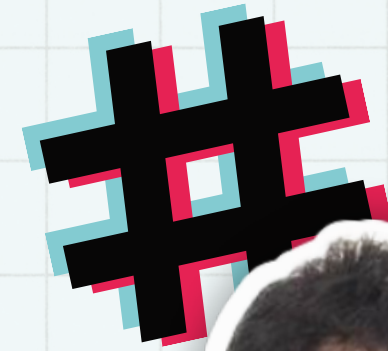
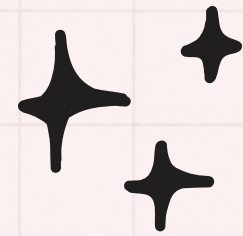


POLITOK

A SOCIAL NETWORK ANALYSIS PROJECT



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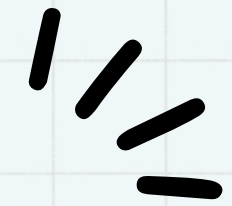
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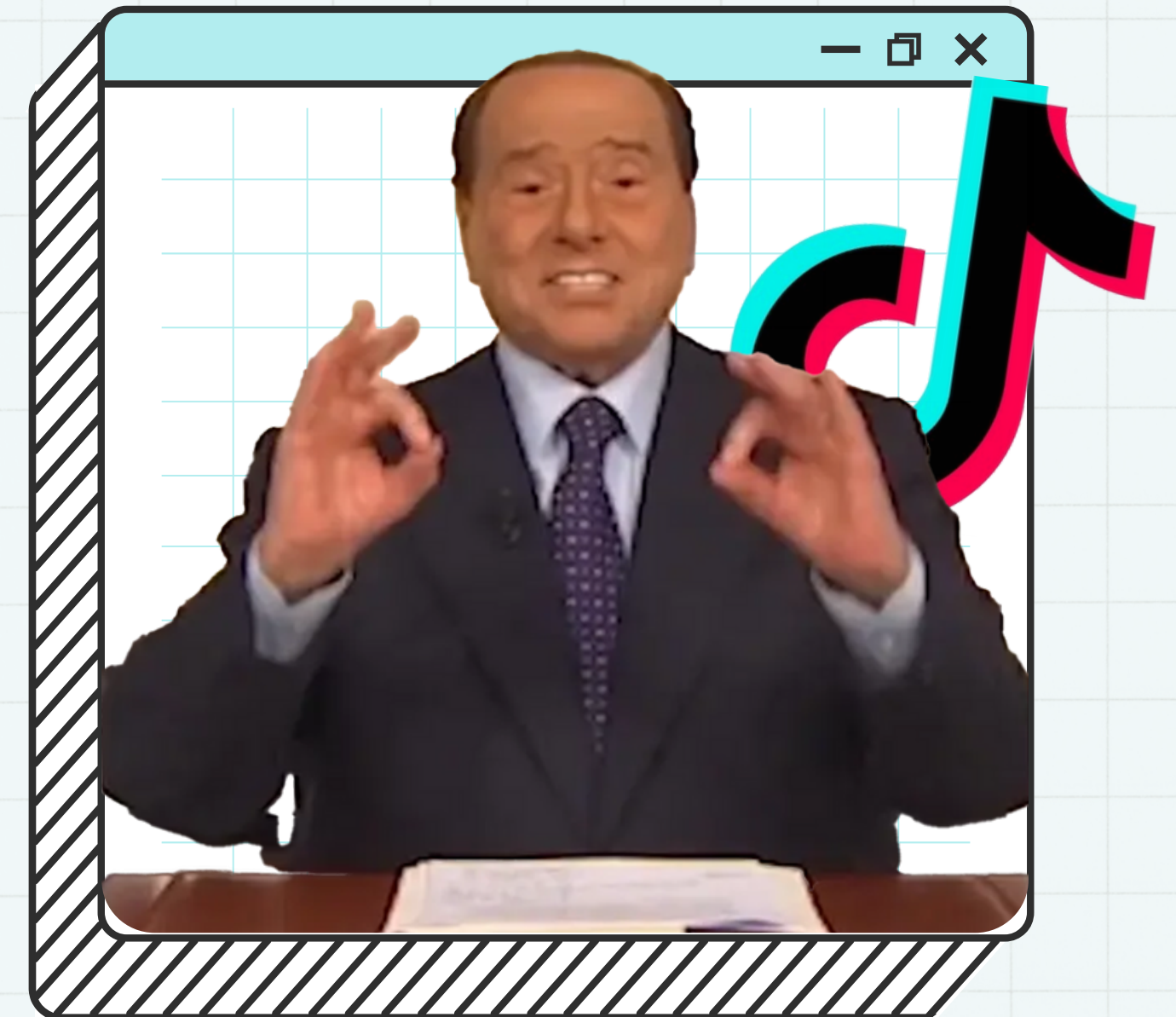
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THE TOPIC



