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"Policy Making through Social Media: Application of the PADGETS method and tools in Renewable Energy, Financial Crisis and Women Enterprise Policy"

**Final Project Report**

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## ABSTRACT

Social media have been under the spotlight for a few years now. Experts were devoted to understanding whether the use of such tools in a government setting was a reality to come and they agreed that the use of social media by the public could have contributed to the construction of a more open, transparent and collaborative government. In addition, social media could have helped tackling some of the most severe problems encountered in early stages of government digitalization. In general, we could say that social media could represent an ideal bridge across Governments' institutional boundaries establishing a bidirectional communication flow between policy makers and society.

This thesis entitled "Policy Making through Social Media - Application of the PADGETS method and tools in Renewable Energy, Financial Crisis and Women Entrepreneurship Policy" describes how government agencies exploit social media to enhance the participation of the public in policy making, and is conducted as part of the research project PADGETS (policy gadgets) funded by the European Commission. This approach is based on the simultaneous publication of various types of policy related content (texts, images, videos) and applications in multiple social media simultaneously, and also collects from them and processes data on citizens' interactions (likes, views, comments, votes, video responses, etc.). This poses various questions and challenges concerning its effective application by government agencies, the analysis and usage of social media APIs and the processing of collected citizens' interaction data, which are researched in the project.

This particular thesis is also presenting a step by step methodology for starting a PADGETS campaign as well as a brief description of three specific ones and their goals and running progress along with results of their launching. The main subjects of these campaigns are mentioned in the title.

## Statement of Acknowledgement

The following thesis was conducted by the undergraduate student Mantzaris Antonios at the Department of Information and Communication Systems Engineering of the University of the Aegean during the academic fall semester of 2012-2013.

Through this thesis I was given the opportunity to broaden my knowledge on programming and project planning in order to set up different websites that would support the PADGETS campaigns in the best way possible. With a little help and guidance from my supervisors everything went as planned within the various deadlines we had to face for each campaign.

I would like to express my thanks and gratitude to Yannis Charalabidis for all the support he showed and for helping me find my way with this subject. I am likewise grateful for the valuable contribution and aid throughout the whole project to Aggeliki Androutsopoulou who was always willing to offer me her expertise.

Last but not least, I owe a big thank you to my family and friends for all their endearing help and moral support they showed me throughout the years of my studies, as well as for understanding me and encouraging me during the preparation of this thesis.

A handwritten signature in black ink, appearing to be 'AM', with a long horizontal stroke extending to the right.

Anthony Mantzaris, Undergraduate Student  
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## Acronyms

API - Application Programming Interface

PADGETS – Policy Gadgets Mashing Underlying Group Knowledge in Web 2.0  
Media

EU – European Union

CV – Curriculum Vitae

MEP – Member of European Parliament

NGO - non-governmental organization

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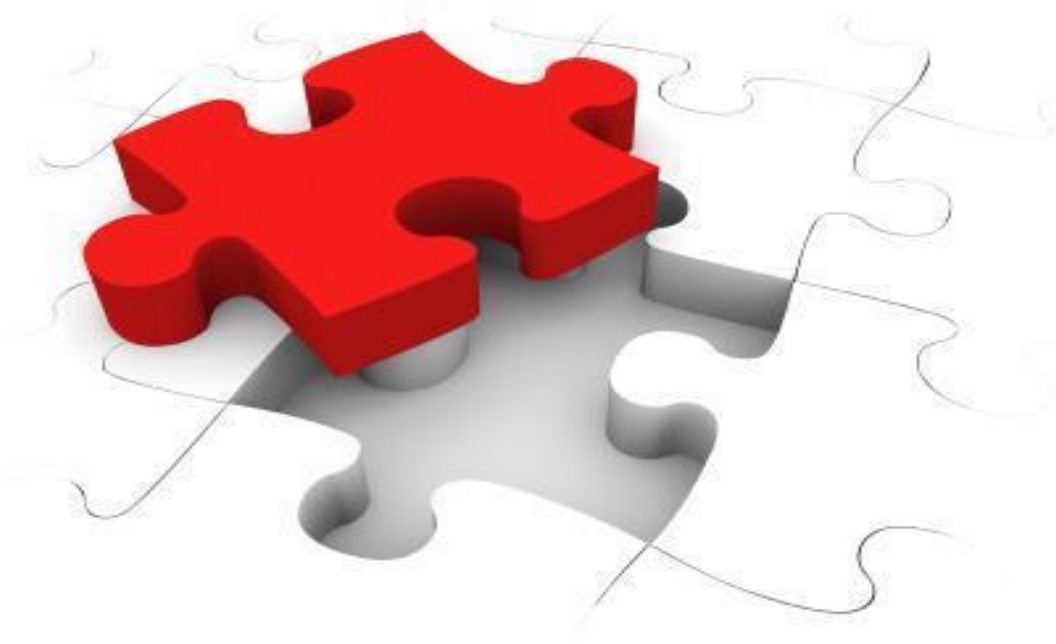
## 1. Introduction

The term “social media” includes a range of tools and services that enable direct user interaction on computer mediated environments. There has been a lot of research done on the exploitation of the rapidly growing social media. Recently, many units of government have either tried, or are considering trying, social media as a way of interacting with the public in novel ways. Policy makers see social media as a way of broadcasting news about certain policies to target audiences. Moreover, they see it as a way to get feedback about those policies. In this occasion, people interested can submit ideas and content to policy makers who, in their turn, filter that content for worthwhile information.

Government agencies have been for a long time interested in establishing a communication system with their citizens concerning the policies they prepare and intend to launch, and this has led to the development of a research project called PADGETS. This project makes it possible for the government agencies to present their plans, justify their decisions and policies and for the public (native people as well as people from all over the world) to express their opinions and concerns on a variety of matters (political, environmental, economical, etc.). Therefore, it is needless to state the importance of the government being present on this new electronic world that our generation lives in.

However, there are a lot of things to take into consideration and many questions to be answered before embarking on this new approach. The world of internet is such a vast place and if not handled appropriately there is a high probability that you’ll get lost in it or it may lead you to deviation from the original purpose.

### 1.1 Aims & Objectives





The main objective of this thesis is to present a detailed methodology for launching a PADGETS campaign and all the aspects that are taken into consideration in order to achieve policy making through multiple social media simultaneously. In order to make that happen in the most accurate way possible we need to examine some simpler but equally important goals to reach for a campaign to be considered successful:

- Find the right subject to attract and motivate the general public
- Consider the audience before publishing any material
- Be authentic and creative when it comes to interface
- Bring value to the articles-posts and give credit to those who deserve it
- Respectfully represent the government and its movement, and do them justice
- Understand the concept of community by making the users feel comfortable on sharing, connecting and receiving feedback
- Update in a regular basis and be active in general
- Interact with the general public and promote the campaign
- Extract negative and positive opinions as well as new ideas on the subject and categorize them
- Run one campaign at a time using all appropriate tools on social media

Once we manage to complete these objectives with utter success we can be sure that the general public was involved in the decision making process in the rightest way and we can move forward preparing the next policy-making campaign assigned by the government.

## 1.2 Research questions



Starting and organizing a policy-making campaign is quite challenging and many questions need to be asked and answered in return. To be realistic, this project focused on these ones:

- What progress has been made in policy-making through social media? Are they able to fully support such campaigns?

- What vision does government have for each policy separately?
- How much can the public interfere in the policy making and how much can they interact with government people?
- How many different methods of opinion giving will the campaign support?
- What type of material will be used to attract the general public and in what way?
- What will the results of the campaign bring and how will they be measured?

### 1.3 Chapter Structure

This thesis consists of 7 chapters. In the first chapter, an introduction to the project is given using general information around the subject and describing some points of it in a few words. Moreover, I present some of the most important goals that need to be reached in order to be able to launch a campaign successfully together with the main aim of the thesis. Then, I list some questions that need to be answered before launching a campaign and I finish the 1<sup>st</sup> chapter by describing the structure of the thesis.

The second chapter is about the analysis in general of the following terms: policy-making, social media, PADGETS platform and opinion mining. The features that make a policy worth are listed into this chapter as well as what its main content should be. In addition, the different kinds of social media are explained and a series of suggestions on how to fully exploit their power is presented. The chapter ends with a description of PADGETS platform and the importance of the opinion mining in policy-making.

The third chapter is about the methodology that policy-makers and their teams follow to run a campaign from start to finish. Useful information is given considering the preparation of the campaign in its initial stage followed by its launch and running process. This chapter showcases all the note-worthy steps we need to take into account in order to complete a successful and memorable campaign.

Chapter number four focuses on the appliance of the methodology mentioned on the previous chapter. Three campaigns were completed during the composition of my thesis and there is a brief description of their theme, website and social media action. The chapter starts with the Renewable Wind campaign, continues with the South in Talk campaign and ends with the Women Enterprise campaign.

The next chapters' theme is the results of each campaign. A series of diagrams are given showing the effects of the completed campaigns on the subject they supported as well as on policy-makers' social profile growth. Social media statistics for the campaigns are also presented along with numbers about the impact they had on the public.

The two final chapters give concluding thoughts and future ideas about the conduction of this thesis. A general image that was extracted by the whole project is located in chapter 6 while in chapter seven the reader will find some future aspirations and ways in which the work done in this thesis can be further improved.

## 2. Field Analysis



The PADGETS research project which is implemented by a team of 12 operators in the EU and coordinated by the University of the Aegean aims to improve the interaction between government and citizens. This project allows policymakers to engage people in debates by choosing a topic and “injecting” it into whichever social networks they choose by Tweeting, blogging or using discussion groups in Facebook or LinkedIn. All the different reactions are being monitored and the kinds of opinions people are expressing within those social networking sites are being gathered. Social-centric politics is being encouraged and promoted in this particular way.

## 2.1 Policy Making



Policy making has been defined as the process by which governments translate their political vision into programmes, campaigns and actions to deliver the desired change in the real world. Thus policy making is a fundamental function of any government the process of it is not a high science. It is difficult to do well, though, and for that reason there are tools and techniques that can help in doing the job more effectively.

The world for which policies are being developed is becoming increasingly complex, uncertain and unpredictable. Citizens are better informed, have rising expectations and are making growing demands for services tailored to their individual needs. At the same time, the world is increasingly interconnected and can exchange ideas and information about various subjects without being limited. That is the main reason policy making has to be taken under serious consideration so that it can be planned and launched successfully as well as deliver the desired outcome.

### 2.1.1 Early Stage of Policy Making

Before embarking on any policy campaign or project, it is very important to give adequate thought on how it will be managed and resourced. Some parts of the policy-making process are very time-consuming, and effective planning is essential. Especially when legislation is required to implement a policy, it can add considerably to the time taken from the initial idea to the final implementation. It is very easy to underestimate the time and effort required to introduce a new policy or review an existing one, and inappropriate planning can lead to failure.

It is also necessary to consider carefully what resources will be required. This relates not only to the branch or team responsible for the programme but also to the potential involvement of professional advisors. Such specialists need to be alerted early so that their work programmes can take proper account of the department's needs. It is also important to identify information requirements. Good policy-making is based on evidence setting out what the need is and potentially evidence surrounding how best to intervene in order to meet this need.

### 2.1.2 Required Features

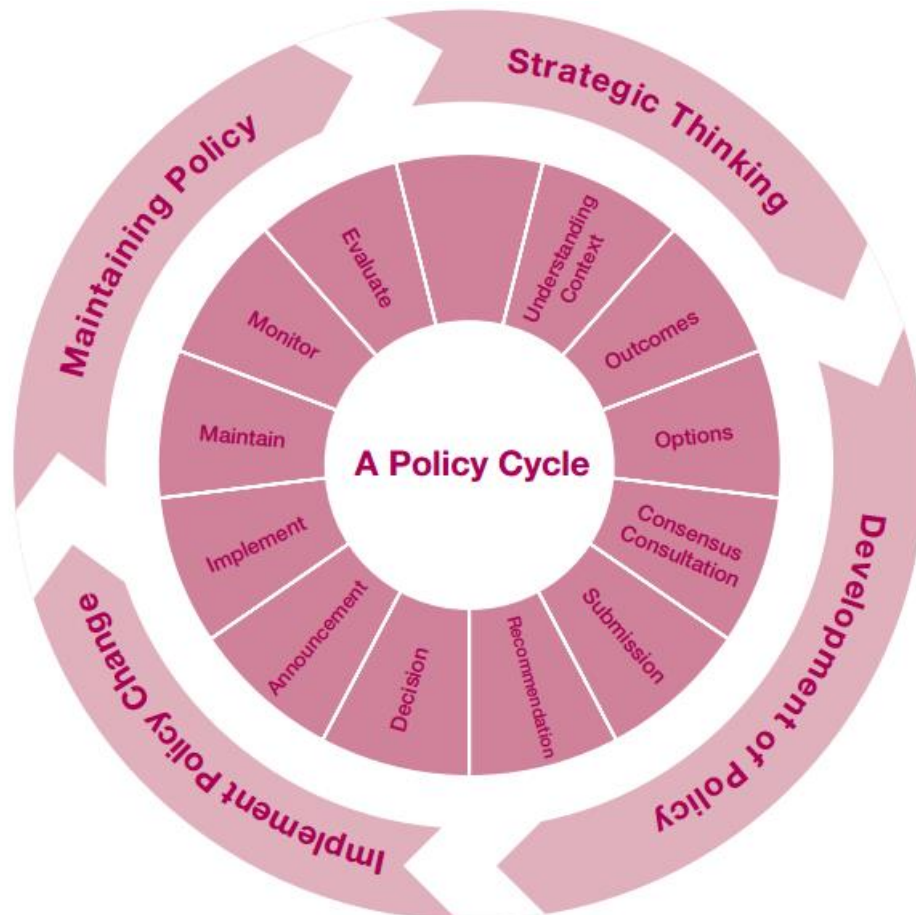
Policy-making needs to display some important features if it is to be fully effective and able to respond to various challenges it may face. The most crucial of these features are listed below.

- **Forward looking:** The policy-making process clearly defines outcomes that the policy is designed to achieve. Where appropriate, it is crucial to take a long-term view, based on statistical trends and informed predictions of social, economical, political and even cultural trends, for some years into the future of the likely effect and impact of the policy.
- **Outward looking:** The policy-making process takes account of influencing factors in the national, European and international situation, makes use of European mechanisms when applicable and looks at similar experiences in other countries and how these countries have dealt with the issue.
- **Innovative, Flexible and Creative:** The process is flexible and innovative, questioning established ideas and ways of dealing with things, encouraging new and creative thoughts as well as advancing established ways to work better. Wherever possible the process is open to comments, suggestions and alternatives proposed by others. Risks are being identified and managed as needed.
- **Evidence based:** The decisions of policy makers are based upon the best available evidence from a wide variety of sources and consults or relevant experts. Existing researches are reviewed and new ones are commissioned.
- **Inclusive:** The policy-making process takes account of the impact on all people affected by the policy directly or indirectly. Consults are taken by those at the receiving end or by the affected ones using the given feedback to improve results.
- **Joined up:** The process is looking beyond possible boundaries and is seeking to establish joint working arrangements with other departments who offer a helping hand so as to come up with strategies to overcome barriers.
- **Learn Lessons:** Learns from experience and minor failures of what works and what doesn't.
- **Communication:** The policy-making process considers how the policy will be communicated with the public. Strategies are prepared and implemented to share the policy at the widest and best way possible.
- **Evaluation:** The process is systematically evaluated for its effectiveness and the success criteria are defined.
- **Review:** Established policy is constantly reviewed to adjust any minor improvements that were missed out and to ensure it is really dealing with the problems it was designed to solve. A range of performance measures are taken

and mechanisms to allow public to provide feedback direct to policy-makers are set up.

These features need to be considered collectively. Taken together they reflect the type of analysis which needs to be applied in order for a policy to succeed.

The following figure presents the policy cycle. The first stage is the Strategic Thinking followed by the Development of the Policy. After that the Policy is being implemented and lastly it is maintained as much as it is required to the point where the cycle starts all over again.



