

# Wahlkampf im Internet

7. Internationale Konferenz für Politische Kommunikation  
Berlin, 21.6.2009

## Vorbemerkungen

- Obama-Kampagne eine der besten Kampagnen mit perfekter und nahezu fehlerfreier Planung, Organisation und Umsetzung
- Musterbeispiel für politisches Branding – besonderes Augenmerk auf Ikonographie
- Internet als zentrale, multimediale Informations- und Organisationsplattform



# Evolution eines Wahlkampfinstrumentes

**Jesse Ventura (1998)**

Gubernatorial Race, MN



**John McCain (2000)**

US-Republican primary



**Howard Dean (2004)**

US-Democratic primary



**Barack Obama (2008)**

Presidential Election

**MoveOn.org (1998)**

„überparteiliche“ E-Mail-Gruppe



**„Blogging“ (~2000)**

Internet-Tagebücher



**„MeetUp.com“ (2002)**

Beginn der Social-Networking-Sites



**„Web 2.0“**

# Warum Internet?

- Geld
- Multimediale, ungefilterte Kommunikation
- Rekrutierung, (Selbst-)Organisation, Elektrifizierung und Mobilisierung von Unterstützern
- ... aber auch Berichterstattung und Meta-Kommunikation

# Erfolgsfaktoren 2.0

## Alt

- Umfragen, Geld, Endorsements, Presse

## Neu

- Website traffic, Online volunteers, E-mail sign ups, Online-friends, Search terms, Technorati-Index

### Blog mentions via Technorati

#### All candidates

	+/-	%	#
Obama	▲	+127.6%	4,645
McCain	▼	-16.5%	410
Palin	▲	+0.7%	404
Biden	▼	-17.8%	245
Nader	▼	-15.4%	11
Barr	▲	+0.0%	8
McKinney	▼	-22.2%	7

Updated 12/10/2008 - 4:00pm  
Trends reflect a one-week window.  
[See full graph](#)

### YouTube views

#### All Candidates

	+/-	%	#
Obama	▲	+0%	112,918,447
McCain	▲	+0.32%	25,855,116

Updated 12/10/2008 - 3:00pm  
Trends reflect a one-week window.  
[See full graph](#)  
Stats by [TubeMogul.com](#)

### Facebook supporters

#### All candidates

	+/-	%	#
Obama	▲	+2.9%	3,375,272
McCain	▼	-0.5%	595,815
Nader	▼	-0.3%	10,625
Barr	▼	-0.5%	10,416
McKinney	▲	+0.9%	4,887

Updated 12/10/2008 - 4:00pm  
Trends reflect a one-week window.  
[See full graph](#)

# Fundraising

- wettbewerbsorientiert
- zielgerichtet
- permanent
- offensiv per E-Mail, Online-Ads und Webseite
- 3 Mio. Spender mach 6,5 Mio Spenden online: mehr als \$500 Mio.
  - 6 Mio. \$100 oder weniger
  - durchschnittlich \$80 und mehr als einmal
- Okt. 2008: \$ 150 Mio. – 75 Prozent online, 632.000 neue Spender im Durchschnitt unter \$ 100
- Hälfte der Spenden unter \$ 300



THERE'S NOTHING "ELITIST" ABOUT  
**1,315,616**  
PEOPLE DONATING TO OUR CAMPAIGN FOR CHANGE

OUR GOAL BY MAY 6TH  
**1,500,000**

We've built the broadest campaign of ordinary people in the history of presidential politics, and more people across this country have voted for Barack Obama than Hillary Clinton or John McCain. Fight back against their attacks now.

