



SCHOOL OF GOVERNMENT
Te Kura Kāwanatanga

Chair in e-Government

Research project: “E-campaigning by political parties in the 2011 New Zealand General Election”

Researchers: Professor Miriam Lips, Hugo Gong

Project Summary

This research activity is a follow-up study on the project ‘The use of new media by political parties in the 2008 national election’, conducted with Hugo Gong in 2008-2009. Similar to the first study on e-campaigning in New Zealand, this project will empirically explore why, how, and to what extent, political parties use new media during the 2011 New Zealand General Election. Furthermore, conducting a similar study on e-campaigning in New Zealand for the second time provides an opportunity to explore longitudinal developments. The study will focus on e-campaigning activities from the announcement of the 2011 election date by Prime Minister John Key on 2 February 2011, until the day of the General Election on 26 November 2011.

Research Methods

- Literature review
- Website analysis
- Semi-structured interviews with representatives of political parties.

Expected Research Outputs

- A final written report setting out research findings. This report will be freely available through the e-Government website
- An academic paper for presentation at an international conferences
- One or two academic papers to be submitted to peer-reviewed international journals
- An end-of-project seminar for presentation of the key findings

For further information about this research project please contact Professor Miriam Lips on (04) 463 6588 or miriam.lips@vuw.ac.nz