### 2.1.3 Main Content

Policies are declared to the public through official written documents and shared in online posts. They often come with the signature or the endorsement of the executive powers within the organization or government to make the policy legitimate. These documents have a fixed format that is particular to the government issuing the policy and they all contain standard components such as:

- **Purpose statement**, which outlines why the government is issuing the policy and what its desired effect or outcome should be.
- **Applicability and scope statement**, describing who the policy affects and which actions are impacted by the policy. The applicability and scope may expressly exclude certain people, organizations, or actions from the policy requirements and focus the policy on only the desired targets to avoid unintended consequences.

- **Effective date**, which indicates when the policy comes into force. Retroactive policies are rare, but can be found.
- **Responsibilities section**, indicating which parties and governments are responsible for carrying out individual policy statements. Many policies may require the establishment of some ongoing action. Responsibilities often include identification of any relevant governance structures.
- **Policy statements**, indicating the specific regulations, requirements, or modifications that the policy is creating. Policy statements are extremely diverse depending on the government and intention, and may take almost any form.

Some policies may contain some additional sections, including:

- **Background**, indicating any reasons, history or intention that led to the creation of the policy, which may be listed as motivational factors. This information is often quite valuable when policies must be evaluated or used in questionable situations.
- **Definitions**, providing clear and certain definitions for terms and concepts found in the policy document.

#### 2.1.4 Questions to be answered



A policy is well prepared if by the end of all stages a number of different questions can be answered with full certainty.

In terms of understanding the problem:

- ✓ What is the vision and the most effective outputs for achieving the desired policy outcomes?
- ✓ What evidence is available from external sources and what is needed from experts like economists, statisticians, web designers, etc.?
- ✓ What is the role of European Union?
- ✓ What policy priorities need to be resolved and what will be the impact on other already existing policies?

In terms of developing solutions:

- ✓ What is the target group?
- ✓ What have the experiences of other countries been?
- ✓ What are the costs or benefits of different options?
- ✓ What are the constraints/barriers to overcome?
- ✓ What funding is available?
- ✓ Are any ministers signed up?

In terms of putting solutions into effect:

- ✓ What are the risks to the policy and how can they be managed? What are the probabilities of each risk?
- ✓ What are the quick wins?
- ✓ What is the strategy for presenting the policy? Who needs to be told what? When and how?
- ✓ What training and support for main staff is needed?
- ✓ Can e-government contribute to the implementation of the policy?

In terms of testing success and making it stick:

- ✓ How can the target audience be kept committed and involved?
- ✓ What needs to happen to ensure that the policy becomes self-sustaining?
- ✓ What evaluation and performance targets are needed?

If policy-makers are able to answer all these questions with utter success it means that they know where they stand, what their capabilities are and how to deliver the policy properly avoiding as many drawbacks as they can.



## 2.2 Social Media



Social media is a phrase being tossed around a lot nowadays, but it can sometimes be difficult to answer the question of what social media is. The best way to define social media is to break the term down. If media is an instrument of communication, like a newspaper or a radio, then social media would be a social instrument of communication. In Web 2.0 terms, this would be a website that doesn't just give information, but interacts with the users while giving that information. This interaction can be as simple as asking for comments or letting the user vote on an article, or it can be as complex as recommending movies to the user based on the ratings of other people with similar interests. Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate as well.

Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics:

- **Participation:** Social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
- **Openness:** Most social media services are open to feedback and participation. They encourage voting, commenting and sharing of information. There are rarely any barriers to accessing and making use of content, although password-protected content is frowned on.
- **Conversation:** Whereas traditional media is all about “broadcasting” (content transmitted or distributed to an audience) social media is better seen as a two-way conversation.

- **Community:** Social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favourite tv-show.
- **Connectedness:** Most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people.

### 2.2.1 The power of social media



Social media sites are growing fast and furiously, becoming indispensable to consumers. In August 2010, for the first time ever, Facebook surpassed Google as the number one site where internet users spend the majority of their online time — 41 million hours for Facebook users versus 39.9 million hours for Google. A recent Nielsen report showed that overall, users spend a quarter of their online time using social media applications. And it's not just young people, either: another report released in August 2010 showed that social media use of sites like Facebook and LinkedIn by adults aged fifty to sixty-four grew by a whopping 88% between April 2009 and May 2010. Imagine what those numbers are today. Bottom line: if a company, an organization or government seeks to get public's attention online, a social media presence is absolutely necessary.

Now it's important to realise that Facebook alone has upwards of 1 billion users. Each of these users will have their own profile, friends, and groups of people they interact with on a daily basis. When someone finds something they like, they talk about it. Others read about it and share it with their friends and groups. This activity replicates over and over again. Now, this analogy only illustrates one person. What if thousands of people were talking about the same thing and recommending it to their friends? That illustrates clearly the power of social networking.

Many governments are only beginning to understand the power of social media and using the social networks in order to get their policies through this massive audience. But here is where the issues arise. In order to be successful using this powerful promotion tool, training and experience is needed to understand all of its

aspects so that it will be used effectively. Using social networks creates huge exposure in ways never before realized.

Whichever way the social networks are used it will require a bit of individual work to learn how they work and to gain the trust of friends, followers, and connections. Using the big social networks such as Facebook, LinkedIn and Twitter will prove to be very effective in growing the support of the public but it begins with building a trust. In order to do this effectively, it is crucial to participate in communicating with friends, posting in groups, tweeting on a regular basis, sending out invites and connecting, and posting information about the policy on message boards consistently.

### 2.2.2 Research and Selection



At this time, there are basically six main kinds of social media. Note, though, that innovation and changes are rife.

#### Social Networks

These sites allow people to build personal web pages and then connect with friends to share content and communicate. The biggest social networks are Facebook, LinkedIn and Google Plus.

#### Blogs

This is perhaps the best known form of social media. Blogs are online journals, with entries appearing with the most recent first.

### **Wikis**

These websites allow people to add content to or edit the information on them, acting as a communal document or database. The best-known wiki is wikipedia, the online encyclopaedia which has over 2 million english language articles.

### **Podcasts**

Audio and video files that are available by subscription, through services like apples' itunes.

### **Forums**

These are areas for online discussion, often around specific topics and interests. Forums came about before the term "social media" and are a powerful and popular element of online communities.

### **Content Communities**

Communities which organise and share particular kinds of content. The most popular content communities tend to form around photos (flickr, photobucket), bookmarked links (del.icio.us) and videos (Youtube).

### **Microblogging**

Social networking combined with bite-sized blogging, where small amounts of content ('updates') are distributed online and through the mobile phone network. Twitter is the clear leader in this field.

Setting up a presence on several of these sites and failing to use them reflects poorly and aggravates users who might visit a site in search of content and leave empty-handed. The first thing to do in order to choose between which social media to use, is to consider what types of sites the target audience is likely to be using, and have the ability to easily access. With over 1 billion users, Facebook is always a good bet. Next, consider costs and value. For example, while a YouTube channel is impressive, creating videos for the site may be too complicated and costly to justify stocking a YouTube site with video although sharing videos already uploaded may be of great help in enhancing the original purpose. Another social media site which allows easy and fast sharing is twitter with 500 million active users and growing. The main utilities of these social media can be combined in blogger. Using the latter means creating a site which offers all the necessary information to the target audience and the means to interact with each other using the additional social media they prefer most.

Once the social media presence is established, the team responsible for monitoring social media sites and sharing through them must be identified aswell. In order to maximize the effectiveness of social media the appropriate staff to engage users needs to be put together. There should be people responsible for preparing the necessary sites, sharing posts or even getting feedback by unsatisfied users. Assembling a team focused on social media solely helps improving the experience for the target group of users and not only.

### 2.2.3 Spread the word



There are important things to be considered before spreading the word on a subject. Social media presents a particular challenge for communicators because the users don't focus on a single document. A user often sifts through an onslaught of information, skims topics, and browses sites to determine where to focus his or her attention. If content is dense, long, and jargon-filled, the reader probably won't find it appealing. One benefit of using social media is audience segmentation. You can create posts that are specific to the concerns, needs, and desires of a particular demographic. Understanding what's important to your audience will increase the effectiveness of the social media efforts. This makes it easier for a policy to be promoted.

Likewise, understanding the target audience helps in selecting the best channels for reaching specific users with your posts. People access information in different ways, at different times of the day, and for different reasons. Using market research, metrics, and other data in order to define your audience needs will be important in selecting the most effective channels. Each social media channel is different in the way it engages communities and manages content. Understanding how people naturally use or participate in different social media will help to determine the right engagement strategy. If limited literacy skills are an issue for the audience, then it is important to find out if and how they use social media.

Often the way information is being shared to a target audience makes it difficult for them to understand and give the desired attention to the posts. The most common mistake is the use of jargon or words and phrases that are not commonly understood by most users. Another thing that doesn't work quite well is writing dense and long content that overuses the passive voice as well as including too many distracters (for example, when visuals and text don't match or the font is too small). Using plain language helps to correct these problems. Studies show that when writers use plain language, readers discover information more quickly, understand it better, and find it more compelling. Plain language is everyday language and it helps the users to

capture the essence of the post making it more likely for them to share it with their connections and that way “spreading the word”.



### 2.3 PADGETS Platform



The PADGETS research project is a platform that gives policy-makers the opportunity to share their words with end-users through multiple social media at the same time just by clicking a button. One status update can travel both on facebook and twitter simultaneously reaching a wider audience. This technique helps to promote and spread a policy campaign like it has never been done before. This platform though offers more than that. Policy-makers can log in and graphically

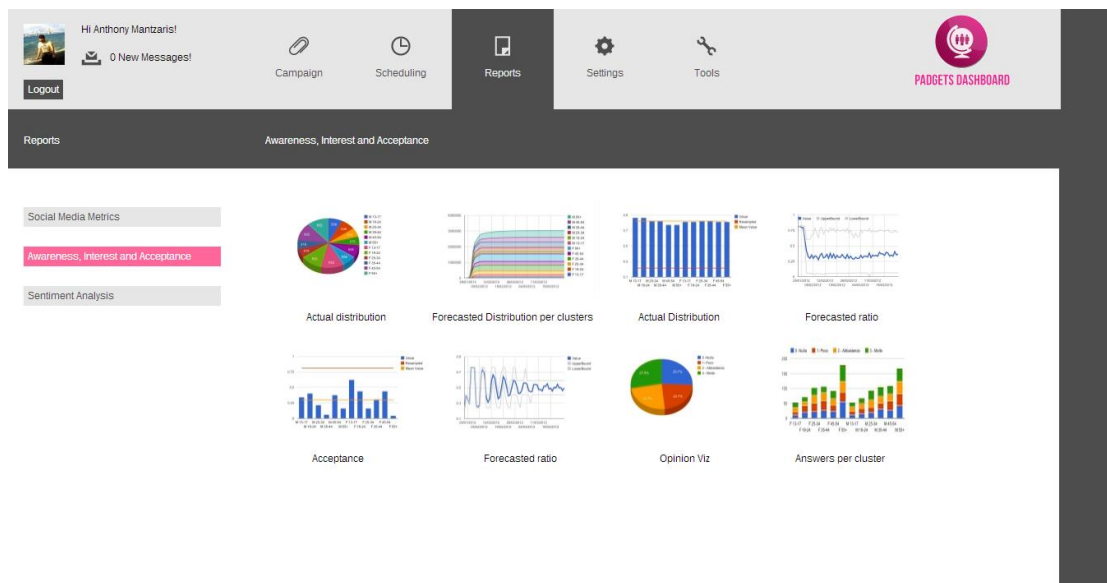
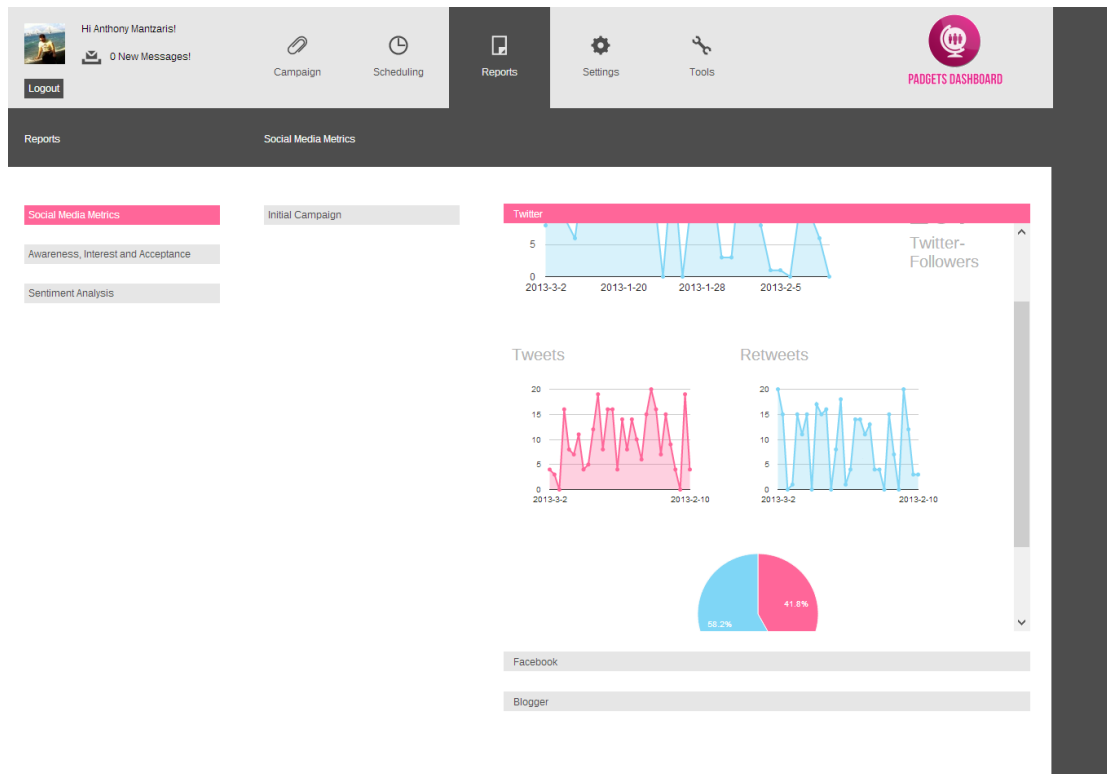
create their own web applications embedding them on various social media thus helping them reach the goals they set.

One of the most important tools of the platform is the opinion analysis. First thing to do here is gather all the comments, statuses and tweets made on all the social media about a certain subject or in our case about a campaign and import them all in the platform. After doing so the opinion analysis is ready to start the mining process in order to give a result for each one of the opinions. The result can yield positive or negative sentiment for each comment categorizing them accordingly. In the end, an aggregated image of the comments made by the public is provided. This aids the policy-makers to determine what road they will follow to meet the public's expectations.

Using PADGETS the policy-makers can create a campaign and define various information about it such as the name, subject, location, website hosting it, launch date and end date, hashtag as well as social media to share to.

The screenshot shows the 'New Campaign' form in the PADGETS platform. The form is titled 'New Campaign' and contains several input fields. The 'Title' field is filled with 'Stricter rules for credit rating agencies go in the right direction'. The 'Notes' field is empty. The 'Topics (e.g. ACTA, EFSF, ...):' field is filled with 'CRAs'. The 'Location' field is a dropdown menu set to 'Italy'. The 'Start Campaign:' field is filled with '2013-01-16' and the 'End Campaign:' field is filled with '2013-01-31'. The '#HashTag (only one):' field is filled with '#thesouthintalk'. The 'Url:' field is filled with 'http://thesouthintalk.blogspot.gr/'. The 'Share to:' field has two dropdown menus, both set to 'EuProgress'. At the bottom of the form are 'Save' and 'Cancel' buttons. On the left side of the screenshot, there is a sidebar with a 'Campaign Column' section and a preview of the campaign details.

Once done the platform contains tools to help you monitor the campaign through a variety of tools and statistic diagrams.



It is easily assumed that PADGETS platform tools make policy-making a lot easier than it really is just by following a certain path that is shown in the arrow below.





