

Youth civic engagement through digital mediums: In what ways do Social Networks sustain youth civic  
interest, activity and participation?

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**We accept the thesis as conforming to the required standard**

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**Abstract**

Initially digital communication was used primarily as a digital advertisement. Digital communication has matured and serves a valuable role for politicians and governments alike, through such campaigns as Calgary Mayor Naheed Nenshi's 2010 election campaign. Digital communications continue to be used for new means, including sharing information and fundraising, with increased levels of success. The historical challenge of engaging youth aged 18-30 in civic activity and the documented high adoption rates among youth of digital communication tools such as social media, smart phones and Web 2.0 has created opportunities to engage youth by entering their digital environments. The study explores Nenshi's campaign as a case study, exploring primary and secondary data to assess the ability to engage youth through the implementation of a digital communication strategy.

*Keywords: Web 2.0, communication, politics, youth, civic engagement, social media*

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Youth civic engagement through digital mediums: In what ways do Social Networks sustain youth civic interest, activity and participation?

### **Background**

With the increase in the adoption and creation of social networking tools and increasingly new features for implementing Web 2.0, there are innumerable ways for engaging communities online. Initially used simply as a form of 'digital yard signs', the import of an active digital presence reached an eminent moment when, in 2000, John McCain raised over two million dollars online in a matter of a few days, which was then eclipsed by Howard Dean in 2004, who raised \$27 million (Towner & Dulio, 2011a, pp. 165 – 66). In what was a watershed moment for digital engagement, the fiscal success of both McCain and Howard provided definitive evidence about the value of a prominent and integrated digital communications strategy.

The capacity of the Internet to elicit civic participation has been mused about since the 1990s, when the Internet was in its consumer infancy. However, as technology caught up to the initial vision and removed access barriers by creating more opportunity to stimulate engagement and few obstructions to entry, there arose many options for developing an online presence. For example, there are now possibilities for political campaigns and municipal governments to reach youth through mobile computing and the adoption of viral technology; there are also more opportunities for political campaigns to implement these resources (Nelmarkka, 2008, p. 77). A 2007 survey of youth aged 18-24 found that fully 88% participate in social networks (Baumgartner & Morris, 2009, p. 29). Baumgartner and Morris (2009) also found that 77% of users access news at least three times weekly and 49% gathered information on the 2008 Presidential Primaries through social network sites (p. 30).

Given that the infrastructure is seemingly catching up to the initial vision of what the Internet could be, and that previous research results indicate how prevalent social media usage is among youth, an evaluation of civic engagement to date in digital and real world environments is timely. Further, while the adoption rates of digital networks among youth are impressive, there remains a need for an evaluation of the potential to engage youth through digital mediums, which would be useful to community leaders and politicians to inform their communication and engagement strategies. If there is a demonstrated connection between digital engagement and civic engagement then there is a legitimate way to engage

new subsets of the population in civic activity. The ability to establish the impact of digital communication is particularly relevant as there is a continued, generally apathetic response to political engagement amongst youth that Web 2.0 could mitigate (Freelon, 2011).

There has been a marked expansion into social activity from politicians, with examples of successful politicians who have employed such a strategy as part of their overall campaign strategy. As an example, and in what will be the subject of this research paper, in Calgary in 2010, a municipal election saw a participant who was only polling at approximately 1% in the early stages of the campaign proceed to win the election (Markusoff, 2010, par. 9). This candidate, Naheed Nenshi, utilized an extensive digital media campaign, including blogs, vlogs, YouTube videos, social networks and mobile technology as a primary tenet of his strategy (Gignac, 2010). Subsequent to the election, the City of Calgary, following the trend for adopting a social network and engagement strategy in politics, integrated social media into its regular communication and engagement alternatives. The engagement and communication opportunities have included a blog, video blog, surveys, mobile applications for smart phones and social network presences, amongst other initiatives.

Employing digital channels in a comprehensive and inclusive manner, Nenshi was able to secure a victory that few predicted, despite deficiencies in budgets, when compared to the two front-runners. The two perceived front runners, Ric McIver and Barb Higgins, had budgets of \$1,084,000 and \$666,000, respectively (McIver, 2011, p. 1; Higgins, 2011, p. 2). Nenshi managed to successfully compete with a budget of \$404,000, significantly less than the two leading candidates (Nenshi, 2011, p. 6). Digital media activities in the Calgary 2010 election imply that there may be an ability to elicit civic interest and activity amongst youth. This study is seeking to investigate the nature of the apparent link. The research question that arises from the foundational research and information is:

**To what degree do social networks and Web 2.0 resources effectively sustain civic engagement amongst youth? Specifically, what types and levels of commitment and sustained civic participation does an active Web community presence, which includes the use of mobile applications, social networks and Web 2.0 have on youth aged 18 – 30 in Calgary?**

The discussion of engagement among youth and young adults is rife with debate about what engagement means to the participants and whether certain types of engagement are even beneficial.

