

Persuasion by Entertainment: What Voters Worldwide Expect Online

Vincent R. Harris
Harris Media LLC

Konrad Adenauer Foundation
Berlin, Germany



When voters have a choice between....



Or...



...and this>>>>>



They overwhelmingly choose....



We live in a world of short attention spans,
where complicated issues, policy, and campaign
messages must be delivered in.....

10 second snaps

140 character tweets

Short, entertaining videos

Single images on platforms like Instagram



Pithy-ness

Facebook Video Retention by Video Length (seconds)



Data Range: July 2014

Data: From roughly 1,000 pages that posted 3,000 videos. Viewer Retention data is directly from Facebook's API converted from their intervals of 0-40 to the corresponding percentages



Merkel young girl video



Mobile world=a quick world

		222,419 % of Total: 100.00% (222,419)	76.96% Avg for View: 76.94% (0.02%)	171,177 % of Total: 100.02% (171,139)	68.73% Avg for View: 68.73% (0.00%)	1.80 Avg for View: 1.80 (0.00%)	00:00:57 Avg for View: 00:00:57 (0.00%)
<input type="checkbox"/>	1. mobile	101,568 (45.67%)	78.49%	79,718 (46.57%)	77.17%	1.47	00:00:35
<input type="checkbox"/>	2. desktop	93,747 (42.15%)	77.26%	72,427 (42.31%)	59.40%	2.17	00:01:17
<input type="checkbox"/>	3. tablet	27,104 (12.19%)	70.22%	19,032 (11.12%)	69.44%	1.77	00:01:06

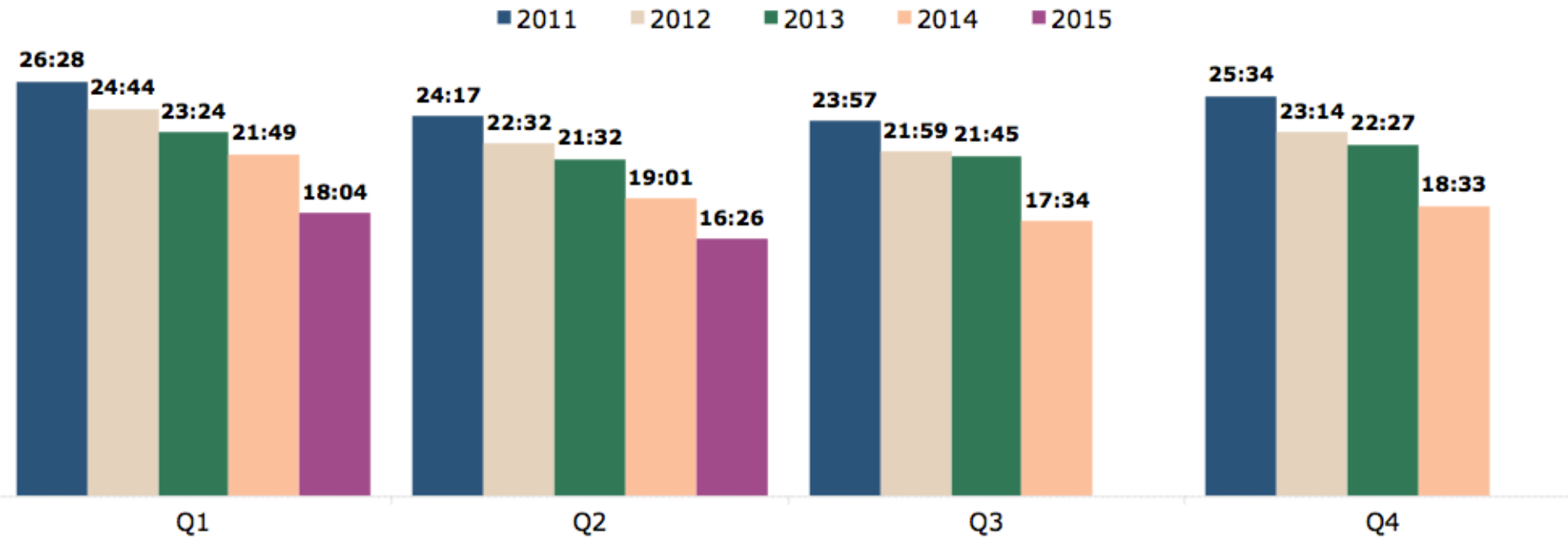




Traditional TV* Viewing Trends Among 18-24-Year-Olds

weekly time spent in hours: minutes, based on total 18-24 population

Q1 2011-Q2 2015



*Traditional TV refers to all live + DVR/time-shifted TV viewing during the quarter. In Q2 2015, live viewing averaged 14:55 per week and DVR/time-shifted TV 1:31.