## 2.4 Opinion Mining



The explosion of social media has created unprecedented opportunities for citizens to publicly voice their opinions, but has created serious drawbacks when it comes to making sense of these opinions. At the same time, the urgency to gain a real-time understanding of citizens concerns has grown because of the viral nature of social media (where attention is very unevenly and fastly distributed) some issues rapidly and unpredictably become important through word-of-mouth. Policy-makers and citizens don't yet have an effective way to make sense of this mass conversation and to interact meaningfully with thousands of others. As a result of this paradox, the public debate in social media is characterized by short-termism and auto-referentiality. Many experts consider social media as a missed opportunity for better policy debate.

At the same time, the sheer amount of raw data is also an opportunity to better make sense of opinions. The key asset to exploit is not a better algorithm, but the power of more data. We, therefore, find ourselves at a crucial underpinning where the challenge of information overload can become not a problem, but an opportunity for making sense of a thousand voices and identify problems as soon as they arise.

Opinion mining can be defined as a sub-discipline of computational linguistics that focuses on extracting people's opinion from the web. The recent expansion of the web encourages users to contribute and express themselves via blogs, videos, social networking sites, etc. All these platforms provide a huge amount of valuable information that we are interested in analysing.

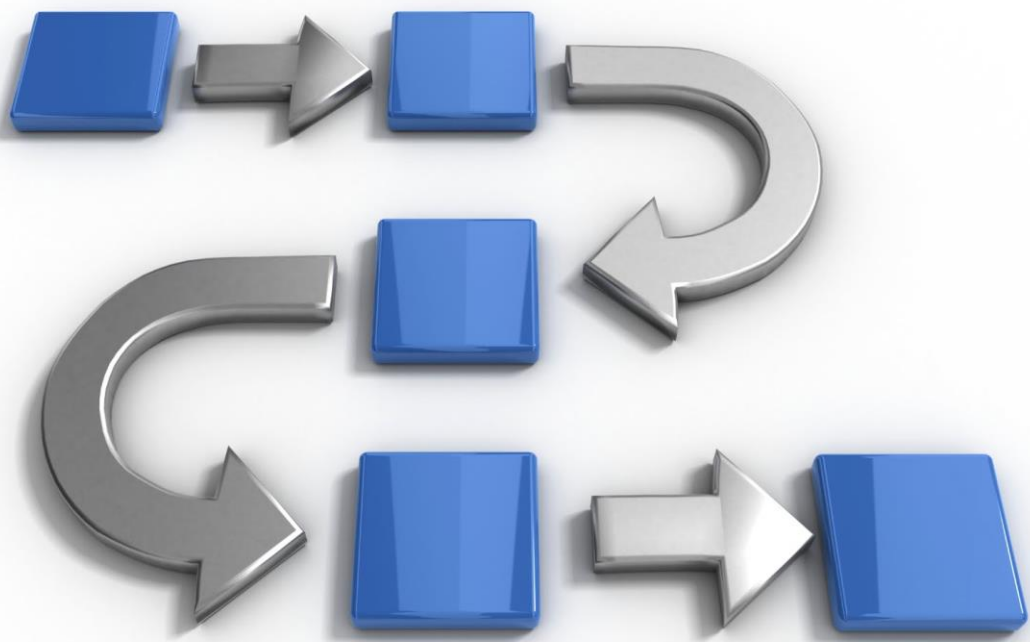
Given a piece of text, opinion-mining systems analyse:

- Which part is opinion expressing
- Who wrote the opinion
- What is being commented.

Opinion mining applications are the basic infrastructure of large or even small scale collaborative policy-making. They help making sense of thousands of interventions and to detect early warning system of possible disruption in a timely manner, by detecting early feedback from citizens. Traditionally, ad hoc surveys are used to collect feedback in a structured manner. However, this kind of data collection is expensive, as it deserves an investment in design and data collection. It is difficult, as people are not interested in answering surveys and ultimately it is not very valuable, as it detects known problems through pre-defined questions and interviewees, but fails to detect the most important problems.

Opinion mining is helpful to identify problems by listening, rather than by asking, thereby ensuring a more accurate reflection of reality. Argument mapping software is then useful to ensure that policy debates are logical and evidence-based, and do not repeat the same arguments again and again. These tools are considered helpful not only for policy-makers, but also for citizens who could more easily understand the key points of a discussion and participate to the policy-making process.

### 3. Methodology



A policy-making campaign is an organized effort which seeks to influence the decision making process within a specific group of people. The most important stage of the whole process is the preparation of the campaign. During that part all attributes need to be considered and only then can the process move forward. Planning is essential in a campaign since there are many things that can go wrong and examining all the factors that affect it in advance minimizes the chances of an error appearing. After tests are being made and policy makers are reassured that almost nothing can go wrong it is time for the campaign to start running as planned. After the campaign is over or even during its launch results are gathered and decisions are made.

## 3.1 Setting up the Campaign

### 3.1.1 Initial Stage



The first thing to do is recognize the problem. At any given time, many conditions disturb or distress people, such as unsafe workplaces, natural disasters, economy issues, medical care, etc. Government wants to solve a set of problems and there are so many of them that they must be prioritized, with some problems getting earlier attention than others. A crisis, such as the financial one that our generation is facing, almost always re-prioritizes issues. But all disturbing conditions do not automatically become problems. However, people may expect government to help each situation through quick relief actions.

At this point, several conflicting plans from various political interests take shape in order to start formulating the campaign with a purpose and theme that is acceptable by all the players. The campaign needs to comply with the required features of a policy-making process mentioned in chapter 2.

### 3.1.2 Organizing the Campaign

Once the initial stage is successfully completed policy-makers are seeking to find the right people for all the necessary adjustments in the technology sector. The technology team is responsible for creating a fully operational and interactive main website to host the campaign, finding or creating methods to help or even urge users to share and promote the campaign and most importantly operating the PADGETS application. Policy-makers are also trained on how to use the PADGETS platform.

A solid website or even a good looking blog is the most important thing at this stage. What makes a website suitable for the campaign and the purpose it serves is:

- A whole separate page giving facts and general information regarding the campaign and explaining clearly and distinctively the goal to reach.
- A page dedicated to the policy-makers who support the campaign with a short CV showcasing the important achievements of their career and their involvement to the campaign and PADGETS project in general along with links to their social media profiles and photos of them.

- A place on the website where useful links for more information about the campaign can be easily found by the visitors.
- A place where visitors can read about their role on the campaign and clearly understand what they need to do if they want to take part in the policy-making.
- A pleasing homepage that captures users' attention preferably with some audio-visual material.
- A beautiful background image related to the campaign that blends with the rest of the website and highlights it.
- Various posts with intriguing content in plain language. Graphs, videos and photos help the public stay interested.
- Comment sections under posts so that the public can offer their ideas and opinions on the matter. These sections will allow visitors to read other people's opinions and debate.
- A page or area on the website with an answering section where straightforward questions are asked directly to the public.
- Share and "like" options for users to show their preferences.
- Poll sections where the public can easily suggest ideas just by voting among already stated ones.
- Statistic information about the process of the site.
- A window showing all the tweets that have been made for the campaign. This is relevant only after the settlement of a unique hashtag for the campaign.
- Supporting pages for possible events of the campaign

After the completion of the website it is important to continue at the same pace and create a social media page (facebook, twitter and LinkedIn) for the campaign to further support the main website, the events that are scheduled and the general purpose of the campaign itself. A program for some standard updates on these pages needs to be arranged so that the promotion of the campaign will have a solid supportive start when it launches.

### 3.2 Running the Campaign



Another important part of the methodology is the right organization of the campaign. Once all the appropriate preparations have finished and the start-date of the campaign arrives the “fun” part commences. At this point the campaign is being promoted throughout the social media and debates start to burst.

During this stage of the methodology there is heavy usage of the PADGETS platform from policy-makers since it makes it possible for them to share their posts in more than one social media simultaneously and monitor the whole campaign utilizing the variety of tools it provides.



The MEPs and their teams begin uploading articles and general posts on the website of the campaign following a specific timeline. After a post is uploaded it is then shared and forwarded all over the social media supporting the campaign using the appropriate hashtags and whatnot. At this point likes, more shares, comments, tweets and retweets are being made giving ground on debate-like conversations in which the policy-maker has to be present and active the whole time.



The end-date of a campaign marks the termination of the strategy made to support it. A good way to end a policy-making campaign is with an event as long as this is included within the original plan of the campaign. An event is a matter of great

seriousness and it needs a lot of planning and supportance in order to take place. All the needed speakers have to be available to give a speech and be present during the programmed date. People should be able to subscribe to the event filling a form they can easily find on the website of the campaign. A live streaming link helps strengthen the effect of the event enabling people from afar who cannot make it to the event to follow the speeches and happenings that occur.

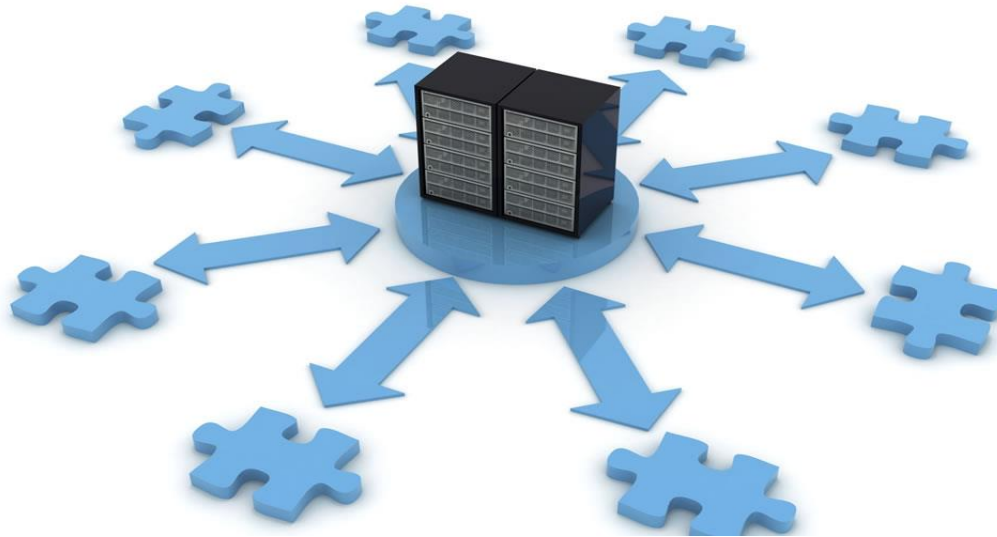
### 3.3 End of the Campaign



The duties of the policy-maker and his team do not stop with the end of the policy-making campaign. On the contrary, there is much to be done during the running dates as well as after the termination of the campaign if we want to examine its course and outcomes the appropriate way. These results will lead the policy-makers to successfully reach their original goal.

Just before the launch of the campaign various information and statistics are being held to serve the purpose of several comparisons with the final statistics that will have been gathered until the end of the campaign. That way we get a clear view of the campaigns' effects on the general public.

During the campaign, a variety of tools provided by PADGETS platform along with statistic tools made available by other providers monitor the process of the campaign. These tools help in the making of a series of diagrams forming an optical view of the campaigns' progress together with keeping track of its flow.



As soon as the end date has been reached the team of the policy-maker start collecting all the data related to the campaign once again with the help of PADGETS platform combined with tools provided by google or even manually. All the collected data are being put together and then analysed and compared with previously gathered data. In the end all the ideas and thoughts given by the public are processed through opinion mining analysis tools to form a sentiment result which will most certainly aid in the final stage of policy-making.



## 4. Application

The Greek pilot is focused on multiple subjects that attract wide Greek interest the current period, but also refers to policies with pan European scope that are under intense debate. The subjects are dynamically adapted to the user's needs and the MEPs fields of interest will determine the themes of the campaigns in which they and their team of consultants will be involved.

As part of my thesis I was asked to support in the setting up and launching of some campaigns that were in the talk. The first one was about the renewable energy and more specific about the wind power and methods on how it can replace electricity. The second one is called "the South in Talk" and is about the financial crisis 4 of the Mediterranean countries are facing and how they can reach growth during this challenging time. Last but not least, a campaign about women entrepreneurship and how they can improve the business world with their presence and their innovative ideas from a female perspective.

### 4.1 Renewable Wind Campaign

The Renewable Wind Campaign was supported by MEP Ioannis Tsoukalas and conducted nationally, in Greece. The subject of this campaign was selected on 31<sup>st</sup> of July 2012 when the MEP along with his consultants began organizing it. The target group of the campaign was found to be all Greek citizens of age between 15 and 75. The language used was greek and since most greek people use Facebook to connect and share their thoughts and ideas it was the main social media used. Other social media supporting the campaign heavily was twitter and blogger, with the latter hosting the website of the campaign.

#### 4.1.1 Campaign Subject

Energy production by renewable energy sources is an issue that attracts the whole Europe's interest currently and is under examination in Greece as a factor that can improve its growth prospects. In particular, there is a project named "HELIOS" about to be implemented that involves the installation of photovoltaic systems for generation of solar energy production on land that is a property of the Greek State. The primary objective of such action is for the Greek State to export the produced "green" energy to other EU countries and use this income in order to decrease its public debt. Recently, a law that is related to the specific project has been published turning on the legislative procedures in the European Parliament. As the whole issue refers to a European energy policy that affects mainly Greece and other European member states, it has triggered a lot of reactions from Greek citizens and NGOs regarding its consequences on the environment.

The sensitisation of Ioannis Tsoukalas on such ecological issues motivated him to execute the campaign about Wind Power as an alternative and renewable energy source. The greek MEP has inducted the use of PADGETS platform in the forming of political suggestions. He also took the conversation over to various social networks asking the Public about what drastic measures should be taken to raise the levels of wind power usage in Greece. Ioannis Tsoukalas is eager to find out about the dangers hiding behind those measures as well as the positive aspects of them from the scope of Greek citizens. PADGETS platform will greatly help at this by promoting the

campaign in a special way. The platform is an intergrated work environment that made it possible for people to publish posts simultaneously on multiple social media collecting information about the reaction of the public and using the results to extract a general opinion on the matter.

#### 4.1.2 Campaign Website

The website of the Renewable Wind Campaign was built using the tools provided by blogger. A template was created covering all the needs of the campaign which demanded editing on the html part of the blog since it had to be similar to a regular website. Widgets to serve the purpose of the campaign were created aswell and helped in making the website more interactive.

The homepage of the blog can be seen below.

**Ανανεώσιμες Πηγές Ενέργειας - Αιολική Ενέργεια**

HOME ΕΙΝΗΜΕΡΩΣΗ ΕΡΩΤΗΜΑΤΑ ΠΡΟΣ ΤΟΥΣ ΠΟΛΙΤΕΣ ΥΠΟΣΤΗΡΙΞΗ ΑΠΟ ΕΥΡΩΒΟΥΛΕΥΤΗ ΕΙΝΗΜΕΡΩΤΙΚΟΙ ΣΥΝΔΕΣΜΟΙ

**Παραδοσιακοί Ανεμόμυλοι**  
Αιολικές μηχανές οριζόντιου άξονα περιστροφής για την άλεση δημητριακών και την άντληση νερού. Γνωστοί απ' τα αρχαία χρόνια, διαδόθηκαν σημαντικά στον ευρωπαϊκό και ελληνικό χώρο.

**Δημόσια αποδοχή της αιολικής ενέργειας**  
Σύμφωνα με έρευνα του Ευρωβαρόμετρου 2011, οι Ευρωπαίοι πολίτες είναι πιο θετικοί προς τις ανανεώσιμες πηγές ενέργειας απ' ό,τι προς άλλες πηγές ενέργειας, και κυρίως προς την ηλιακή (94%), την αιολική (89%) και την υδροηλεκτρική ενέργεια (85%).  
Το 78% των ερωτηθέντων στην Ελλάδα είναι υπέρ της χρήσης αιολικής ενέργειας.