Social Networks and politics:
how Italian politicians
communicate with the newest
generations online.





THE QUESTION

*How did **right-parties** Italian politicians use **TikTok** as tool to promote their political ideas and influence the young generation during the **2022 elections**?*

STRATEGY



STEP 1

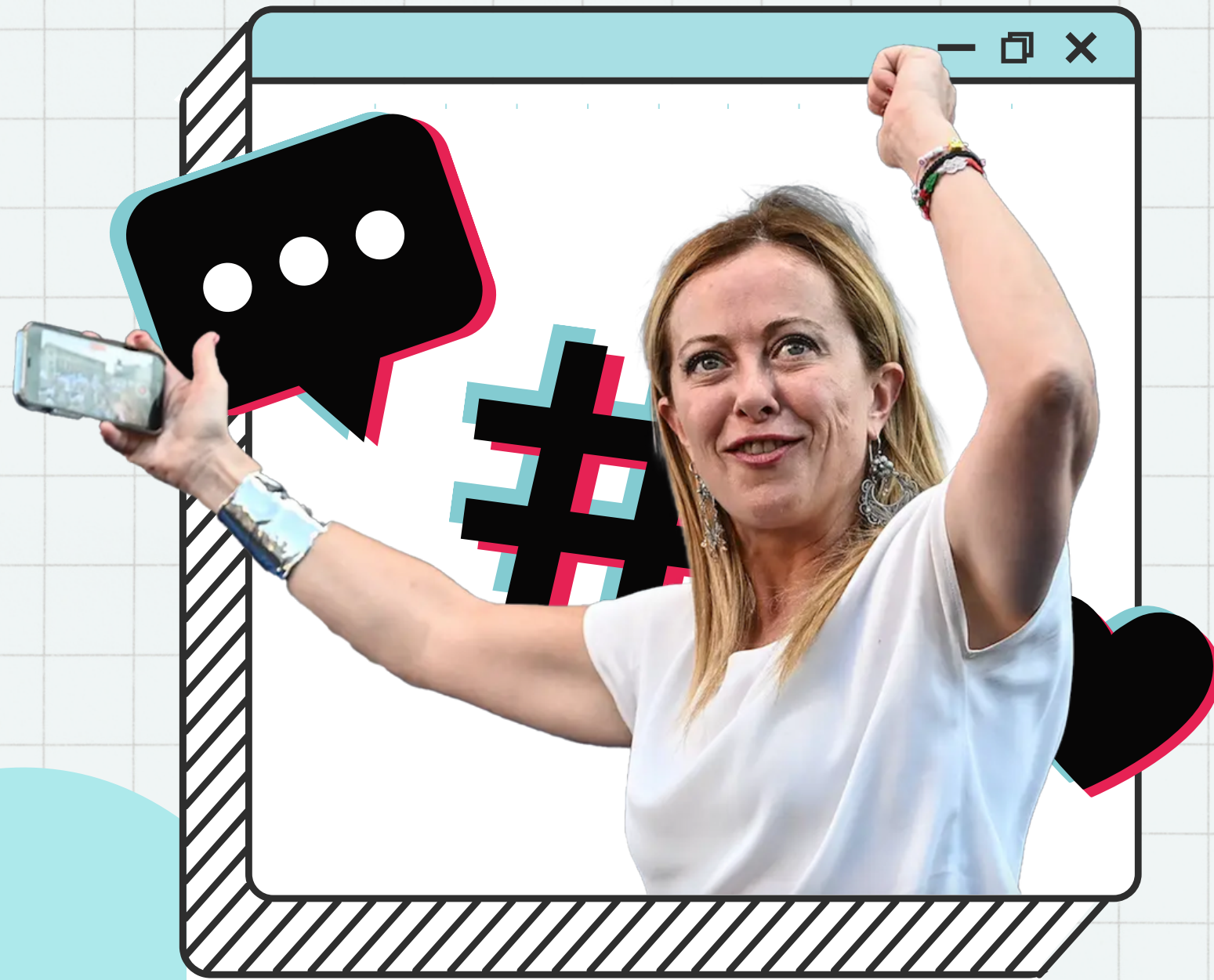
Research specific **features** of young people's way of communicating online.