[DONATE NOW](#)

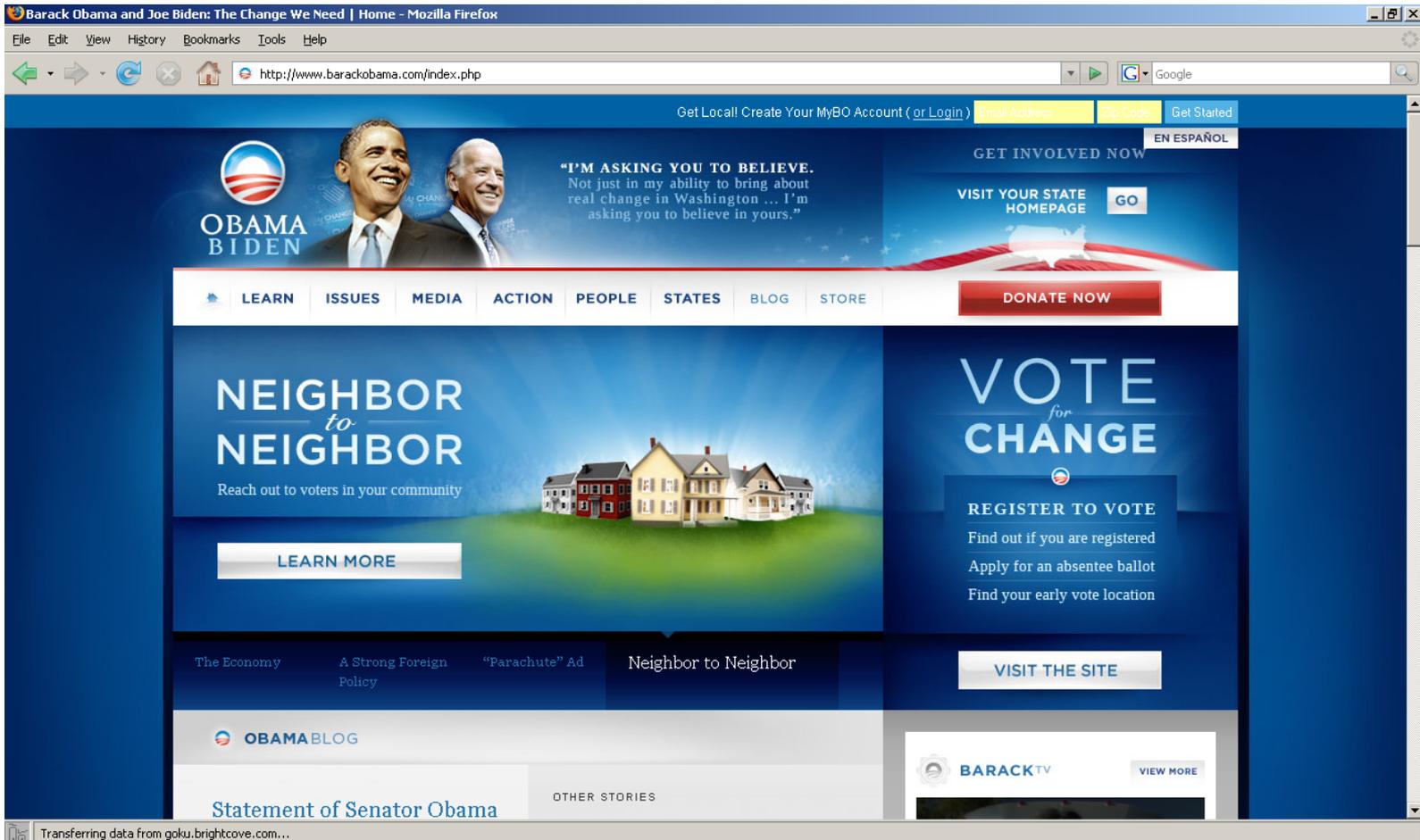
## National Fundraising Totals

Candidate	Amount
 Obama	\$639,174,281
 McCain	\$360,167,823
Total	\$999,342,104

# Organisation

- Many-to-many communication (YouTube, Blogs, eigene Webseiten etc.)
- Früher hörte man dem Kandidaten zu. Heute kommen die Wähler zu Wort = user generated content
- 2 Mio. myobama-Webseiten
- 200.000 offline-Events
- 400.000 Blog-Posts
- 35.000 Freiwilligen-Gruppen
  
- Mobilisierung:
  - 3 Mio. Anrufe über virtuelle Phone-Bank
  - 70.000 Freiwillige haben selbst \$30 Mio. gesammelt
  - 5 Mio. Unterstützer auf social network-Seiten (3,2 Mio. auf Facebook)