Χώρα	Υπέρ ή κατά	Ποσοστό	Αιολική	Ηλιακή	Υδροηλεκτρική	Πυρ	Υπόλοιπα
ΕΕ	Υπέρ	78%	89%	94%	85%	54%	48%
ΕΕ	Κατά	22%	11%	6%	15%	46%	52%
ΑΕ	Υπέρ	78%	89%	94%	85%	54%	48%
ΑΕ	Κατά	22%	11%	6%	15%	46%	52%

Εσείς είστε υπέρ ή κατά της αιολικής ενέργειας;  
Πώς θα μπορούσαμε να αυξήσουμε την δημόσια αποδοχή της αιολικής ενέργειας στην Ελλάδα; #renewablewind  
Posted by [draelix](#) at 5:30 π.μ. 1 σχόλιο

**Αιολική ενέργεια vs. άλλες μορφές ενέργειας**  
Το 2011 η αιολική ενέργεια αντιπροσώπευε το 21,4% (9.618 MW) της νέας εγκατεστημένης ισχύος, το τρίτο μεγαλύτερο μερίδιο μετά τα φωτοβολταϊκά (46,7% της συνολικής ισχύος ή 21000 MW) και το φυσικό αέριο (21,6% ή 9718 MW).  
Καθώς όμως η παραγωγή ηλεκτρικής ενέργειας από την αιολική μπορεί να παύσει σε μεγάλο βαθμό μέσα σε μόλις βραδιά διαστήματα λόγω ανέμων, ενώ δεν μπορεί να κληθεί ή να προβλεφθεί πλήρως, απαιτείται συνδυασμός με άλλες πηγές ενέργειας. Συμφωνείται:  
Το φυσικό αέριο φαίνεται να ταιριάζει καλύτερα για τη στήριξη της αιολικής ενέργειας στο μέλλον, λόγω του σχετικά χαμηλότερου επενδυτικού κόστους και των τεχνικών δυνατοτήτων που το καθιστούν αρκετά ελκυστικό. Συνεπώς, μάλιστα καθώς αυξάνεται το μερίδιο της αιολικής ενέργειας στην ηλεκτροπαραγωγή, αυξάνεται και η ζήτηση του φυσικού αερίου.  
#renewablewind

**ΕΥΡΩΒΟΥΛΕΥΤΗΣ Ι. ΤΣΟΥΚΑΛΑΣ**

- Εκδήλωση για την ευκολότερη πρόσβαση των μικρομεσαίων επιχειρήσεων σε ευρωπαϊκά προγράμματα συνεργασίας στην επένδυση και την τεχνολογία
- Ανασκόπηση της Συνόδου Ολομέλειας του Ευρωπαϊκού Κοινοβουλίου στο Στρασβούργο (Ιανουάριος 2013)
- «Συνδέοντας την Ευρώπη»: 50 δισ. ευρώ για επενδύσεις σε στρατηγικές υποδομές σε μεταφορές, ενέργεια και διαδίκτυο
- Ανασκόπηση της Συνόδου Ολομέλειας του Ευρωπαϊκού Κοινοβουλίου στο Στρασβούργο (Δεκέμβριος 2012)
- Οι Πεν. Ειδικές Οικονομικές Ζώνες, βάσει των κανόνων της ΕΕ, για στήριξη νέων επενδύσεων

**ΣΥΝΟΛΙΚΕΣ ΕΠΙΣΚΕΨΕΙΣ**

As shown in the screenshot, there is an area in the homepage consisting of a slider which changes between photos and at the same time it gives the user additional information about the theme of each picture presented. The user can easily navigate through the images by clicking the right arrow for the next image or the left for the previous one. The posts of the blog are published under the slider and people have the right to share, like, tweet or recommend them and comment on them by opening the page of the specific post. The posts of the blog are carefully created and selected so that they are intriguing to the public and capture their attention.

On the right sidebar there is a series of gadgets. The first that can be found on top of the sidebar provides the visitors with all the necessary social media links of the campaign and the MEP supporting it. Clicking on the image of a social media will redirect you to the according site. The next gadget presents a small list of visual content from youtube relevant to the campaign. Two other gadgets that can be found on the blog are the one with the links of the new updates of the official MEP page and the one that counts the visits of the blog site.

The most important one is that of twitter. First we created a hashtag for the campaign (#eurenewablewind) and then the gadget which would show all the tweets made with this particular hashtag grouped together in a window. That way the visitors have a more complete view of the tweets made just by entering the homepage of the blog, drawing a picture even for those who lack a twitter account.

Users can find useful information and links about the general theme of the campaign and educate themselves by entering a post page or by navigating through the menu. The menu can be found at the top of the page below the title.

In the following page Ioannis Tsoukalas, the policy-maker who supports the campaign, introduces himself by adding a photo of him and a short text about his involvement on the campaign as well as PADGETS role.

**Ανανεώσιμες Πηγές Ενέργειας - Αιολική Ενέργεια**

HOME ΕΝΗΜΕΡΩΣΗ ΕΡΩΤΗΜΑΤΑ ΠΡΟΣ ΤΟΥΣ ΠΟΛΙΤΕΣ ΥΠΟΣΤΗΡΙΞΗ ΑΠΟ ΕΥΡΩΒΟΥΛΕΥΤΗ ΕΝΗΜΕΡΩΤΙΚΟΙ ΣΥΝΔΕΣΜΟΙ

### Υποστήριξη από Ευρωβουλευτή

Στα πλαίσια της συζήτησης για την "Αιολική Ενέργεια" που λαμβάνει χώρα σε πανευρωπαϊκό επίπεδο τη τρέχουσα χρονική περίοδο έχει ενταχθεί η πιλοτική εφαρμογή του ερευνητικού έργου **PADGETS**. Συγκεκριμένα, ο Έλληνας ευρωβουλευτής Ιωάννης Τσουκαλάς, έχει εντάξει την χρήση της πλατφόρμας PADGETS στη διαμόρφωση πολιτικών προτάσεων επεκτείνοντας τη συζήτηση στα μέσα κοινωνικής δικτύωσης σχετικά με τις δράσεις που πρέπει να υλοποιηθούν για την αξιοποίηση της Αιολικής Ενέργειας στην Ελλάδα, καθώς και τις κινήσεις και τις προοπτικές που κρύβονται πίσω από αυτές τις δράσεις, όπως τις αναλαμβάνεται ο κόσμος. Η πλατφόρμα του PADGETS αποτελεί ένα ενιαίο και ολοκληρωμένο περιβάλλον εργασίας μέσα από το οποίο οι χρήστες, μπορούν να δημοσιεύουν μηνύματα πολιτικής σε πολλαπλά μέσα κοινωνικής δικτύωσης ταυτόχρονα και να συλλέγουν πολύτιμες πληροφορίες σχετικά με την αντίδραση των πολιτών.

Το ερευνητικό έργο **PADGETS**, το οποίο υλοποιείται από ομάδα φορέων της ΕΕ, ανάμεσά τους τα ΕΜΠ, το Fraunhofer Γερμανίας, η Google, η ATC η περιφέρεια του Πεμόντε και ακόμη 6 φορείς από 8 συνολικά χώρες, συντονίζει το εργαστήριο Πληροφοριακών Συστημάτων του Πανεπιστημίου Αιγαίου. Η πιλοτική εφαρμογή του PADGETS στη συγκεκριμένη δράση φιλοδοξεί να ενισχύσει τη συμμετοχή του πολίτη στις πολιτικές αποφάσεις, μεταφέροντας τη δημόσια διαβούλευση σε χώρους όπου οι χρήστες ήδη αισθάνονται άνετα να επικοινωνούν και να εκφράζουν απόψεις. Με την πλήρη αξιοποίηση της εδραιωμένης παρουσίας των χρηστών αλλά και των δυνατοτήτων διαδραστικότητας μέσα στα κοινωνικά δίκτυα, επιχειρείται να αυξηθεί η συμμετοχή των πολιτών και να ανακτηθεί η αυθόρμητη αντίδραση των πολιτών σε σχέση με συγκεκριμένα ζητήματα, παρέχοντας συνεχή ανατροφοδότηση στην ευρωβουλευτή. Κάνοντας χρήση των προηγμένων εργαλείων που παρέχει το PADGETS, θα γίνει δυνατή η συκεκτίηση της αντίδρασης του κοινού στις πολιτικές προτάσεις της ευρωβουλευτού και η ανάδειξη νέων ιδεών.

Για να συμμετέχετε στην καμπάνια "Αιολική Ενέργεια", λαμβάνοντας ενημερώσεις, υποβάλλοντας ιδέες και σχόλια, συνδέβείτε στους λογαριασμούς κοινωνικής δικτύωσης του ευρωβουλευτή Ιωάννη Τσουκαλά και χρησιμοποιήστε το hashtag #eurenewablewind στο twitter. Επίσης σχετικό υλικό θα δημοσιεύεται κατά τη διάρκεια της καμπάνιας στο [eurenewablewind.blogspot.gr](#), όπου επίσης έχετε τη δυνατότητα να σχολιάζετε τα σχετικά θέματα. Η καμπάνια θα διαρκέσει από την 3η έως τη 17η Δεκεμβρίου 2012. Αμέσως μετά τη λήξη της καμπάνιας, τα αποτελέσματα από τη συμμετοχή του κόσμου θα γίνουν γνωστά από τα παραπάνω μέσα δικτύωσης.

**SOCIAL MEDIA ΤΗΣ ΚΑΜΠΑΝΙΑΣ**

Search

**BINTEO**

παρέχεται από YouTube

**TWEETS ΤΗΣ ΚΑΜΠΑΝΙΑΣ**

Join the conversation

**ΕΥΡΩΒΟΥΛΕΥΤΗΣ Ι. ΤΣΟΥΚΑΛΑΣ**

- Εκδήλωση για την ευκολότερη πρόσβαση των μικρομεσαίων επιχειρήσεων σε ευρωπαϊκά προγράμματα συνεργασίας στην επιστήμη και την τεχνολογία
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The next screenshot is of the page on which the policy-maker poses questions to the citizens expecting them to access the comment section and give their speculations and personal opinions about the subject.



### 4.1.3 Social Media Action

The campaign was promoted locally so the target audience was the greek users. At this stage Ioannis Tsoukalas used mostly PADGETS platform to reach his audience on facebook and twitter. The team surrounding him helped the effort he was making by constantly sharing his social media action to their connections in order to vastly promote the campaign. The social media action was separated into 4 categories according to the social media used at the time.

#### **BLOGGER**

Ioannis Tsoukalas and his team started uploading articles on the official website hosting the campaign following a certain time schedule. The public then began visiting the post pages, leaving comments about their views on the subject or even sharing the posts to their preferred social media connections. The visitors of the website were also able to observe the twitter activity through the gadget provided in the blog which shows all the tweets containing the official hashtag of the campaign #eurenwablewind.

#### **FACEBOOK**

Ioannis Tsoukalas posted a series of statuses on his official facebook page for all of his fans to see. He first posted links to the website accompanied with a short general message about the campaign and then he shared the articles previously uploaded on the campaigns' website asking his connections to express their opinions on the matter. Ioannis Tsoukalas was active throughout the whole campaign responding immediately to the receiveing comments thus forming a type of debate. His team along with the members of his facebook page kept liking and sharing his updates as well as participating in the debates that were formed.

#### **TWITTER**

Ioannis Tsoukalas together with his team began tweeting and retweeting about the campaign and the website hosting it using the hashtag #eurenwablewind. These

actions stimulated the followers of Ioannis Tsoukalas and his team to tweet and retweet as well. The audience also used mentions to address specific opinions and inquiries directly to the desired person. Ioannis Tsoukalas kept updating using the hashtag and responded to the mentions as soon as he received them.

## YOUTUBE

Ioannis Tsoukalas uploaded some videos on youtube for the citizens to view. During these videos he explained several things about the wind power and why it is crucial to analyse the potential of including this kind of renewable energy in future Greece.

It was easily understood that facebook played the biggest role in the social media part of the campaign since greek users are quite familiar with the platform and use it more often than any other social network.

## 4.2 The South in Talk Campaign

The South in Talk Campaign was supported by greek MEP Marilena Koppa and partially by italian MEP Leonardo Domenici. It was conducted in Greece, Italy, Spain and Portugal. The subject of this campaign was selected on 31<sup>st</sup> of July 2012 as well and some days later the MEPs along with their consultants began organizing it. The target group of the campaign was found to be Greek, Italian, Spanish and Portuguese citizens of age between 15 and 75. The language used was english and since most people internationally use Facebook and twitter to connect and share their thoughts and ideas it was the main social medias used. Other social media supporting the campaign heavily was blogger which also hosted it.

### 4.2.1 Campaign Subject

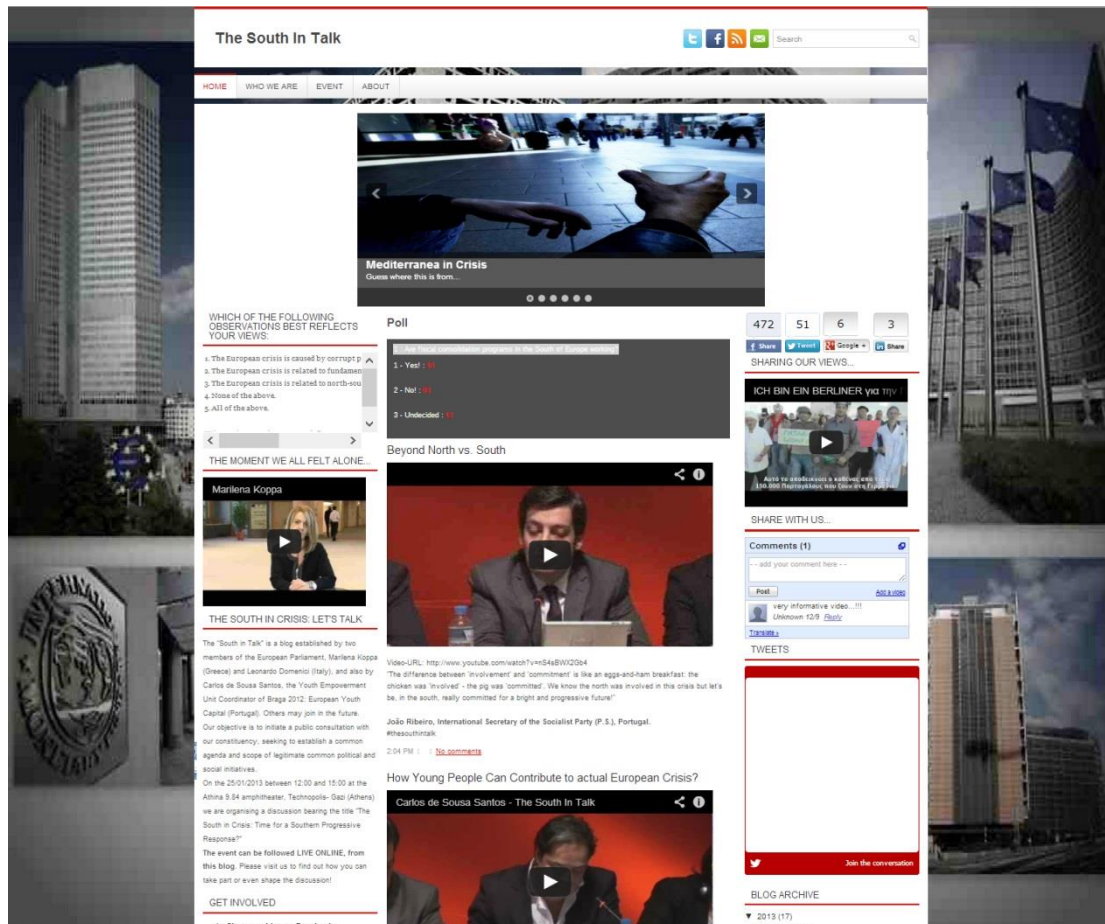
Following the same rationale with the previous campaign, the current subject is focused on the growth prospects that can emerge under conditions of financial crisis. As this situation exists not only in Greece but also in other European countries, this pilot is planned as a collaborative effort where Marilena Koppa cooperates with her foreign fellows, with the common objective for their countries to overcome the financial troubles. The specific subject spans in various key sectors such as Tourism, Environment, Social Cohesion, Trade etc. with the view to lead the countries' development. Different campaigns ran for this subject by multiple policy makers in order to leverage the ideas and comments provided by different sources. To bring the consultation outside the European Parliament and enhance networking activities an event happened as a supportive action to the implementation of the campaign.