STEP 2



Research what kind of **language** is used on TikTok by right-parties Italian politicians.

RESEARCH



Network: right-party Italian politicians on TikTok

Nodes: profiles bio, videos, hashtags, sounds

Links: interactions and language used

- Trends on Tik Tok
- Number of views
- Interactions (likes, comments, shares...)
- The image though the video

LITERATURE

JOURNAL OF INFORMATION TECHNOLOGY & POLITICS
2019, VOL. 16, NO. 2, 119–136
<https://doi.org/10.1080/19331681.2019.1613279>

When digital natives enter the electorate: Political first-time voters and its effects on campaign participation

Jakob Ohme

ABSTRACT

In this study, we explore the media exposure of digital native first-time voters mobilizing potential for their campaign participation. We compare first-time voters' exposure to political information on social network sites, non-social media, and offline media. Using a unique research design that involves a smartphone-based experiment (n = 1108) media exposure every other day of the Danish political campaign in 2015. We distinguish between different content types that first-time voters are exposed to on social media and test for variation in the mobilizing potential of these content types. Results show that social media platforms play a superior role in the media diet of digital natives and can foster campaign participation. First-time voters are more exposed to political content on social media than experienced voters while content from news outlets plays an equal role in both groups' media diet. Results suggest that a digital environment potentially socializes young voters into polarized information environments and increase their involvement in an upcoming election.

Much scholarship has examined how young people's use of social media for political purposes influences political participation, be it political engagement in digital spheres or offline (Ekström & Shehata, 2016; Kahne, Lee, & Feezell, 2013; Tang & Lee, 2013; Theocharis & Quintelier, 2016; Viissers & Stolle, 2014; Xenos, Vromen, & Loader, 2014). A large share of these studies focusses on potential mobilizing effects in non-election periods, while fewer address how successfully social media use can engage young voters during an election campaign (e.g. Baumgartner & Morris, 2010; Holt, Shehata, Strömbäck, & Ljungberg, 2013). Election campaigns are high-stake events, and thus have an important influence on the political participation of young voters.

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The New York Times | <https://nyti.ms/3g6oHq1>

TikTok Is Shaping Politics. But How?

Two researchers have studied political expression on the app since the Musical.ly era. Here's what they found.

By John Herrman

June 28, 2020

As a place where millions of young Americans perform and explore their identities in public, TikTok has become a hub for ideological formation, political activism and trolling. It has homegrown pundits, and despite its parent company's involvement with politics — the service does not allow political ads — it has attracted interest from campaigns and politicians. It can be gathered and pressed into action quickly.