There have been studies conducted for many years determining to what extent the engagement of youth or young adults is possible through digital communications (Schmidt, 2009, pp. 15-16). Arnstein (1969) and the UNICEF Innocenti Research Centre (1992) both brought light to the discussion of meaningful engagement with their respective ladder models that outline various levels of participatory engagement. For the purposes of this study, the definition of engagement outlined by Fischer which centers on facilitating opportunities for people to examine their thoughts, feelings and behaviours (as cited by Dakin, 2003, par.28).

This study begins with a review of academic literature that examines the influence of digital communications, including social media, Web 2.0, blogs and smart phone technologies. There will also be a discussion of literature from news reports that analyzed Nenshi's eventual election win in Calgary. Much has been written about the role of social media and digital communication as it pertains to the 2010 civic election, during the campaigns and as a reflection on the outcome, though not from an academic perspective. There will also be the inclusion of data obtained through a survey of people in Calgary, within the target age range of 18-30. Including user experience and perception, as well as research about the user adoption rates and types of activities engaged in online and balancing it against the academic studies on digital communications, provided the opportunity to assess the potential of the technology to elicit engagement against the reality of what has been achieved to date.

The research has been gathered and presented from a post-positivist perspective and includes an ethnographic component. Post-positivism posits that knowledge obtained or sought about a social reality will be imperfect (Blaxter, Hughes, Tight, 2006, p. 60). Denzin and Lincoln (2005) indicated that qualitative data is gathered to strive towards a check and balance of data that is presented and that ubiquitous objectivity is unattainable and therefore bias must be mitigated (as cited by Blaxter, Hughes, Tight, 2006, p. 60). Objectivity has been sought through employing a mixed methods data strategy, which reduces assumptions and bias on the part of the researcher.

The research includes primary data gleaned from an online survey of people who engaged in Calgary's 2010 election, the election itself as a case study, and secondary research of other articles and books. Yin indicates that a case study can be used effectively as a tool to understand politics (2009, p. 4). Yin (2009) also indicates that "the more your [research] questions seek to explain some present



circumstance (e.g., “how or “why” some social phenomenon works), the more that the case study method will be relevant” (p. 4). From the case study, background information will be used from election reports and candidate financial records to demonstrate the potential influence of digital communication within political activity and as a medium in encouraging civic engagement.

Unfortunately, due to limitations on resources (time and money), the survey was promoted through limited means to people who were still engaged with Daorcey LeBray, Nenshi’s Communications Advisor, through LeBray’s Twitter account, Mayor Nenshi’s Twitter account and a closed Facebook group for volunteers from Nenshi’s election campaign. Initially, the target demographic was 18-24, but LeBray indicated that the experience from the Nenshi campaign was that more people engaged through digital mediums, and to get a solid sample size, we should expand the age to 30. The recommendation from LeBray to adjust the age range was accepted and subsequently adopted into the research.

A literature review was also performed, which provides useful context on the foundational research already conducted. Much of the information that arose in the literature review drew from learning provided from the 2008 American Presidential election. The 2008 American Presidential elections resulted in the first nomination of a member of a visible minority as America’s Commander In Chief with a campaign strategy that aggressively implemented social media and other digital communications efforts. The extensive engagement of Barack Obama’s team in social media precipitated much of the research that informs the present study.

### **Literature Review**

The preliminary review of literature in the areas of social media and civic engagement resulted in a few recurring topics including: a review of reports that either contradict the preliminary findings or suggest the influence of digital communication on civic engagement is minimal or uncertain. Conflict of opinion of the impact of social networks on political and civic activity arose in many of the articles that were reviewed in the literature review. It is, therefore, important to present these findings that shaped the present study’s design, providing questions in the literature, while attempting to resolve conflicts in research that correlates with this study’s research question.