The sensitisation of Marilena Koppa on financial crisis issues motivated her to become a part of this campaign. The greek MEP has inducted the use of PADGETS platform in the forming of political suggestions. She also took the conversation over to various social networks. She asked the public to suggest items to be placed on the agenda or simply share their own opinion and policy suggestions as all 4 countries are struggling to get out of this financial crisis and present potential growth. PADGETS platform greatly helped at this by promoting the campaign in a special way.

## 4.2.2 Campaign Website

The website of the South in Talk Campaign was built using the tools provided by blogger. A template was created covering all the needs of the campaign which demanded editing on the html part of the blog since it had to be similar to a regular website. Widgets to serve the purpose of the campaign were created aswell and helped in making the website more interactive.

The homepage of the blog can be seen below.



As shown in the screenshot, there is an area in the homepage consisting of a slider which changes between photos and at the same time it gives the user additional information about the theme of each picture presented. The user can easily navigate through the images by clicking the right arrow for the next image or the left for the previous one. Under the slider there is a poll created in the PADGETS platform and embedded on the site that poses a question to the citizens and provides them with 3 possible answers for them to vote. The posts of the blog are published under the PADGETS poll window and people can click on a title to get redirected to its own page so that they can share their opinion on the article using the comment section of blogger or the facebook gadget if they want to share their ideas on facebook as well.



These posts are carefully created and selected so that they can captivate the public.

The homepage consists of three columns. The main one was described above. The other two columns are positioned to the left and the right of the main column and are called sidebars. These sidebars consist of a series of gadgets.

On the left sidebar, the first gadget we meet is another poll created by blogger tools for additional voting. The next one is an embedded youtube video that shows the greek MEP, Marilena Koppa, talking about the problems and financial mishandlings leading to the moment we all felt alone and helpless. Below this video there are written areas where citizens can find general information on the site and how they can get involved in the campaign, in other words what is their role.

The right sidebar is filled with gadgets aswell. The top one allows users to share the site upon various social media counting the number of times the site was shared on each one. Following the top gadget there is an embedded youtube video with a comment section below it where citizens can share their views on the video. The most important gadget though is the next one. First we created a hashtag for the campaign (#thesouthintalk) and then the gadget which would show all the tweets made with this particular hashtag grouped together in a window. That way the visitors have a more complete view of the tweets made just by entering the homepage of the blog, drawing a picture even for those who lack a twitter account. The last gadget is an archive of the posts that have been made on the site.

Users can also find useful information about the campaign by navigating through the menu. The menu can be found at the top of the page below the title.

Once a user clicks on the “Who We Are” tab of the menu he gets redirected to the page where the policy-makers supporting the campaign present themselves with a short CV showcasing their achievements along with links to their social media and a photo of them. This page can be seen below.

**The South In Talk**

[HOME](#)
[WHO WE ARE](#)
[EVENT](#)
[ABOUT](#)

[t](#)
[f](#)
[r](#)
[g+](#)

---

**WHICH OF THE FOLLOWING OBSERVATIONS BEST REFLECTS YOUR VIEWS?**

1. The European crisis is caused by corrupt...
2. The European crisis is related to fundam...
3. The European crisis is related to north...
4. None of the above.
5. All of the above.

Withen μέγιστη απάντησή τη στιγμή: 84  
Η συμμετοχή: 2/2013

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**THE MOMENT WE ALL FELT ALONE...**

**Marilena Koppa**

**Who We Are...**

**Maria-Elena Koppa**

**Political Career:**  
 Maria-Elena Koppa is a member of the Group of the Progressive Alliance of Socialists and Democrats in the European Parliament and Head of the PASOK (Panhellenic Socialist Movement) delegation. She is a member of the Committee on Foreign Affairs and Coordinator of the S&D Group at the Subcommittee on Security and Defence. She is also a substitute member of the Committee on International Trade and the Subcommittee on Human Rights. She is one of the two Vice-chairpersons of the EU-Turkey Joint Parliamentary Committee.  
 Prior to her election as a MEP, she was responsible for the 'Human Rights, Social Integration, Asylum Policy and Migration' Sector of PASOK and she also served as President of the Institute of Strategic and Development Studies (ISTAMIS), the think tank of the Socialist Party in Greece. She has been an elected member of the National Council of the Party since 2005.

**Academic Career:**  
 Maria-Elena Koppa has a Ph.D on Comparative Politics at Paris-X Nanterre University (1991); the title of her thesis is "The Formation of Party Systems in the Balkans, 19th-20th century, Bulgaria, Serbia, Greece".  
 She holds the post of Assistant Professor on Balkan Politics at the Department of International and European Studies of Pantheon University. She is the author of several books and articles on minority issues, democratization, nationalism and European politics, with a preference for comparative approaches.  
**Languages:** French, English (fluent), Italian, Bulgarian, Serbian (moderate).

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**THE SOUTH IN CRISIS: LET'S TALK**

The "South In Talk" is a blog established by two members of the European Parliament, Marilena Koppa (Greece) and Leonardo Domenici (Italy), and also by Carlos de Sousa Santos, the 'Youth Empowerment Unit Coordinator of Braga 2012: European Youth Capital (Portugal). Others may join in the future.

Our objective is to initiate a public consultation with our constituency, seeking to establish a common agenda and scope of legitimate common political and social initiatives.

On the 25/01/2013 between 12:00 and 15:00 at the Athina 9 84 amphitheater, Technopolis-Gazi (Athens) we are organising a discussion bearing the title "The South in Crisis: Time for a Southern Progressive Response?"

The event can be followed **LIVE ONLINE**, from this blog. Please visit us to find out how you can take part or even shape the discussion!

**Leonardo Domenici**

Leonardo Domenici was born on July 12, 1955 in Florence, where he also graduated in moral philosophy. He is married with Geraldina and he has two children: Barbara and Giulio Dimitri.  
 He started his political career in 1976. He was elected MP in 1994 (PDS) in Chiasso-Valdarno constituency and re-elected in the following elections in 1996 (Ulivo). He spent a lot of time working for the "Institutional Affairs" commission at the Chamber of Deputies, dedicating his efforts in the reforms of Regions and local institutions.  
 Guiding a centre-left coalition, on June 13th 1999, he was elected Mayor of Florence at the first round and, on June 27th 2004, he was elected again for a second term.  
 Thanks to this experience, in the year 2000 he had the chance to become president of the Italian Association of Municipalities. In this role he worked on developing a strong link between local powers and European institutions. In particular, he created the "Anici (Local) Foundation" office in Bruxelles, which then became the "European Foundation of Cities", whose goals arise from the need to consolidate the presence of Italian municipalities in Europe.  
 Domenici was among the founders of the Democratic Party in Italy (PD), being a member of the "Committee of the 45", which started the construction of the PD. Currently, he is a MEP, belonging to the Progressive Alliance of Socialists & Democrats (S&D), where he is member of the Committee on Economic and Monetary Affairs and of the Delegation to the EU-Russia Parliamentary Cooperation Committee.

---

**GET INVOLVED**

1. Share our blog on Facebook
2. Take part in polls, join debates and see how people like you feel in a country like yours. The results will be presented in the event.
3. Post your comments/suggestions here. The most "liked" will be discussed in our event in Athens on the 25th of January 2013.

[f](#)
[t](#)

The next screenshot is of the page dedicated to the event that took place in Athens on 25<sup>th</sup> January 2013. The event was also streamed live through this page.



Twitter Facebook RSS Email

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**WHICH OF THE FOLLOWING OBSERVATIONS BEST REFLECTS YOUR VIEWS:**

- The European crisis is caused by corrupt...
- The European crisis is related to fundam...
- The European crisis is related to north-s...
- None of the above.
- All of the above.

Πρώτη μέτρα στην τι στιγμή: 84

**THE MOMENT WE ALL FELT ALONE...**

**THE SOUTH IN CRISIS: LET'S TALK**

The "South in Talk" is a blog established by two members of the European Parliament, Marilena Koppa (Greece) and Leonardo Domenici (Italy), and also by Carlos de Sousa Santos, the Youth Empowerment Unit Coordinator of Braga 2012: European Youth Capital (Portugal). Others may join in the future.

Our objective is to initiate a public consultation with our constituency, seeking to establish a common agenda and scope of legitimate common political and social initiatives.

On the 25/01/2013 between 12:00 and 15:00 at the Athens 9.84 amphitheater, Technopolis- Gazi (Athens) we are organising a discussion bearing the title "The South in Crisis: Time for a Southern Progressive Response?"

The event can be followed **LIVE ONLINE**, from this blog. Please visit us to find out how you can take part or even shape the discussion!

**GET INVOLVED**

- Share our blog on Facebook
- Take part in polls, join debates and see how people like you feel in a country like yours. The results will be presented in the event.
- Post your comments/suggestions here. The most "liked" will be discussed in our event in Athens on the 25<sup>th</sup> of January 2013.
- Upload your questions from now and during the event here or via twitter using the hashtag #thesouthintalk
- Participate in the event remotely, uploading a YouTube video statement of what you would like to be heard.
- Subscribe to our newsletter and keep the discussion going over and beyond the scope of this event! Lets Talk!

**Event**

**The South in Crisis. Lets Talk**

On the 25/01/2013 between 12:00 and 15:00 (local time) at the Athens 9.84 amphitheater Technopolis- Gazi (Athens) we are organising a discussion bearing the title "The South in Crisis: Time for a Southern Progressive Response?"

**Speakers:**

**Spain:** Miguel Angel Martinez, MEP – Vice-President of the European Parliament

**Greece:** Marilena Koppa, MEP – Coordinator of the Socialists and Democrats Group in the Subcommittee of Security and Defence.

**Italy:** Leonardo Domenici, MEP – former Mayor of Florence.

**Portugal:** Joao Ribeiro, International Secretary of the Socialist Party (P.S.).

**Carlos de Sousa Santos**, Youth Empowerment Unit Coordinator, Braga 2012: European Youth Capital.

**Hannes Swoboda**, President of the Socialists and Democrats Group in the European Parliament, will open the discussion.

**Get involved**

- Share our blog on Facebook
- Take part in polls, join debates and see how people like you feel in a country like yours. The results will be presented in the event.
- Post your comments/suggestions here. The most "liked" will be discussed in our event in Athens on the 25<sup>th</sup> of January 2013.
- Upload your questions from now and during the event here or via twitter using the hashtag #thesouthintalk
- Participate in the event remotely, uploading a YouTube video statement of what you would like to be heard.
- Subscribe to our newsletter and keep the discussion going over and beyond the scope of this event! Lets Talk!

**You can watch the event live from here!**

**INVITATION**

Organized by the Subcommittee of Security and Defence, Marilena Koppa MEP

**"The South in Crisis: Time for a Southern progressive response?"**

The discussion will be held on the 25th of January, 12:00 pm (local time) at the Athens 9.84 Amphitheater, Technopolis-Gazi, Athens.

**Speakers:**

**Spain:** Miguel Angel Martinez, MEP – Vice-President of the European Parliament

**Greece:** Marilena Koppa, MEP – Coordinator of the Socialists and Democrats Group in the Subcommittee of Security and Defence.

**Italy:** Leonardo Domenici, MEP – former Mayor of Florence.

**Portugal:** Joao Ribeiro, International Secretary of the Socialist Party (P.S.).

**Carlos de Sousa Santos**, Youth Empowerment Unit Coordinator, Braga 2012: European Youth Capital.

95 49 0 0

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\* Required

**Gender**

Male  
 Female

**e-mail \***  
Enter your e-mail address

**Name \***  
Enter your full name

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**BLOG ARCHIVE**

- ▼ 2013 (17)
- February (1)
- ▼ January (15)
- How Young People Can Contribute to actual European...
- Can the post crisis European vision emerge from th...
- The South in Crisis: Time for a Southern progressi...
- Solidarity and cooperation of the South for a way ...
- Thinking European South's future beyond financial ...
- Angelos Athanopoulos, Political Correspondent, T...
- Taking the reins
- By Anni Podimata MEP, Vice-President of the Europe...

**1 σχόλιο:**

**Eleftherios Antonopoulos** January 24, 2013 at 4:37 AM

Hi there!  
Congratulations on creating this forum for progressives and democrats from the South of Europe to meet and discuss our common concerns.

On the right sidebar of this page the public was able to subscribe to the event by completing a form which is linked to a google spreadsheet.

## Subscribe to the Event ☆ ■ ⚡

File Edit View Insert Format Data Tools Form (22) Help Last edit was on January 25

Timestamp	e-mail	Name	Gender
16/01/2013 6:55:06 μ.μ.	[redacted]	ANNA SPIRIOU	Female
16/01/2013 7:10:01 μ.μ.	[redacted]	[redacted]	Male
16/01/2013 8:11:20 μ.μ.	[redacted]	[redacted]	Male
16/01/2013 10:31:37 μ.μ.	[redacted]	Angelos Tourtas	Male
17/01/2013 3:16:18 μ.μ.	antonismantzaris@	Anthony Mantzaris	Male
17/01/2013 5:17:26 μ.μ.	babis.yfantis@gmail	Charalampos Yfantis	Male
17/01/2013 9:54:07 μ.μ.	ag.andr@aegean.gr	Aggeliki Androutopoulou	Female
18/01/2013 5:47:42 μ.μ.	[redacted]	[redacted]	Male
23/01/2013 7:34:42 π.μ.	[redacted]	[redacted]	Male
23/01/2013 8:40:10 π.μ.	[redacted]	[redacted]	Male
24/01/2013 3:47:21 μ.μ.	[redacted]	Theodoros TSIKAS	Male
24/01/2013 3:48:52 μ.μ.	[redacted]	[redacted]	
24/01/2013 3:55:58 μ.μ.	[redacted]	[redacted]	Male
24/01/2013 4:10:53 μ.μ.	[redacted]	[redacted]	Male
24/01/2013 4:18:56 μ.μ.	[redacted]	[redacted]	Male
24/01/2013 4:19:20 μ.μ.	[redacted]	[redacted]	Female
24/01/2013 4:33:19 μ.μ.	[redacted]	[redacted]	Female
24/01/2013 4:56:12 μ.μ.	[redacted]	[redacted]	Male
24/01/2013 5:32:47		constantinos	

The final menu item “About” is presenting a brief description of the campaign and the role of the public as well as the importance of PADGETS platform in it.

### 4.2.3 Social Media Action

The campaign was promoted in Greece, Italy, Spain and Portugal so the target audience was the users in these countries. At the current stage Marilena Koppa and Leonardo Domenici used mostly PADGETS platform to reach their audience on facebook and twitter. The team surrounding them helped the effort by constantly sharing the social media action of the MEPs to their connections in order to vastly promote the campaign. The social media action was separated into four categories according to the social media used at the time.

#### **BLOGGER**

Marilena Koppa and her team started uploading articles on the official website hosting the campaign following a certain time schedule. The public then began visiting the

post pages, leaving comments about their views on the subjects or even sharing the pages to their preferred social media connections. The visitors of the website were also able to observe the twitter activity through the gadget provided in the blog which shows all the tweets containing the official hashtag of the campaign #thesouthintalk. At the end of the campaign an event took place in Athens. People were able to subscribe to it through the blog which provided the visitors with a live stream of the event.

#### **FACEBOOK**

Marilena Koppa and Leonardo Domenici posted a series of statuses on their official facebook page for all of their fans to see. They first posted links to the website accompanied with a short general message about the campaign and then they shared the articles previously uploaded on the campaigns' website asking their connections to express their opinions on the matter.

#### **TWITTER**

Marilena Koppa and Leonardo Domenici together with their teams began tweeting and retweeting about the campaign and the website hosting it using the hashtag #thesouthintalk. The Italian MEP also used the hashtag #relaunchingeurope. These actions stimulated the followers of the MEPs and their teams to tweet and retweet as well. The audience also used mentions to address specific opinions and inquiries directly to the desired people. Marilena Koppa and Leonardo Domenici kept updating using the official hashtag and responded to the mentions as soon as they received them.

#### **YOUTUBE**

Marilena Koppas' team created a new youtube channel to support the campaign and uploaded some videos on it for the citizens to view. The channel contained video extracts from the live streaming of the campaign event.

It was found that in this particular campaign twitter played the biggest role in the social media action part of the campaign.