MarketingCharts.com | Data Source: MarketingCharts.com analysis of Nielsen data

Americans spend more time on Facebook alone than with their pets





Variety/USC Study (2015)

-Digital stars are 17x more engaging

-Higher influence among younger audience

-What about our electeds?



Why else does digital matter?

**The Internet Is the Most Trusted Source of Political Information
(Bipartisan POS Study)**

**The Internet does impact voter
turnout (Fowler-I Voted Sticker)**



**Selective exposure online & it's impact on
partisanship (Stroud) NICHE NEWS**

Versus

Incidental exposure (Tewksbury)



In Post-Broadcast Democracy,
Princeton Professor Markus Prior
writes....

“politics is not well prepared for
the new importance of media-
content preferences”



If politics isn't entertaining, voters will
simply "x" out or change the channel



So how do we reach people in our societies who are opting out of political news and information for this>>>>>



Use digital as they do!

Prime them with entertainment media

Persuasion by entertainment

- Online/Entertainment Media can prime voters for harder news (Xenos and Becker) 2009 (6x more likely to choose news after priming with John Stewart)
- Voters forget where information comes from but update score on politicians (Kim/Vishak)



The traditional political television
ad is dying with all voters and is
dead for younger voters



Content that fits modern audiences
is...

- unique to producer
- fun
- engaging (will generate more reach)

Greater content is good if it fits
these criteria



You can push message + be entertaining (without being dumb)



<https://www.youtube.com/watch?v=JQ1BItDU4iM>



Sticky Information



<https://www.youtube.com/watch?v=euVkDbQz144>



Ads that Engage

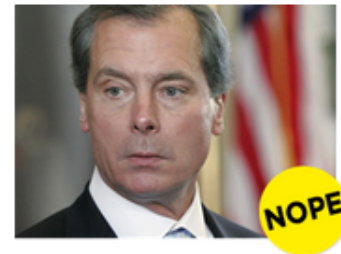
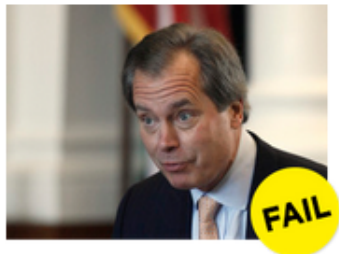


<https://www.youtube.com/watch?v=LtglptO4v34>



Fun Content

DewFeed



**Stand with Dan:
Authentic
Conservative
Leadership**

Get Email Updates:

<https://web.archive.org/web/20130816154031/http://dewfeed.com>



Become a content destination...why leave it all to the newspapers?



PINKY PROMISE YOU WON'T CHEAT ON OUR NUCLEAR DEAL?