# Mobilisierung



The screenshot shows the homepage of the Barack Obama and Joe Biden campaign website. The browser window title is "Barack Obama and Joe Biden: The Change We Need | Home - Mozilla Firefox". The address bar shows "http://www.barackobama.com/index.php". The page features a blue header with the Obama-Biden logo, a quote from Barack Obama: "I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours.", and a "DONATE NOW" button. Below the header is a navigation menu with links for LEARN, ISSUES, MEDIA, ACTION, PEOPLE, STATES, BLOG, and STORE. The main content area is divided into two columns. The left column features a "NEIGHBOR to NEIGHBOR" section with a "LEARN MORE" button. The right column features a "VOTE for CHANGE" section with a "REGISTER TO VOTE" button and a "VISIT THE SITE" button. At the bottom, there is a "OBAMA BLOG" section with a "Statement of Senator Obama" link and a "BARACK TV" section with a "VIEW MORE" button.

Barack Obama and Joe Biden: The Change We Need | Home - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.barackobama.com/index.php

Google

Get Local! Create Your MyBO Account (or Login) Email Address Zip Code Get Started

EN ESPAÑOL

GET INVOLVED NOW

VISIT YOUR STATE HOMEPAGE GO

OBAMA BIDEN

"I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours."

LEARN ISSUES MEDIA ACTION PEOPLE STATES BLOG STORE

DONATE NOW

NEIGHBOR to NEIGHBOR

Reach out to voters in your community

LEARN MORE

VOTE for CHANGE

REGISTER TO VOTE

Find out if you are registered  
Apply for an absentee ballot  
Find your early vote location

VISIT THE SITE

The Economy A Strong Foreign Policy "Parachute" Ad Neighbor to Neighbor

OBAMA BLOG

Statement of Senator Obama OTHER STORIES

BARACK TV VIEW MORE

Transferring data from goku.brightcove.com...

# Mobilisierung



Ralf--

We have 5 days left to get out the vote for Barack and bring about the change we need.

Over the last 21 months, supporters like you have built this campaign from the ground up -- now it's up to you whether we win or lose.

Yesterday, I recorded a video about our get out the vote effort, what we've already accomplished, and what's ahead of us in these last 5 days.

Watch the video and sign up for a get out the vote shift in the days leading up to November 4th:



18,723  
VOLUNTEERS

PLAY VIDEO

**YOU**

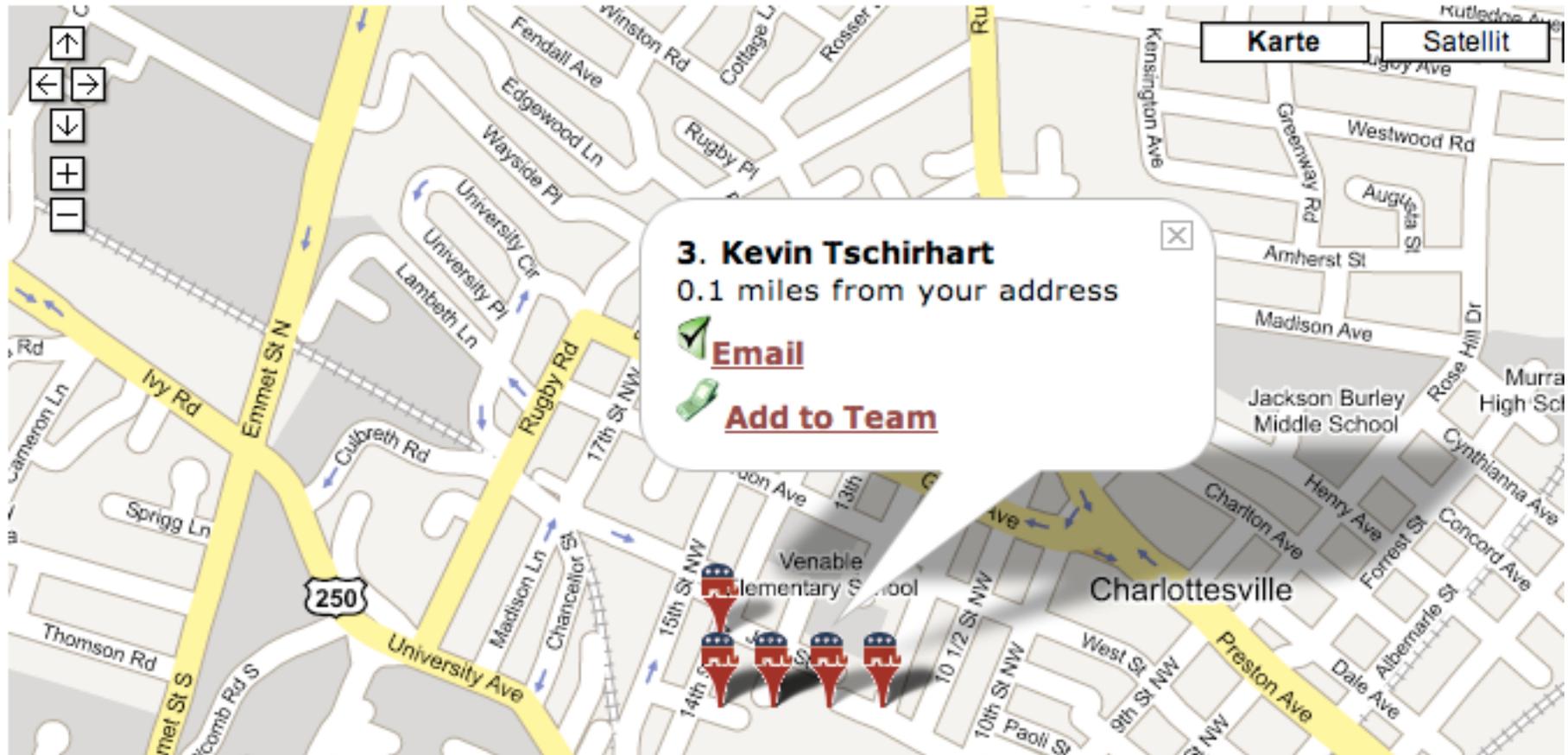
OBAMA BIDEN

GET OUT THE VOTE  
*in*  
**MINNESOTA**

**JOIN US**

# Mobilisierung

**Connect with Fellow Volunteers and Build Your Team**



# Mobilisierung

**WALKING DIRECTIONS** < ACTION CENTER < HOME

**Set Up Your List** | **Walk Your Neighborhood** | **Make Calls**

 Thank you for participating in this volunteer opportunity. Your efforts are vital to the success of the Republican agenda across the nation.

**STEP 1 : GET WALK LIST** | **STEP 2 : DOWNLOAD SCRIPT** | **STEP 3 : ENTER RESPONSES**

Get your walking list, print suggested scripts and questionnaires for your walk, and use a simple Web form to return voter responses to the Republican Party's election headquarters.

You have chosen to **contact 14 voters** by going door to door.  
Your total **walking distance is 1.77 miles**.  
We estimate that it will take 1 hour 15 minutes **to contact** these 14 voters.  
\*The estimated time is based on the average walking speed of 3 miles per hour and two minutes per voter contact.

Below are walking directions to the voters you have chosen to contact by going door to door in your neighborhood. **Simply print this page to use as you walk your door to door route.**

Click the "Move to Phone List" link to contact that voter by phone instead of door to door. If you would like to only walk a portion of this list, uncheck the box next to the voter's address that you would like to contact at a later time and click the "[Update List](#)" link. To reset your list to include all voters you chose to contact door to door click the "[Reset Entire List](#)" link.

 [PRINTER FRIENDLY](#)       [EMAIL WALKING LIST](#)       [DOWNLOAD TO PDA](#)

**ROUTE DIRECTIONS :** **DISTANCE IN MILES :**

**Stop #1 - JASPER JONES**  
414 10 1/2 ST NW  
CHARLOTTESVLE , VA 22903  
(434) 984-2590

 [Move to Phone List](#)  
[Update List](#)  
[Reset Entire List](#)



(C)2006 MAPTUIT, NAVTEQ.

1. From **5 Latrobe Ct**, proceed NE on 12th St Nw

# Mobilisierung

ISSUES > NEWS > STATE PARTIES > GET ACTIVE > REGISTER & VOTE > DONATE > ABOUT THE GOP > GOP TEAMS > BLOG >

**CALL VOTERS** < ACTION CENTER < HOME

**Set Up Your List** | **Make Calls**

 For each voter you speak to, please check "Contacted". If a voter is not available, check one of the 4 available options under the contact's name. Once you've finished your calls, click "submit" at the bottom of your call sheet to return your information.