TikTok was instrumental in the organization of a mass false-registration drive ahead of a Trump rally in New York City that was largely unfilled. It has amplified footage of police brutality as well as scenes and commentary from Black Lives Matter protests around the world, with videos created and shared on the platform frequently moving beyond it. They carry TikTok's audiovisual vernacular: often playfully disorienting, carefully edited, arch and musical. It has been suggested by the New York Times, that TikTok teens will save the world.

The truth is more complicated. A team of researchers has been analyzing political expression on TikTok. While nonusers of TikTok may think it's bursting onto the political stage rather suddenly, and that it has changed the political identity, the research gives a different picture.

It depicts a diverse, diffuse and not nearly united community of millions of young people discovering a new platform that is, despite its many similarities with predecessors, a unique and strange place.

In an email exchange, Ioana Literat, an assistant professor of communication and media at Teachers College, and Neta Kligler-Vilenchik, an assistant professor of communication at the Hebrew University of Jerusalem, discuss the political expression on TikTok and why it feels like a novel phenomenon.

This interview has been edited.

The idea that TikTok is an engine for progressive young politics is gaining some currency among young people. How might outsiders be surprised to find on TikTok, in terms of youth political expression? Is there anything new about it?

Ioana Literat: I've noticed this tendency recently, not only on older social media like Twitter but also on TikTok. There are debates about youth civic attitudes — and especially youth civic attitudes online — which tend to be more positive than in the past.

On the one hand, youth are hailed (or tokenized — think Greta Thunberg and the Parkland shooting) as political expression comes easy. But on the other hand, people are worried about how they deal with misinformation, or don't care about newspapers anymore. And all of these are true; it's not surprising.

Neta Kligler-Vilenchik: Extreme views, ranging from dystopian to utopian, are voiced not only on social media but also in real life. It's a media phenomenon that is significant and new. As early as Socrates's concern that the written word would corrupt the spoken word, technology has been believed to either be our savior (the internet will bring people around the world together) or our doom (robots will make us all unemployed!).

To me, this continuity is quite reassuring, because it shows us that our fears and hopes are not entirely new.

Soc. Netw. Anal. Min. (2013) 3:1277–1291
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ORIGINAL ARTICLE

Social media and political communication: a social media analytics framework

Stefan Stieglitz · Linh Dang-Xuan

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Abstract In recent years, social media are said to have an impact on the public discourse and communication in the society. In particular, social media are increasingly used in the political context. More recently, microblogging services (e.g., Twitter) and social network sites (e.g., Facebook) are believed to have the potential for increasing political participation. While Twitter is an ideal platform for users to spread not only information in general but also political opinions publicly through their networks, political institutions (e.g., politicians, political parties, political foundations, etc.) have also begun to use Facebook pages or Twitter for the purpose of entering into direct dialogs with citizens and encouraging more political discussions. Previous studies have shown that from the perspective of political institutions, there is an emerging need to continuously collect, monitor, analyze, summarize, and visualize politically relevant information from social media. These activities, which are subsumed under “social media analytics,” are considered difficult tasks due to a large number of different social media platforms as well as the large amount and complexity of information and data. Systematic tracking and analysis approaches along with appropriate scientific methods and techniques in general are still lacking. In this paper, we propose a social media analytics framework for political communication.

political institutions and corresponding methodologies from different scientific disciplines.

Keywords Social media · Social media analytics · Framework · Political communication

1 Introduction

In the past few years, social media have shown a rapid growth of user counts and have been object of scientific analysis (Wigand et al. 2010; McAfee 2006). For example, more than 800 million people worldwide are members of the Facebook network (Facebook 2011) while Twitter counts more than 200 million accounts in total (HuffPost Technology 2011). This mainstream adoption of social media applications has changed the physics of information diffusion. Until a few years ago, the major barrier for someone who wanted a piece of information to spread through a communication network was the cost of the technical infrastructure. Today, the large number of users and the ease of access to the network have



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FOR YOUR ATTENTION!