Secure America Now
Page Liked · October 2 ·

Tag Photo Edit

Like · Comment · Share

Sam Larson and 15,874 others like this. Most Relevant

10,655 shares

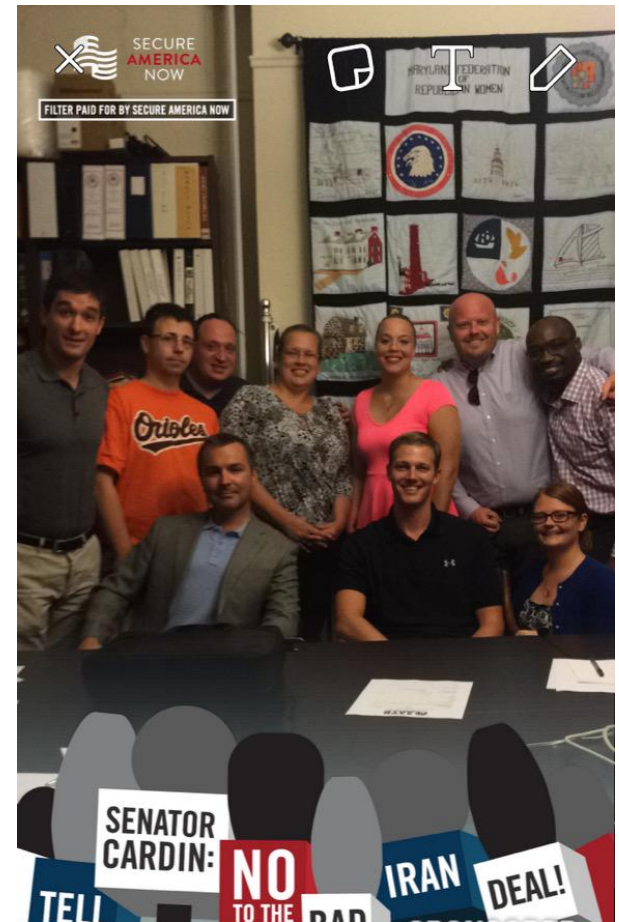
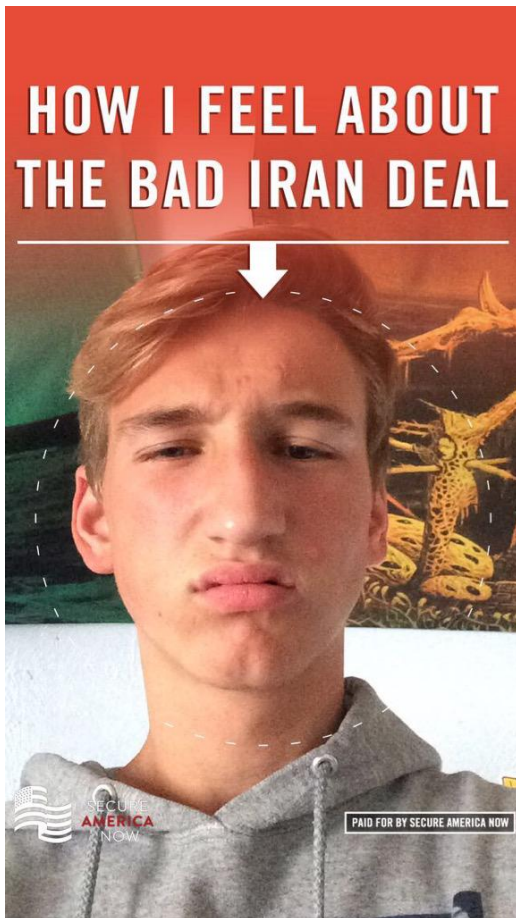
Nancy Ann Mulson Obama isn't in his usual bowing position.
Like · Reply · 185 · October 2 at 12:56pm
18 Replies

Shirley Willis He's crazy....and wants America gone, as we've known it...
Like · Reply · 164 · October 2 at 1:14pm
10 Replies

Lynda Gracious He's not stupid, he's not out of touch with his own agenda and he's not dumber than dust. He's a corrupt individual who wants to go down in history as the one who changed America, by aiding the terrorists to form his one world government !
Like · Reply · 57 · October 2 at 6:04pm

Write a comment...

The Future: Native Advertising -letting voters become their own entertainment



Persuasion by Entertainment

- Visual
- “Snackable”
- Always think mobile
- Use pop-culture
- Persuasion by entertainment








**Buzz
Feed**



“Information that’s interactive has a greater use in gaining political information than that content which is unidirectional” (Tedesco 2007)