**STEP 1 : GET SCRIPT** | **STEP 2 : ENTER RESPONSES**

<p><b>Frank Rickman</b> Hopewell, VA You can't call at this time</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Successfully Contacted</li> <li><input type="checkbox"/> Could Not Contact</li> <li><input type="checkbox"/> Left Message</li> <li><input type="checkbox"/> Wrong Number</li> <li><input type="checkbox"/> Deceased</li> </ul>	<p>Hi, is [name] home?</p> <p>Hi, [name], this is [your name].</p> <p>I'm a volunteer from [city] calling to remind you to vote this Tuesday for the Republican team. Your Republican team is committed to lowering our taxes, moving our economy forward, and defending our nation from terrorism.</p> <p>This election is extremely close, and your vote for your Republican team could make all the difference. Remember, polls are open from 6am-7pm this Tuesday.</p>
<p><b>Robert Aultman</b> Hopewell, VA You can't call at this time</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Successfully Contacted</li> <li><input type="checkbox"/> Could Not Contact</li> <li><input type="checkbox"/> Left Message</li> <li><input type="checkbox"/> Wrong Number</li> <li><input type="checkbox"/> Deceased</li> </ul>	<p>Hi, is [name] home?</p> <p>Hi, [name], this is [your name].</p> <p>I'm a volunteer from [city] calling to remind you to vote this Tuesday for the Republican team. Your Republican team is committed to lowering our taxes, moving our economy forward, and defending our nation from terrorism.</p> <p>This election is extremely close, and your vote for your Republican team could make all the difference. Remember, polls are open from 6am-7pm this Tuesday.</p>
<p><b>Deborah Wise</b></p>	

# Presidential Grassroots Politics



Get Local! Create Your MyBO Account ([or Login](#)) Email Address Zip Code Get Started

 **ORGANIZING FOR AMERICA**

**"I'M ASKING YOU TO BELIEVE.**  
Not just in my ability to bring about  
real change in Washington ... I'm  
asking you to believe in yours."  
-BARACK OBAMA

GET EMAIL UPDATES

Email Address

Zip Code  [SIGN UP](#)

**STAND WITH SOTOMAYOR**

Use our online tools to help spread the word about President Obama's nominee for the Supreme Court, Judge Sotomayor.

[TAKE ACTION](#)

**STAND WITH SOTOMAYOR**

**HOST or ATTEND A HEALTH CARE ORGANIZING KICKOFF**

[SIGN UP NOW](#)

Stand with Sotomayor Organizing for Health Care Weekly Address Your Voice

 **ORGANIZING FOR AMERICA BLOG** [VIEW MORE](#)

Open Thread: A New Beginning  
posted June 01 10:02:23 PM  
[CONTINUE READING](#)

Support **ORGANIZING FOR AMERICA**  
[PLEASE DONATE](#)

# Regierungskommunikation

Recovery.gov - Microsoft Internet Explorer

Adresse <http://www.recovery.gov/>

TUESDAY, JUNE 02, 2009

RECOVERY.gov

Sign up for updates:  Enter Email  ZIP  **SIGN UP**

HOME | ABOUT | INVESTMENTS | OPPORTUNITIES | IMPACT | NEWS | FAQ | CONTACT US

RECOVERY SPENDING IN 2009 VERSUS 2012

In Fiscal Year 2009, almost two-thirds of Recovery Act funding to states and localities will be in the health field; by FY 2012, the major portion of funding will shift to long-term economic growth opportunities in transportation, energy, and community development.