### **4.3 Women Entrepreneurship Campaign**

The Women Enterprise Campaign was supported by MEP Rodi Kratsa and conducted nationally, in Greece. The subject of this campaign was selected on 31<sup>st</sup> of July 2012 when the MEP along with his consultants began organizing it. The target group of the campaign was found to be all Greek citizens of age between 15 and 75. The language used was greek and since most greek people use Facebook to connect and share their thoughts and ideas it was the main social media used. Other social media supporting the campaign heavily was twitter and blogger, with the latter hosting it.

#### **4.3.1 Campaign Subject**

Women's entrepreneurship has been recognised during the last decade as an important untapped source of economic growth. Women entrepreneurs create new

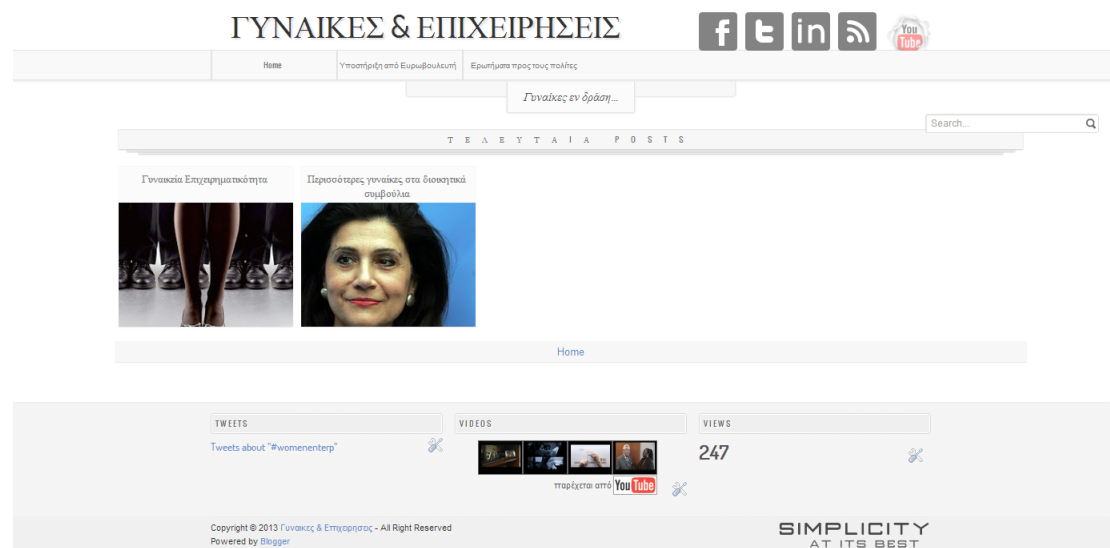
jobs for themselves and others and by being different also provide society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful at it. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilised. While without a doubt the economic impact of women is substantial, we still lack a reliable picture describing in detail that specific impact. As a consequence, equal opportunities between men and women from the perspective of entrepreneurship are still not a reality.

Rodi Kratsa was motivated by this subject and decided to execute the campaign about Women Entrepreneurship status in Greece. The greek MEP has inducted the use of PADGETS platform in the forming of political suggestions. He also took the conversation over to various social networks asking the Public about what drastic measures should be taken to promote and support women entrepreneurship in Greece and Europe in general. Rodi Kratsa is eager to find out about the dangers hiding behind those measures as well as the positive aspects of it from the scope of Greek citizens. PADGETS platform will greatly help at this by promoting the campaign in a special way.

#### 4.3.2 Campaign Website

The website of the Women Entrepreneurship Campaign was built using the tools provided by blogger. A template was created covering all the needs of the campaign which demanded editing on the html part of the blog since it had to be similar to a regular website. Widgets to serve the purpose of the campaign were created aswell and helped in making the website more interactive.

The homepage of the blog is shown below.



As shown in the screenshot, there is the title on top of the website and links for the social media of the campaign to the right. Under the title the user can find the menu followed by the posts of the campaign presented in a dynamic view.

On this site the sidebars were replaced by areas at the bottom of it filled with gadgets. The most important one is that of twitter. First we created a hashtag for the campaign (#womenterp) and then the gadget which would show all the tweets made with this particular hashtag grouped together in a window. That way the visitors have a more complete view of the tweets made just by entering the homepage of the blog, drawing a picture even for those who lack a twitter account. The next gadget presents a small list of visual content from youtube relevant to the campaign and the final one is a meter that counts the views of the blog.

Users can find useful information about the campaign and educate themselves by entering a post page or by navigating through the menu.

In the following page Rodi Kratsa, the policy-maker who supports the campaign, introduces herself by adding a photo of her and a short text about her involvement on the campaign as well as PADGETS role.

Home	Υποστήριξη από	Ερωτήματα προς τους πολίτες
	Ευρωβουλευτή	Γυναίκες εν δράση...

## Υποστήριξη από Ευρωβουλευτή

Στα πλαίσια της συζήτησης για "Γυναίκες και επιχειρήσεις" που λαμβάνει χώρα σε πανευρωπαϊκό επίπεδο τη τρέχουσα χρονική περίοδο έχει ενταχθεί η πιλοτική εφαρμογή του ερευνητικού έργου PADGETS. Συγκεκριμένα, η Ελληνίδα ευρωβουλευτής και Αντιπρόεδρος του Ευρωπαϊκού Κοινοβουλίου 2007-2012 Ρόδη Κράτσα έχει εντάξει την χρήση της πλατφόρμας PADGETS στη διαμόρφωση πολιτικών προτάσεων επεκτείνοντας τη συζήτηση στα μέσα κοινωνικής δικτύωσης σχετικά με ευρήματα, προτάσεις και δράσεις που πρέπει να υλοποιηθούν για τη στήριξη και την προώθηση της γυναικείας επιχειρηματικότητας καθώς και την προώθηση γυναικών στα διοικητικά συμβούλια των εταιρειών. Η πλατφόρμα του PADGETS αποτελεί ένα ενιαίο και ολοκληρωμένο περιβάλλον εργασίας μέσα από το οποίο οι χρήστες, μπορούν να δημοσιεύουν μηνύματα πολιτικής σε πολλαπλά μέσα κοινωνικής δικτύωσης ταυτόχρονα και να συλλέγουν πολύτιμες πληροφορίες σχετικά με την αντίδραση των πολιτών.



Search...

BLOG ARCHIVE

► 2012 (2)

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Το ερευνητικό έργο PADGETS, το οποίο υλοποιείται από ομάδα φορέων της ΕΕ, ανάμεσα τους το ΕΜΠ, το Fraunhofer Γερμανίας, η Google, η ATC η περιφέρεια του Πιεμόντε και ακόμη 6 φορές από 8 συνολικά χώρες, συντονίζει το εργαστήριο Πληροφοριακών Συστημάτων του Πανεπιστημίου Αιγαίου. Η πιλοτική εφαρμογή του PADGETS στη συγκεκριμένη δράση φιλοδοξεί να ενισχύσει τη συμμετοχή του πολίτη στις πολιτικές αποφάσεις, μεταφέροντας τη δημόσια διαβούλευση σε χώρους όπου οι χρήστες ήδη αισθάνονται άνετα να επικοινωνούν και να εκφράζουν απόψεις. Με την πλήρη αξιοποίηση της εδραιωμένης παρουσίας των χρηστών αλλά και των δυνατοτήτων διαδραστικότητας μέσα στα κοινωνικά δίκτυα, επιχειρείται να αυξηθεί η συμμετοχή των πολιτών και να ανακτηθεί η αυθόρμητη αντίδραση των πολιτών σε σχέση με συγκεκριμένα ζητήματα, παρέχοντας συνεχή ανατροφοδότηση στην ευρωβουλευτή. Κάνοντας χρήση των προηγμένων εργαλείων που παρέχει το PADGETS, θα γίνει δυνατή η συνεκτίμηση της αντίδρασης του κοινού στις πολιτικές προτάσεις της ευρωβουλευτού και η ανάδειξη νέων ιδεών.

Για να συμμετέχετε στην καμπάνια "Γυναίκες κι επιχειρήσεις", λαμβάνοντας ενημερώσεις, υποβάλλοντας ιδέες και σχόλια, συνδεθείτε στους λογαριασμούς κοινωνικής δικτύωσης της ευρωβουλευτού Ρόδης Κράτσα και χρησιμοποιήστε το hashtag #womenenterp στο twitter. Επίσης σχετικό υλικό θα δημοσιεύεται κατά τη διάρκεια της καμπάνιας στο womenenterp.blogspot.com, όπου επίσης έχετε τη δυνατότητα να σχολιάζετε τα σχετικά θέματα. Η καμπάνια θα διαρκέσει από την ... έως τη ... Δεκεμβρίου 2012. Αμέσως μετά τη λήξη της καμπάνιας, τα αποτελέσματα από τη συμμετοχή του κόσμου θα γίνουν γνωστά από τα παραπάνω μέσα δικτύωσης.



The next screenshot is of the page on which the policy-maker poses questions to the citizens expecting them to access the comment section and give their speculations or personal opinions about the subject.

Ερωτήματα προς τους πολίτες

*Αποτελεί η γυναικεία επιχειρηματικότητα πολύτιμο κεφάλαιο για την οικονομική ανάπτυξη και τη δημιουργία θέσεων απασχόλησης?*

- Υπάρχει διαφορετικότητα του φύλου στην επιχειρηματικότητα;
- Ποιοι παράγοντες επηρεάζουν την επιχειρηματικότητα, θετικά ή αρνητικά;
- Ποιο το προφίλ των γυναικών επιχειρηματιών;
- Ποια η ιδιαίτερη συμβολή των νέων γυναικών που καταγράφουν υψηλό επίπεδο σπουδών, καλύτερες προοπτικές καινοτόμου δράσης και φιλόδοξους στόχους;
- Ποια εμπόδια συναντούν οι γυναίκες και ποια τα μέσα υπέρβασής τους;
- Σε ποιους τομείς δραστηριοποιούνται οι γυναίκες; Σε ποιους επιτυγχάνουν;
- Ποιο το προφίλ των γυναικών στελεχών μεγάλων επιχειρήσεων;
- Ποιες οι ιδιαίτερες κοινωνικές, οικονομικές, οικογενειακές συνθήκες κάτω από τις οποίες δραστηριοποιούνται;
- Ποιοι οι λόγοι που οδηγούν στη δημιουργία δικτύων επιχειρηματιών και ποια η συμμετοχή των γυναικών;
- Ποιος ο ρόλος της εκπαίδευσης για την ανάπτυξη της επιχειρηματικότητας;
- Ποιος ο ρόλος και η σημασία της έρευνας στον τομέα της γυναικείας επιχειρηματικότητας;
- Πώς πρέπει να είναι μία επιτυχημένη πολιτική από τη χώρα μας, από την Ε.Ε. για τη στήριξη της γυναικείας επιχειρηματικότητας;

Καταθέστε εμπειρίες σας και διατυπώστε τις απόψεις σας προκειμένου να χτίσουμε πολιτικές και να στηρίξουμε την γυναικεία επιχειρηματικότητα στην Ελλάδα.

Recommend this on Google

0 COMMENTS:

POST A COMMENT

Enter your comment...

Search...

BLOG ARCHIVE

▼ 2012 (2)

▼ November (2)

Γυναίκα Επιχειρηματικότητα

Περισσότερες γυναίκες στα

διοικητικά συμβούλια



Powered by Blogger.



Since this particular campaign hasn't reached the launch date yet the website described above may undergo through changes until the beginning of the campaign.

### 4.3.3 Social Media Action

The campaign is yet to be promoted. The target audience is the greek users. At that stage Rodi Kratsa is going to be using mostly PADGETS platform to reach her audience on facebook and twitter. The team surrounding her will help the effort she will be making by constantly sharing her social media action to their connections in order to vastly promote the campaign. The social media action is separated into four categories according to the social media that will be used and it will follow the same exact pattern as the renewablewind campaign did.

## 5. Results



At the end of each campaign in order to obtain a clear view of its impact we need to gather a series of interaction data and process them using predetermined methods to get the desired results. In this chapter different kinds of statistics and results will be presented as well as a sentiment analysis on the publics' comments throughout the campaigns.

### 5.1 Blogger

Blogger played the most important part in the successful programming and launch of the campaigns. The websites were created using the tools of blogger which hosted the campaigns. They were also the main source of information and all the interactions emerged from the posts published on the sites. That being said it is worth observing some important results coming from the blogger action part of the campaigns.

#### 5.1.1 [eurenwablewind.blogspot.com](http://eurenwablewind.blogspot.com)

The website of this particular campaign provided users with 11 different posts about wind power as a renewable energy and one page posing questions to be answered in its comment section by the target audience. The public commented on four of these posts and on the page. In total the website received 18 comments and only two of them came from identified users while the remaining 16 were anonymous.

The next graphs show the number of views per post and the number of views per page.



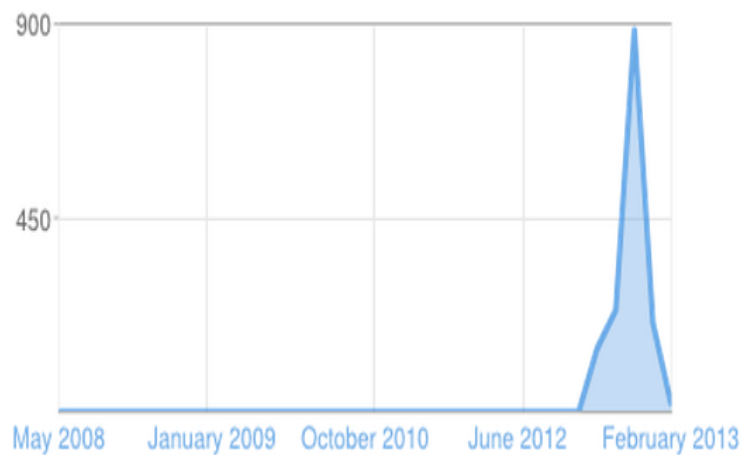
## Posts

Entry	Pageviews
<a href="#">Η Αιολική ενέργεια στον Κόσμο</a> Nov 15, 2012, 6 comments	103
<a href="#">Αιολική ενέργεια και περιβάλλον</a> Dec 4, 2012, 3 comments	70
<a href="#">Αιολική ενέργεια και σπάνιες γαίες</a> Dec 7, 2012	57
<a href="#">Μπορεί το κόστος της αιολικής να αντ...</a> Dec 11, 2012, 1 comment	22
<a href="#">Δημόσια αποδοχή της αιολικής ενέργ...</a> Dec 13, 2012, 1 comment	17
<a href="#">Αιολική ενέργεια vs. άλλες μορφές εν...</a> Dec 13, 2012	12

## Pages

Entry	Pageviews
<a href="#">Ερωτήματα προς τους Πολίτες</a> Nov 15, 2012, 7 comments	154
<a href="#">Υποστήριξη από Ευρωβουλευτή</a> Nov 21, 2012	123
<a href="#">Ενημέρωση</a> Nov 18, 2012	98
<a href="#">Ενημερωτικοί Σύνδεσμοι</a> Nov 20, 2012	51

Overall the website was viewed 1.732 times. The following graph shows the raise of the visits during the running of the campaign (early December) and the drop after the campaign ended.



It is only logical that most of the views came from Greece since the target audience of the campaign was greek people.

## Pageviews by Countries

Entry	Pageviews
Greece	1246
Belgium	209
United States	84
United Kingdom	54
Cyprus	39
Ukraine	30
Russia	10
Germany	7
Bulgaria	5
Netherlands	5

In Greece the majority of citizens use google chrome as a web browser in a Windows operating system. These facts can be viewed extensively in the following provided statistical tables.

## Pageviews by Operating Systems

Entry	Pageviews
Windows	1578 (91%)
Macintosh	80 (4%)
iPhone	40 (2%)
Linux	22 (1%)
Android	2 (<1%)
Unknown	2 (<1%)
iPad	2 (<1%)
Windows NT 6.1	1 (<1%)



## Pageviews by Browsers

Entry	Pageviews
Chrome	821 (47%)
Firefox	431 (24%)
Internet Explorer	344 (19%)
Namoroka	44 (2%)
Safari	43 (2%)
Opera	25 (1%)
OS;FBSV	13 (<1%)
Mobile	4 (<1%)
Mobile Safari	2 (<1%)
PhantomJS	2 (<1%)

Close to 25 percent of the sites' visitors were referenced to the main website of the campaign. These references came mostly from google and then facebook, twitter and even the official website of the MEP Ioannis Tsoukalas who was the head of the campaign.