In addition to the effort of reconciling common variables that influenced the research topic, there was a challenge of determining how to involve and engage youth and young adults in a meaningful

capacity as there is no universally accepted definition of what desired engagement looks like and arriving at a mutually agreeable definition of the term engagement. Fischer (as cited in Dakin, 2003) has described engagement as:

Deliberation on issues affecting one's own life, and...facilitation of learning - a process of challenging learners with ways of interpreting their experience and presenting them with "ideas and behaviours that cause them to examine critically their values, ways of acting and the assumptions by which they live". (par.28)

In addition to the challenge of what engagement means is the challenge of analyzing of the structure itself. Dakin had identified participation as "deliberating on issues affecting one's own life", whereas Habermas offers some insight into the perceived incongruity that may impact the way people identify issues as affecting their own life. Habermas (1991) says:

As *bourgeois* the private person was so far from being an *homme* in general that, to actually be able to engage in his interests as a citizen, he had to "abandon his civil reality, abstract from it and withdraw from the whole organization into his reality". (p. 125)

The reason Habermas becomes relevant in the discussion surrounding engagement is that online discourse has shown in some cases that there is potential for only certain voices to be heard (Allbrecht, 2006, pp. 74-75) and a digital hierarchy to emerge that does not represent the views, interests and engagement ideals of the youth being targeted as some louder voices may overwhelm other opinions. The concern raised by Allbrecht that only certain subsets of the population may engage has also been identified by Min (2010) and Norris (2001) in respective independent studies (as cited by Nam, 2012, p. 591). For the purposes of this research, the definition laid out by Fischer served as the standard for engagement, as it leaves room for personal interpretation from the individual to how they want to participate, yet outlines the role of the system in creating opportunity to participate.

There appears to be an appetite and opportunity for successful implementation amongst youth of meaningful digital engagement opportunities. In the 2011 Calgary Census, there were over 327,439 people within the 18-30 age group, which represents 37% of eligible Calgary voters, based on age range, though it is worth noting the ranges listed included some outside of the target range amongst them, slightly buffering the numbers favourably and overstating the actual totals in Calgary (City of Calgary,

2011, p. 15). The demographic numbers reflect that the age group targeted for the research study is important, due to its size and potential influence. Kahne (2011) lead research on youth and engagement through digital mediums and has found that "...increased students' exposure to diverse perspectives and boosted the likelihood of youth online engagement with civic and political issues" (par. 14). The Calgary Census and Kahne's research demonstrate a balance of opportunity to engage those who are aged 18 - 30 through digital communications, as well as a desire to engage from among this demographic.

The literature review produced mixed results surround the credibility or capacity of digital communications and the likelihood of engaging youth in civic activity. While there is a demonstrated percentage of youth who are engaging in digital communication for various means (Baumgartner and Morris, 2009), there is still evidence that the correlation between digital activity and civic engagement is either unconfirmed or overstated. Aeron (2010) referenced a particularly damning survey that found only 3% of eligible voters in the 2005 British election relied on the Internet as their primary source of information (p. 747). Baumgartner and Morris (2009) referenced a survey that found that 49% of social network users relied on online content to inform them in the American Presidential Primaries (p. 30). While the Aeron study data was disappointing, there is reason to be optimistic about the potential for future engagement activity as a result of digital opportunities that are currently available and a continued shift to other opportunities in the future. With the prevalence of studies that appear to demonstrate such a contradiction in the relationship to digital communication and civic interest or engagement, there is also caution given to contravening studies, as the reality is that the technology and its use for active political and civic engagement purposes is still in its infancy and therefore research conducted is still evolving (Hasebrink & Paus-Hasebrink, 2007).

While there were some mixed results, the literature review also identified many trends, including initial evaluations of the various ways that digital communication occur, and that some methods may have a more effective record at drawing engagement than others (Amadeo, 2007). With the multitude of options to communicate electronically, including e-mail, video, social networks and mobile technology, it is important to recognize that there is a possibility that some methods may be better suited than others as that would drastically impact a digital engagement or communications strategy. Another reference point identified from the literature review that was important to the research question of this paper is whether

any engagement that occurs is sustained, or if it only transpires during elections. The ability to maintain engagement after an election has been broached by several studies (Garcia-Castañon, Rank, & Barreto, 2011; Cogburn, & Espinoza, 2011; Auer, 2011) and is central to the research question. Another area that required analysis was whether engagement happens online exclusively, or if the online engagement leads to traditional in-person efforts. The ability to escalate the engagement from online to in person did not arise often through the literature review; however, it serves the wider purpose of identifying what the engagement looks like and is therefore important to this study. Determining the link between digital and in-person engagement was also one of the purposes of the primary research conducted in the study, beyond the literature review, once the gap was identified. In addition to the determination of what forms engagement takes is the consideration of what the target population considers to be engagement and what politicians or institutions have identified as engagement goals (which may not always be congruent).