**Composition of State and Local Recovery Act Funding**

Fiscal Year	Health	Education and Training	Transportation	Income Security	Community Development	Energy and Environment
FISCAL YEAR 2009	64%	18%	8%	6%	3%	1%
FISCAL YEAR 2012	17%	16%	30%	19%	17%	1%

Source: U.S. Government Accountability Office (GAO)

**Featured News**

Wednesday, May 27, 2009  
\$672 Million in Recovery Funds Now Available for Washington to Save Jobs and Drive Education Reform

Friday, May 22, 2009  
\$806 Million in Recovery Funds Now Available for Virginia to Save Teaching Jobs and Drive Education Reform

Friday, May 22, 2009

**What's New at Recovery.gov**

**Read Agency Reports**  
The Reports and associated Program Plans outlining the distribution of Recovery Funds can now be read and downloaded.  
Click below for more information from the Reports.  
 Agency for International Development

To explore the Objectives, Public Benefits, Types of

**Accountability and Transparency**  
This is your money. You have a right to know where it's going and how it's being spent. Learn what steps we're taking to conduct oversight of funds distributed under this law in order to prevent fraud, waste and abuse.

**Fraud, Waste and Abuse**

1 2 3 4 5

Fertig

Start

Ralf Guldenzopf - In...

Recovery.gov - Mi...

Rasmussen Reports...

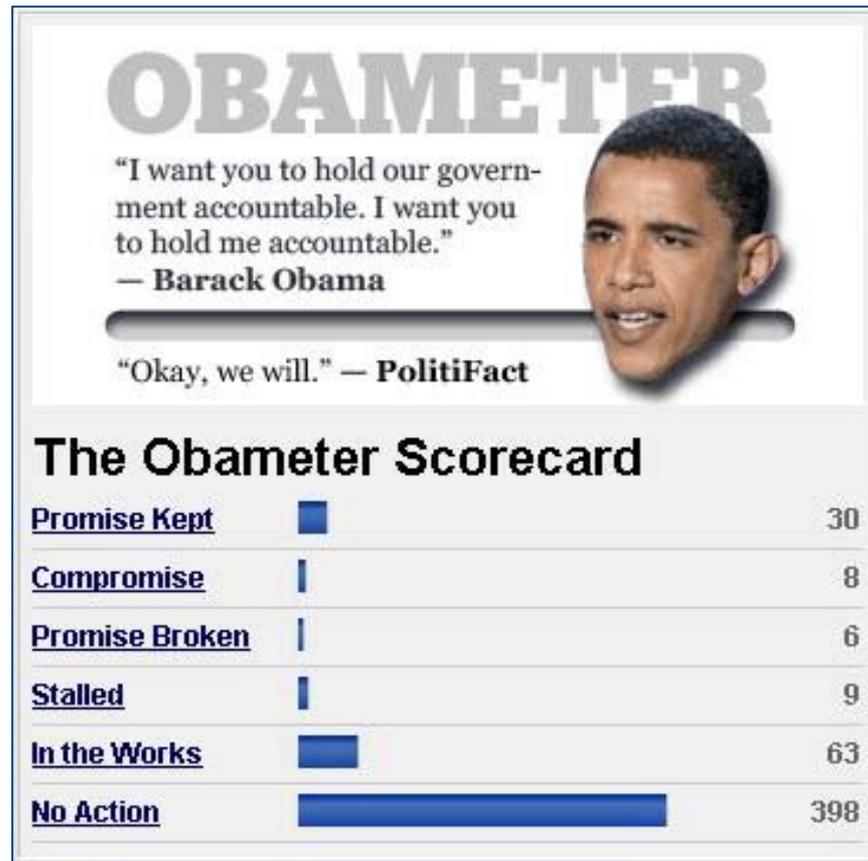
100 DAYS, 100 MIST...

PolitFact | The Oba...

<http://a.ligatus.de/?...>

18:06

# Accountability



Quelle: PolitiFact.com (06/2009)

## Schlussbemerkung

1. Recruit - Convince People
2. Record - Get their information
3. Prepare - Train and Material
4. Engage - Ask People for Action
5. Remind - Stay in touch
6. Report - Let results be known

## Schlussbemerkung

- Zielgruppen beachten
- Vorhandene Plattformen nutzen (facebook, youtube, google maps ...)
- Konkrete Aufgaben für Freiwillige formulieren
- Internet als Mittel freier Berichterstattung
- Jeder sollte Teil der Kampagne werden ...

## Schlussbemerkung

- Mehr „peinliche“ Momente und negative campaigning
- Botschaft vor Technik: Not everyone can!

# VIELEN DANK!



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