### Referring Sites

Entry	Pageviews
<a href="http://www.google.gr">www.google.gr</a>	204
<a href="http://www.facebook.com">www.facebook.com</a>	71
<a href="http://twitter.com">twitter.com</a>	44
<a href="http://www.tsoukalas.org">www.tsoukalas.org</a>	36
<a href="http://t.co">t.co</a>	32
<a href="http://www.google.com">www.google.com</a>	23
<a href="http://www.google.com.cy">www.google.com.cy</a>	18
<a href="http://www.energia.gr">www.energia.gr</a>	5
<a href="http://eurenuewablewind.blogspot.com">eurenuewablewind.blogspot.com</a>	4
<a href="http://renewablewind.blogspot.com">renewablewind.blogspot.com</a>	4

The following table shows the search terms that were used to lead users on the website of the campaign.

### Search Keywords

Entry	Pageviews
αιολική ενεργεια	20
ανανεώσιμες πηγές ενέργειας	7
αιολική ενεργεια και περιβαλλον	4
αιολική ενεργεια παραδοσιακοι ανεμο...	3
<a href="http://www.eurobserv-er.org/pdf/wind...">http://www.eurobserv-er.org/pdf/wind...</a>	2
αιολικες μηχανες	2
αιολική ενεργεια ανεμογεννητριες	2
αιολική ενεργεια στην ελλαδα	2
αιολική ενεργεια συνεπειες	2
ανανεώσιμες πηγές ενέργειας 2012	2

#### 5.1.2 [thesouthintalk.blogspot.com](http://thesouthintalk.blogspot.com)

The website of this campaign provided users with 21 different posts about ways to overcome the financial crisis in 4 Mediterranean countries and a page where information were given concerning the event planned for the ending of the campaign. The public commented on two of these posts and on the page. In total the website received 3 comments and one of them came from an identified user while the remaining 2 were anonymous.

The next graphs show the number of views per post and the number of views per page.

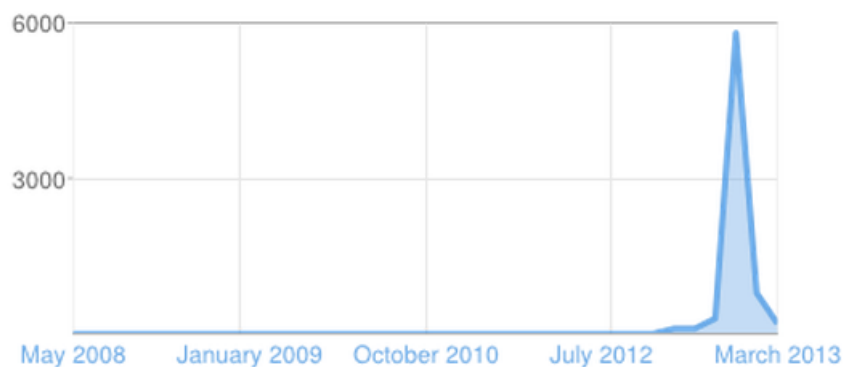
## Posts

Entry	Pageviews
<a href="#">What Europe is not doing for the me...</a> Jan 16, 2013, 1 comment	128
<a href="#">Taking the reins</a> Jan 24, 2013	108
<a href="#">Solidarity and cooperation of the Sou...</a> Jan 24, 2013	97
<a href="#">This is a platform for public consultati...</a> Jan 14, 2013	95
<a href="#">The need for a common European pu...</a> Jan 22, 2013	80
<a href="#">Inactive Europe, Leonardo Domenici,...</a> Jan 21, 2013	76
<a href="#">Can the post crisis European vision e...</a> Jan 28, 2013	67
<a href="#">Do you believe that the fiscal consoli...</a> Jan 18, 2013, 1 comment	57
<a href="#">Thinking European South's future bey...</a> Jan 24, 2013	57
<a href="#">Restoring social justice through the ta...</a> Jan 21, 2013	54

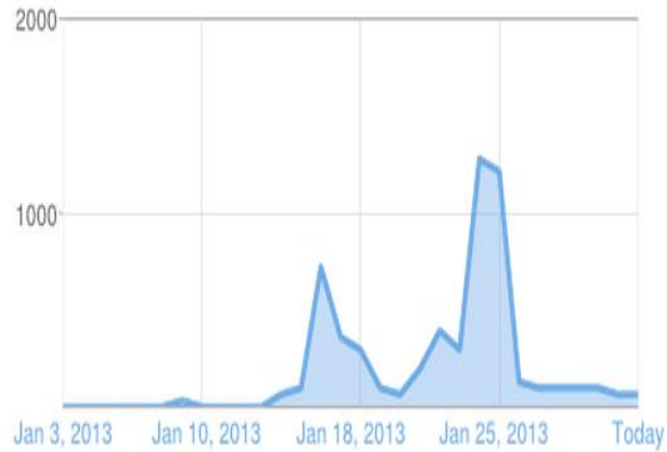
## Pages

Entry	Pageviews
<a href="#">Who We Are...</a> Mar 5, 2013	17
<a href="#">Event</a> Jan 30, 2013, 1 comment	7
<a href="#">About</a> Jan 16, 2013	3

Overall the website was viewed 7.254 times. The following graph shows the raise of the visits during the run of the campaign (early December) and the drop after the campaign ended.



In the next graph we can observe in a more analytical way the views acquired throughout January when the campaign was active.



Greece promoted thesouthintalk campaign more than any other country involved resulting in the majority of views coming from greek users. The next array shows just that.

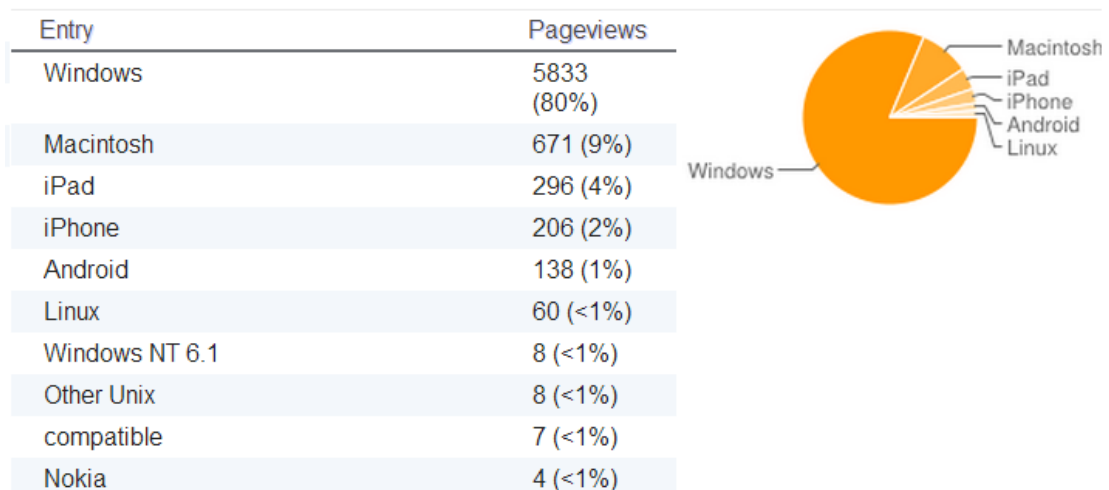
### Pageviews by Countries

Entry	Pageviews
Greece	4687
United States	482
Portugal	444
Belgium	317
United Kingdom	201
Italy	178
Germany	155
Austria	131
France	74
Cyprus	47

In Greece the majority of citizens use google chrome as a web browser in a Windows operating system. Other web browsers widely used by users were Firefox and Internet Explorer. These facts can be viewed extensively in the provided statistical tables.

Entry	Pageviews
Chrome	3176 (44%)
Firefox	1725 (23%)
Internet Explorer	1246 (17%)
Safari	667 (9%)
OS;FBSV	130 (1%)
Mobile Safari	116 (1%)
Opera	83 (1%)
Mobile	49 (<1%)
chromeframe	16 (<1%)
CriOS	6 (<1%)

## Pageviews by Operating Systems



Most of the referenced visitors of the main website opened the website through facebook links. This can be clearly seen below.

## Referring Sites

Entry	Pageviews
<a href="http://www.facebook.com">www.facebook.com</a>	1485
<a href="http://www.metarithmisi.gr">www.metarithmisi.gr</a>	194
<a href="http://t.co">t.co</a>	187
<a href="http://thesouthintalk.blogspot.gr">thesouthintalk.blogspot.gr</a>	133
<a href="http://www.google.gr">www.google.gr</a>	107
<a href="http://m.facebook.com">m.facebook.com</a>	56
<a href="http://thesouthintalk.blogspot.com">thesouthintalk.blogspot.com</a>	40
<a href="http://www.google.com">www.google.com</a>	35
<a href="http://www.google.co.uk">www.google.co.uk</a>	30
<a href="http://apps.facebook.com">apps.facebook.com</a>	29

The following table shows the search terms that were used the most to lead users on the website of the campaign.

### Search Keywords


Entry	Pageviews
thesouthintalk	22
thesouthintalk.blogspot.com	14
the south in talk	6
thesouthintalk.blogspot.gr	5
domenici leonardo vaccines	4
europe opion of south	3
the south in talk.blogspot.gr	3
"strong middle class" democracy	2
httpq/thesouthintalk.blogspot.gr	2
solidarity crises	2

## 5.2 Facebook

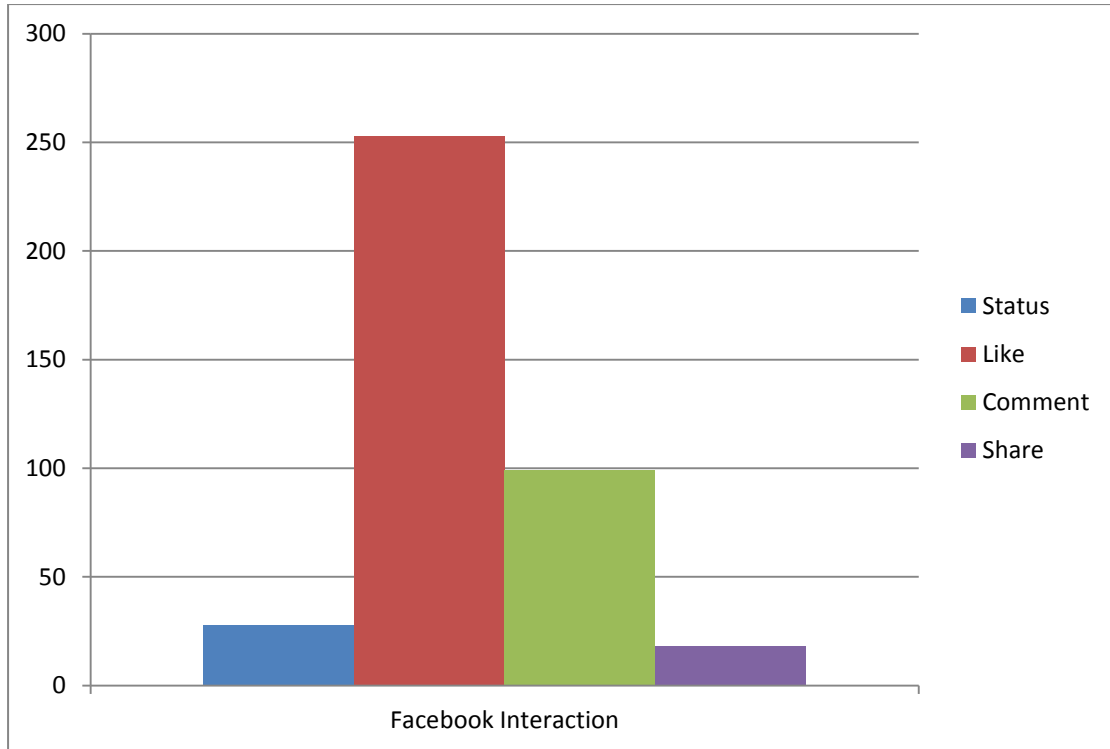
The majority of the social media action in the Greece-centered campaigns was noted on facebook platform since it is widespread in the country. Researches show that one third of the greek population uses facebook actively to interact with their connections. This percentage corresponds to more than 3 million people in Greece. Let's take a closer and extensive statistic look at the comments, shares and likes our MEPs received during the campaigns.

### 5.2.1 Renewable Wind

Ioannis Tsoukalas, in spite of his facebook profile, he has created a facebook page to serve the purpose of various campaign and other political promotions. The following table refers to the target and the actual level of user engagement through facebook the MEP collected up until the end of the campaign, in terms of likes on his page.

MEP	facebook		
	BEFORE	TARGET	ACTUAL
<b>Ioannis Tsoukalas</b> 	569	630	639


On the following graph we can observe the amount of all types of interaction made on facebook network.



The action of “like” is the easiest one to use and less time-consuming and that is why the public use it more often instead of the rest types of engagement. It is a fast way to show your approval about something presented on this platform. With close to 100 comments though it is easily assumed that a debate was formed within the comment sections of the facebook statuses which serves the social media engagement purpose.

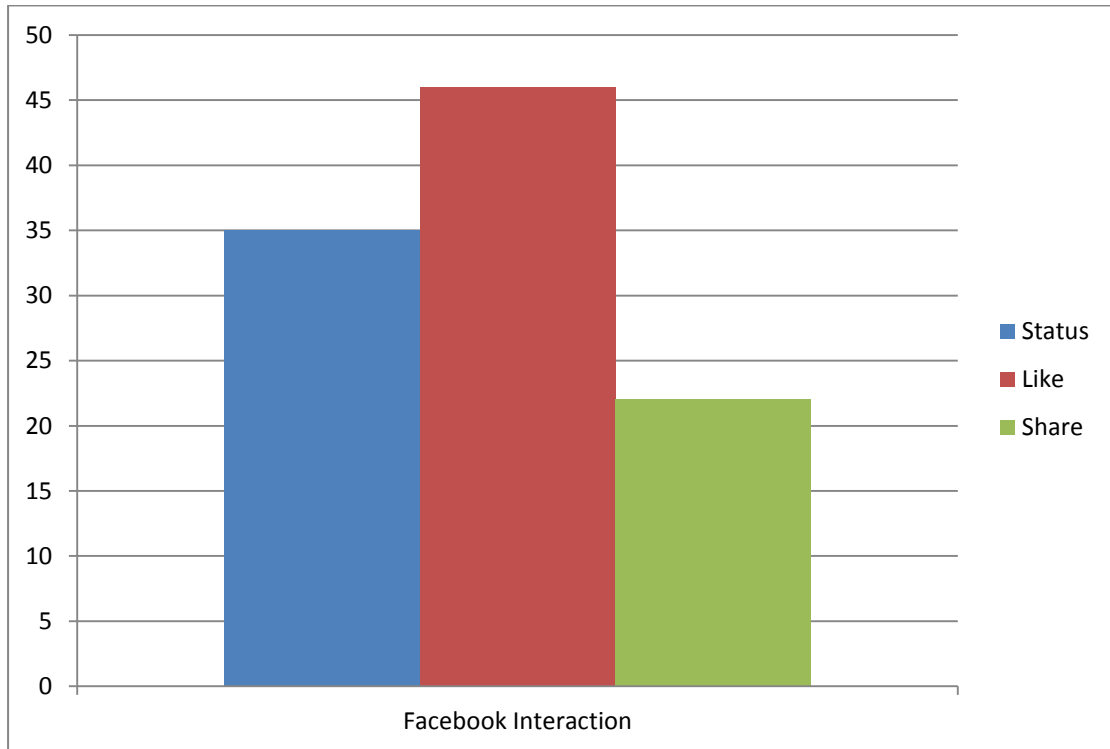
### 5.2.2 The South in Talk

Marilena Koppa, in spite of her facebook profile, she has created a facebook page to serve the purpose of various campaign and other political promotions. The following table refers to the target and the actual level of user engagement through facebook the MEP collected up until the end of the campaign, in terms of likes on her fan page.