### **Contravening Reports**

There appear to be debates regarding the potential influence of social media and digital communication on politics or civic engagement. Baumgartner and Morris (2009) cited a 2007 study that shows that, amongst youth aged 18-24, fully 88% participated in social networks (p. 29). Baumgartner and Morris (2009) also found that 77% of people aged 18-24 access news at least three times weekly and 49% gathered information on the Presidential Primaries through social network sites (p. 30). It is important to acknowledge that there are also studies that either refute the influence of social media as it pertains to politics or assert that it is too early to know if these networks are providing the engagement that is alleged (Hasebrink & Paus-Hasebrink, 2007; Livingstone, 2007).

The subject of power and community as it pertains to politics is an important influence in determining the likelihood of participating in civic activities or the influence of digital networks in political activity. Community is particularly relevant when analyzing social networks, as they are a prominent indicator of potential overrepresentation of certain individuals or groups within online networks, which could result in biased or stilted online discourse and some voices not being heard (Himmelboim, 2011; James, Kushin, & Yamamoto 2010, Goldberg, 2010). The potential of skewed conversations due to overrepresented populations is an important consideration as it is possible that, if online discourse leads to only a few voices being heard, the others may disengage.

In addition to suspicion regarding the immediate influence of civic engagement, there are reports from studies of youth in Chile, Denmark and England that engagement is peripheral and less participatory, and needs to be part of a longer-term strategy as a result (Amadeo, 2007, p. 141). Amadeo's study analyzed the response of 14 year-olds to determine their likelihood of participating in local versus more distal (national) activities. Using a Likert scale, the youth were asked about their planned civic engagement in specific activities within the next few years (Amadeo, 2007, pp. 138-141). Aeron (2010) cites a survey that found only 3% of eligible voters in the 2005 British election relied on the Internet as their primary source of information (p. 747). The Aeron study is cause for assessing the influence of digital communications as the positive influence was almost non-existent in that study. A meta-analysis performed by Boulianne (2009) found that, although there was evidence of positive engagement as a result of digital civic promotion, the effect thus far was "positive, though small in size" (p. 205). With this kind of data being presented, there is demonstrated evidence of a less optimistic reality about civic engagement and the influence of social networks in establishing connections with the target audience. While there are many studies that purport to demonstrate the positive connection between social media and engagement, it is crucial that studies like those identified in this section receive attention. This study could not be considered comprehensive were they excluded.

### **Different Digital Media Alternatives**

With the continuing advancement of methods of digital communication and engagement technology, there is value in determining if certain methods prove more successful than others. A review of the literature suggests that there is not a universally accepted method of online communication that is appropriate, and that each process has its own unique challenges to increase adoption and engagement through the use of the tool, as well as associated benefits.

Mobile media, although appreciated as a valuable resource amongst youth, has yet to yield substantial levels of adoption for political purposes (Stald, 2003, pp. 224-225). Studies have identified social networks as the heart of online politics, and as playing a crucial role in building online interest and engagement (Cardon, Granjon & Heurtin, 2007, p. 238; Sæbø, Rose, & Molka-Danielsen, 2010, p. 408).

Online videos, particularly those found on social sharing website YouTube, were identified as one of the top three ways for the public to engage in political activity online (English, Sweetser & Ancu, 2011,

p. 735). With that being said, there are also studies that suggest that the effect of video in political engagement may not be influential. Towner and Dulio (2011b) performed an analysis on video as at the time of the study there was “lack of data regarding different web sources [including video]” (p. 627) and that additional studies need to be conducted as their work produced mixed findings (pp. 639-640). Online video was identified as a critical method of political presence during the 2008 United States Presidential election and video presentation online appears to be a growing trend (Bergan, 2011). The potential influence online video may have on political discourse and engagement justifies online video as a topic of study with the research. Online video is seen as influential by English, Sweetser & Ancu, (2011) who indicate that video is the third most popular way of engaging people online (p. 735). In addition to online video, there is value in studying the various types of digital media to ascertain their varying effects on online users and political participants.