If Content is Engaging, They'll Stay

<input type="checkbox"/>	1. /scorecard/		108,825 (34.04%)	94,121 (32.57%)	00:02:24
<input type="checkbox"/>	2. /bennet/		43,298 (13.54%)	40,424 (13.99%)	00:04:11
<input type="checkbox"/>	3. /cardin/		23,336 (7.30%)	21,454 (7.43%)	00:02:48
<input type="checkbox"/>	4. /flake/		21,846 (6.83%)	20,439 (7.07%)	00:03:45
<input type="checkbox"/>	5. /manchin/		17,072 (5.34%)	15,927 (5.51%)	00:04:15
<input type="checkbox"/>	6. /schumer		15,155 (4.74%)	14,391 (4.98%)	00:03:37
<input type="checkbox"/>	7. /booker/		9,147 (2.86%)	8,491 (2.94%)	00:03:53
<input type="checkbox"/>	8. /blumenthal/		5,310 (1.66%)	4,683 (1.62%)	00:02:35
<input type="checkbox"/>	9. /mccaskill/		5,149 (1.61%)	4,768 (1.65%)	00:03:18











If Content is Engaging, They'll Stay

[f SHARE](#) [t TWEET](#)

IRAN DEAL SCORECARD

15 ON THE FENCE **30** STAND WITH IRAN **55** STAND WITH AMERICA

 SENATOR CARDIN (D-MD)	 SENATOR BLUMENTHAL (D-CT)	 SENATOR BOOKER (D-NJ)	 SENATOR MANCHIN (D-WV)	 SENATOR HEITKAMP (D-ND)	 SENATOR BENNET (D-CO)
 SENATOR COONS (D-DE)	 SENATOR NELSON (D-FL)	 SENATOR WARNER (D-VA)	 SENATOR CASEY (D-PA)	 SENATOR PETERS (D-MI)	 SENATOR WICKER (R-MS)
					

www.stopthebadirandeal.com/blumenthal

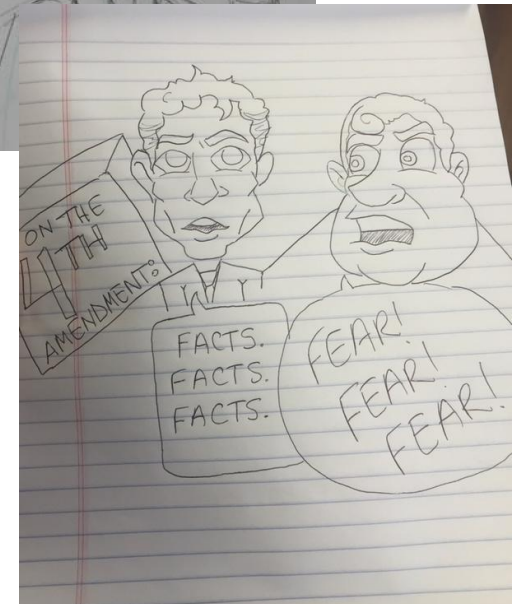
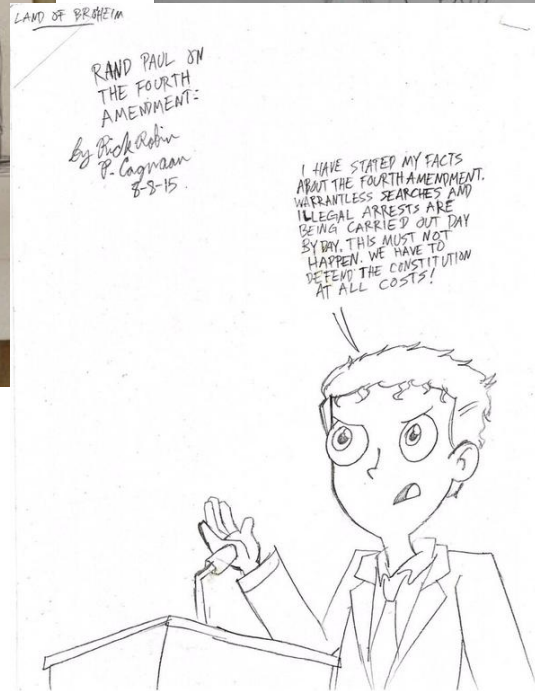


Let your supporters create content

- Rand Paul's #libertyfootball



Let your supporters create content



Crowd sourcing involvement



- Hillary Clinton's supporter social takeovers
- Rubio's answering of most asked Google questions



Persuade + Entertain.

vincent@harrismediallc.com

harrismediallc.com

@vincentharris