MEP	facebook		
	BEFORE	TARGET	ACTUAL
<b>Maria-Eleni Koppa</b> 	33	80	99



On the following graph we can observe the amount of all types of interaction made on facebook network.




## 5.3 Twitter

Twitter was the social network that along with facebook dominated the social media action part of the campaign. Internet users find it easy and fun to post little text passages (tweets) and then share the tweets of others to their followers (retweets) or even favorite their liked ones. Below we can find some interesting result data that emerged from this particular social network during the mentioned campaigns.

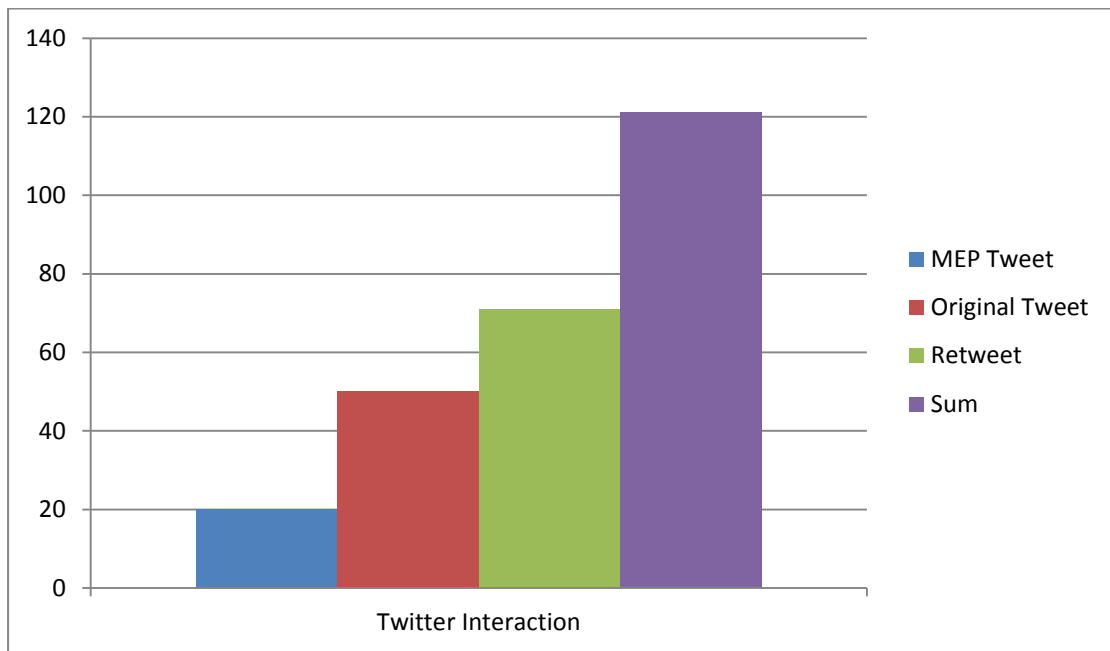
### 5.3.1 #eurenwablewind

The official twitter page of Ioannis Tsoukalas maintained a respectable number of followers before the campaign started which states that his influence on the twitter world was quite strong. But it grew a lot stronger after the end of it doubling the number of followers in just one month. The following table refers to the target and the actual level of user engagement through twitter the MEP collected up until the end of the campaign, in terms of followers.

MEP	twitter		
	BEFORE	TARGET	ACTUAL

<b>Ioannis Tsoukalas</b> 	<b>231</b>	<b>350</b>	<b>562</b>
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The following graph shows the number of tweets composed by the MEP himself, the original tweets as well as the retweets made by the public in general and the summary of all the twitter action (tweets and retweets).




Reaching more than 120 tweets it is safe to say that the campaign was also present on twitter besides facebook.

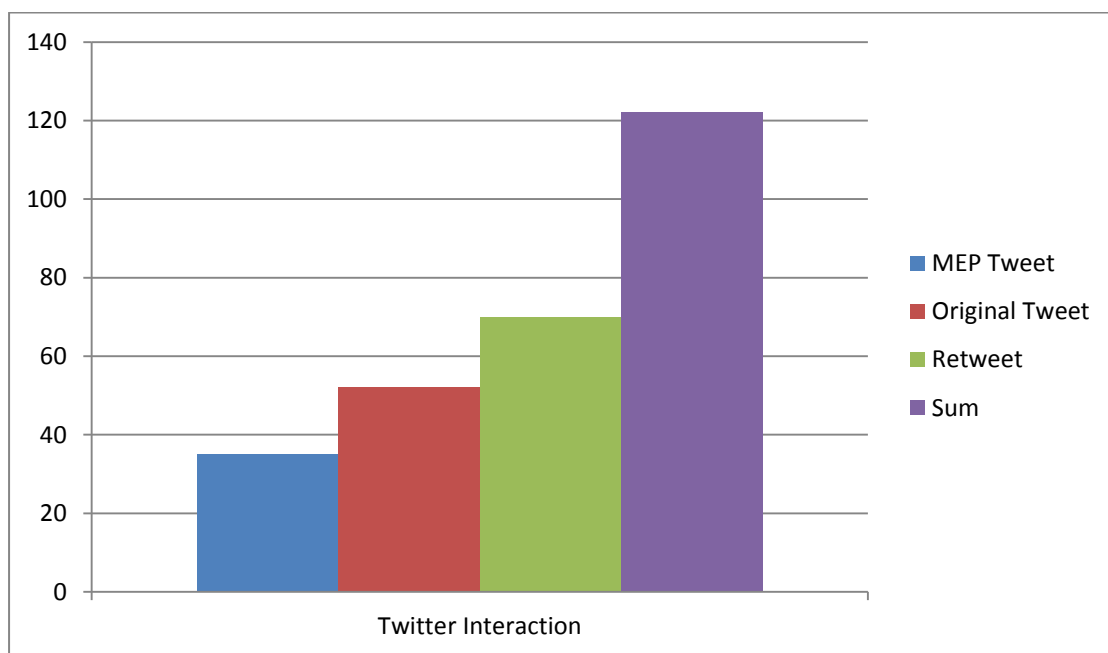
### 5.3.2 #thesouthintalk

The official twitter account of Marilena Koppa was created shortly before the campaign started not having the same advantage as Ioannis Tsoukalas had. After the commence of the campaign strategy, though, she started gaining followers by the dozen being able to surpass the original target with great ease. The following table refers to the target and the actual level of user engagement through twitter the MEP collected up until the end of the campaign, in terms of followers.

MEP			
	BEFORE	TARGET	ACTUAL

<b>Maria-Eleni Koppa</b> 	100	200	638
---	-----	-----	-----


The following graph shows the number of tweets composed by the MEP herself, the original tweets as well as the retweets made by the public in general and the summary of all the twitter action (tweets and retweets).





Reaching more than 120 tweets it is safe to say that the campaign was present on twitter more than it was on facebook.

### 5.4 More results

Besides facebook and twitter, youtube is a great platform through which the MEPs can create audiovisual material and declare their status, their goals and their opinions. The public visiting their channels are able to watch the uploaded videos, comment on their content and share them with their friends through any social media they prefer. The following table refers to the target and the actual level of user engagement through youtube the MEPs collected up until the end of the campaigns, in terms of video-views.

MEP			
	BEFORE	TARGET	ACTUAL

<b>Ioannis Tsoukalas</b> 	<b>543</b>	<b>700</b>	<b>837</b>
<b>Maria-Eleni Koppa</b> 	-	<b>50</b>	<b>109</b>

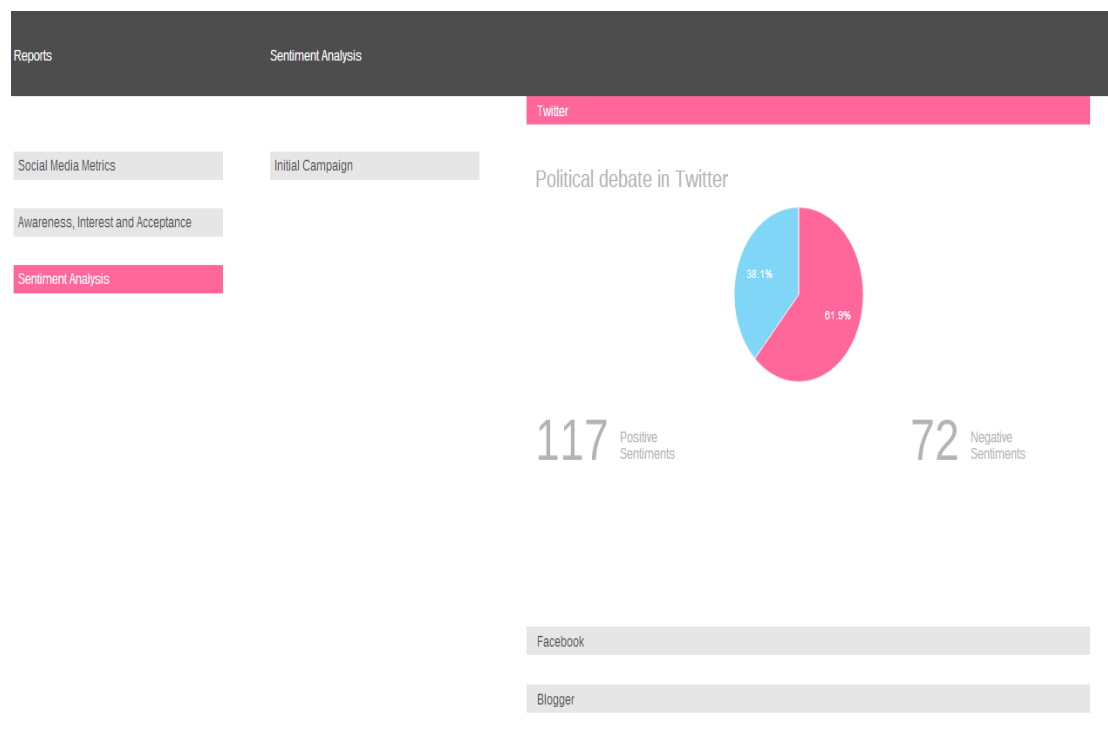
In order to form a clearer view of the interactions made through the chosen social media we kept a database which was updated daily with data acquired from facebook, blogger and twitter (comments, likes, shares, tweets, retweets, etc). The following database is the one held for the renewable wind campaign and it has the same arrangement with the south in talk database.

	A	B	C	D	E	F	G	H	I	J	K	
1	Name	Blog Post Title	Blog Comments	Link	Fb Status	Fb Comments	Likes	Shares	Tweets	Retweets	Date	
2	Ioannis Tsoukalas	Ερωτήματα Προς τους Πολίτες		<a href="http://eurenewablewind.com/page_6.html">http://eurenewablewind.com/page_6.html</a>							1/12/2012	
3	Markos Sigalas		Υπάρχουν πολλά ακόμα								4/12/2012	
4	Anonymous		Ναι στην εκμετάλλευση								4/12/2012	
5	Charalampios Alexopoulos		Προφανώς και είμαστε								4/12/2012	
6	Anonymous		Ναμίζω ότι είναι κοινά								6/12/2012	
7	Anonymous		Ίσως η τεχνολογία να								10/12/2012	
8	Anonymous		Η χρήση και η εκμετά								17/12/2012	
9	Anonymous		Είμαι υπέρ της εκμετά								20/12/2012	
86	Ioannis Tsoukalas				Το κόστος ανά μονι		10	9			4/12/2012	
87	Den Plassaras					Yani, due to present ti					4/12/2012	
88	Ioannis Tsoukalas					Εδώ ανοίγει το μεγάλ		1			4/12/2012	
89	Den Plassaras					Yani, the present phot					4/12/2012	
90	Ioannis Tsoukalas					Διαφωνώ για το ότι η		2			4/12/2012	
91	Den Plassaras					Yiani, if you look at th					4/12/2012	
92	Den Plassaras					Yani, look at this actu					4/12/2012	
93	Ioannis Tsoukalas					Πολύ ενδιαφέρουσα κ		1			5/12/2012	
94	Den Plassaras					You are right about G					5/12/2012	
95	Archaeos Pterix					Επιδοτούνται από τις					6/12/2012	
96	Archaeos Pterix					ΜΟΝΟ για τις επίδοσή					6/12/2012	
165	Ioannis Tsoukalas								Η Ελλάδα βρίσκεται c		7	4/12/2012
166	Ioannis Tsoukalas								<a href="http://www.youtube.co">http://www.youtube.co</a>		4	4/12/2012
167	Ioannis Tsoukalas								Από αύριο συμμετάσ		7	4/12/2012
168	Ioannis Tsoukalas								Εσείς είστε υπέρ ή κα		5	3/12/2012
169	Ioannis Tsoukalas								Σωστά Τεχνολογίες α			5/12/2012
170	Ioannis Tsoukalas								@DiktyoLakonias πο			9/12/2012
171	Ioannis Tsoukalas								Ειγώρια κατασκευή c		1	7/12/2012
172	Ioannis Tsoukalas								@panosmon Ενδιαφέ			6/12/2012
173	Ioannis Tsoukalas								Ξέρατε ότι για κάθε νέ		1	14/12/2012
174	Ioannis Tsoukalas								Από τις 3300 TWh συ		2	17/12/2012
175	@eaglebilgr								@Iatsoukalas Η ekstr			4/12/2012
176	Odysseus Kaziotas								@GRI_LSE Can winc			6/12/2012
177	Grantham Research								@odysseus_k Wind		1	7/12/2012
201	Aggeliki Androutsopoulou								Εξαιρετικό εργαλείο γ		5	5/12/2012
202	Aggeliki Androutsopoulou								Για 4 μέρες ακόμα η κ		1	13/12/2012
203							28	99	253	18	50	71

## 5.5 Opinion Mining

The end of the campaign marks the gathering of all the social media interactions made during its run. Once all the necessary data are collected the evaluation of the campaign can commence. PADGETS platform, using the data collected, performs a sentiment analysis on the interactions made which helps the MEP in the decision making concerning the policy he or she has taken over.

The final screenshot of this chapter shows typical sentiment analysis results as formed by the PADGETS platform through the interactions gathered by each social media separately.



This analysis helps the MEPs understand whether their ideas and efforts are being approved by the public and thus helps them proceed without hesitation to the final step of the policy-making process.

## 6. Conclusions



The use of social media, such as facebook or twitter, is a convenient way for people to share their ideas on a subject faster and anonymously if they decide to do so and since the communication is not direct negative comments are more common than positive ones, a fact that helps on the commence of various debates between the users hence aiding the policy to evolve.

In order to attract people that are not willing to participate on the policy-making by themselves we had to come up with intriguing texts and audiovisual content that would capture the users and lead to the desired outcome. That way a more accurate result could be extracted through the opinion mining process.

All these were easily monitored using the PADGETS platform. Organizing a successful effort was not a hard thing thanks to the tools of the platform. Even the results of each running campaign are all organized in a way that each attribute can be analysed and examined separately with great comfort.

To conclude, it is generally agreed that the involvement of the public in the policy-making is vital as the need for public-centered government is growing stronger. An easy and inexpensive way of policy-makers to interact with their supporters, and not only, is through social media available for free to anyone who has access to an internet connection.

There are improvements to be made in the future but the methodology described in this thesis is complete enough for the time being.

## 7. Future Work



The future for this area is bright and full of new ideas, tools and means to use concerning the improvement of the already established methodology. These will provide even better organized campaigns with according results.

More types of social media could be involved in the process of spreading the campaign so that the effort will gain a larger target audience. Another way to increase the target audience is to go international. Finding policy-makers from all over the world to support a specific campaign along with their followers and connections gets it on another level in every way. It is undoubtedly a bigger and better effort.

People who are not connected in any way with policy-makers should be able to get informed about the running campaigns and the ways they can share their opinions. That could be accomplished if more attention was given in promoting the campaign on a larger scale and beyond the boundaries of the known and tested material the teams of policy-makers monitor.

It is clearly seen that the world of internet is vastly changing and in order to keep up with these changes improvements shall be made constantly to cover the new appearing needs.

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