### **Sustaining Engagement beyond Elections**

In addition to determining how digital communication influences civic engagement amongst youth in Calgary, it is also useful to determine if engagement occurs exclusively during active elections or if it continues beyond those brief, defined time frames. Hall and Sinclair (2011) reviewed the trends of Internet use for political purposes from the years 2004 – 2008, which actually stayed relatively static, meaning the frequency and types of activity remained the same, challenging the hypothesis that the Obama campaign engaged new people in new ways (p. 66). The theory that digital communication is not increasing civic engagement is supported by anecdotal data from a study that showed usage of digital networks for political purposes was consistent amongst youth, regardless of whether there was an active election in process or not (Amadeo, 2007). Therefore, determining the potential of digital communications to establish or sustain patterns of civic activity is important as part of this research as is sustaining activity as a key indicator of the viability of digital communication as a tool in political devices.

The challenge with the view of sustaining activity and actually changing behaviours is rife with differing views, supported by limited research. Shirky (2011) astutely articulates the reality that research on the impact of social media is often presented in a battle of anecdotes (par. 4 – 6). Shirky (2011) notes that “the potential of social media lies mainly in their support of civil society and the public sphere-change should be measured in years and decades rather than weeks or months (par. 11). Shirky (2011) suggests

that there is possibility for influence, but that it must be measured over longer periods of time and the potential rests with larger goals, rather than short-term activities and outcomes (par. 11). If the impact of digital engagement is to be measured in months and years, rather than days and weeks then the ability to sustain engagement beyond election periods is even more important to understand as part of the impact of digital communication methods within the political sphere. The research undertaken in this study sought to increase the knowledge in areas where there are gaps, such as the need to track long-term success that Shirky identified and create a survey that gathers information to fill in these gaps.

There are examples of cities that have implemented opportunities for engagement that include digital efforts that appear to be garnering support from the community. Boston has implemented digital engagement pieces, such as a digital pothole-reporting smart phone application for citizens, which has seen reasonable levels of adoption (Schank, 2012). Case studies such as the aforementioned experience in Boston, although perhaps limited in breadth, have started to demonstrate the potential to elicit a positive response from the community in demonstrating a desire to engage in activities beyond partisan opportunities, such as during election campaigns. A 2005 study found that approximately 70% of youth thought it important to help their community (Rheingold, 2008, p. 97), which suggests that there is a desire for engagement amongst youth. The idea that digital communities result in an increased likelihood of sustained civic activity is also demonstrated in additional studies such as Gil de Zúñiga and Valenzuela (2010) which found that citizens who report larger conversational circles—online and offline—tend to engage more in civic life (p. 413). Sloam (2011) provides additional observation that there are ways to connect with youth through institutions, such as schools, and then build a habit of engagement (p. 109).

### **Does Engagement Escalate to In-person?**

Another topic included in the literature review was to what extent those who participate in online political activity will then transition to in-person engagement, or perform traditionally offline tasks in a digital environment. The topic of online and in-person activity actually did not arise frequently during the literature review; however, by better understanding what the people who are targeted within the study are likely to participate in as a result of digital engagement efforts politicians and institutions will be able to create targets and goals that align with the interests of the audience. In addition to better setting goals for the efforts of digital engagement opportunities, having knowledge of the potential of the digital medium

will better inform civic leaders and politicians on how to utilize them in a successful manner that produces positive results.

One study that came up during the literature review analyzed Seoul, South Korea, which is a trailblazer in what the paper calls 'e-politics' (Ahn & Bretschneider, 2011, p. 414). Ahn and Bretschneider's (2011) study analyzed the ability to generate engagement amongst the public by being able to get them to use social media tools to perform tasks traditionally done in face to face environments, but in an online environment (pp. 414-415). The success that has been realized in Korea aligns with the case study in the Calgary election, as many engagement opportunities have been created by the municipal government to participate in civic activity, in person and on-line, since the election of Nenshi, in the fall of 2010. Opportunities to engage have included participating in informing the budget process and how business is conducted at city hall, through either exclusively online, in person or a blended process, which allowed the participant to self-determine the method.

