
10/14/2010	0.00%
10/15/2010	12.10%
10/16/2010	12.10%
10/17/2010	21.61%
10/18/2010	12.10%
10/19/2010	0.00%
10/20/2010	0.00%
10/21/2010	0.00%
10/22/2010	24.20%
10/23/2010	33.71%
10/24/2010	0.00%
10/25/2010	0.00%
10/26/2010	43.22%
10/27/2010	0.00%
10/28/2010	0.00%
10/29/2010	12.10%
10/30/2010	12.10%
10/31/2010	50.71%
11/1/2010	21.61%
11/2/2010	33.71%
Avg Change	15.14%

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