There have been studies conducted that demonstrate a correlation between larger online networks and an increased likelihood of engaging in traditional, in-person activity (Gil de Zúñiga, Valenzuela, 2010). Sloam (2011) has found that only 33% of 15-25 year-olds participated in civic engagement (activities in the community without a political agenda), about a third less than other age groups (p. 98-99). However, Sloam (2011) also acknowledged that when including volunteering in the equation, the engagement levels rise to 53%, comparable with contemporaries from other age ranges (p. 98-99). While Sloam doesn't establish a connection to online activity and in-person engagement; the study does highlight that with online participation there is a desire to contribute to society, but it does not establish a link to user interest in political activity, only civic. Gil de Zúñiga, Puig-I-Abril and Rojas (2009) not only establish a link between online participation and a desire to engage in person, but also demonstrate that online activity, particularly within the blog atmosphere, is a predictor of future and sustained in-person activity which boosts the credibility of the digital medium for developing or connecting with engaged citizens.

The scope of the aforementioned subtopics was selected as they have value in ascertaining the potential for a digital communication strategy to engage youth in civic activity. By looking at a more complete picture of digital communication, the true impact of this emerging resource will be able to design



more successful strategies to encourage affirmative action from the public. We communicate in many different ways, using the resources available to us for different purposes, and determining which online medium(s) is more likely used for civic activities is central to developing future strategies to successfully obtain engagement. Further, a longitudinal evaluation from the initial point of contact forward, to determine if digital outreach results in consistent engagement, along with escalating commitment, from simply online to in-person is valuable as well in determining how to best utilize the digital resources in civic activity. Finally, it is important to review and provide potentially contravening evidence of digital communication as a predictor of civic activity, through secondary research and the primary research that was conducted. The topics thus reviewed within the literature collectively provide a reasonable breadth of understanding to the increasingly important question surrounding the capacity of digital communication to promote and sustain civic activity.

### **Research Design**

#### **Research Methods**

A case study was used as one method for the study, as Nenshi was a relevant and recent benefactor of the digital factor in an election. Further, given the odds that Nenshi overcame in his successful campaign, the potential influence of an active and integrated digital media strategy is illustrated well in this example. Yin (2009) identifies that an appropriate application of a case study occurs when a researcher is seeking to learn about the how or why of an event where the researcher has little control (p. 11). This definition that Yin provides applies well to the current state of digital communications and civic engagement and justifies the inclusion of the Nenshi campaign as a support in the research process. The primary research included a survey that comprised twelve data-capture questions. Included are a mix of types of questions including some yes/no, also some Likert scale and some open-ended questions. The data was promoted amongst approximately 1,400 of the participants from the Nenshi campaign, indirectly through LeBray's Twitter followers, through Nenshi's Twitter account to approximately 60,000 people and a closed Facebook of Nenshi's election volunteers, which includes about 150 people. The age group 18-30 was the target audience as the focus of the study as there is a well-documented trend of overall lack of engagement amongst this population (Davidson, 2005).

Data obtained through the survey serves as a benchmark from which a larger frame of reference can be drawn, providing a larger picture of youth civic habits as evidenced by their online and in-person

participation. In performing the primary research, tailored questions were asked that addressed the specific needs of the research, questions that secondary research perhaps had not provided a more detailed analysis of as of yet. This survey sought information regarding previous civic engagement, more specifically what was done during the 2010 Calgary election and what the youth have participated in since. Recognizing that there may be a different self-determination of what constitutes engagement, there were also opportunities for the respondents of the survey to answer with any other activity they deemed relevant, as it pertains to their engagement.

The primary and secondary data has been analyzed from a social exchange communications theory perspective. This theory posits that people are self-interested and will participate in activities, but there must be a demonstrable return on investment for their engagement (Cook & Rice, 2006, 54, 56). In short, participants need assurance that their effort will affect some change and have an impact. Additionally the research has been shaped by the influence of a post-positivist epistemology, which acknowledges the imperfections that are present in the striving for information and understanding, particularly within a social reality (Blaxter, Hughes, Tight, 2006, p. 60). The epistemological approach influenced the data sought as there was an effort to ensure that the survey addressed and acknowledged any literature that was not positive about the impact of digital communication on civic activity. By including contradictory information the research was better informed and provides a more complete picture of the actual value of digital communication tools.

### **Research Tools**

The primary research was conducted through the use of Google Analytic software. The Google Analytic software provided the opportunity to create a survey of mixed-use questions and house them on a public webpage. The webpage was then promoted through Daorcey LeBray and Naheed Nenshi's Twitter streams and a Facebook group of Nenshi's election volunteers. Google Analytics includes built-in software that takes the participant responses, aggregates them and provides graphs that show the results, making review more streamlined and easier to interpret.

### **Study Conduct**

The research was informed through the literature review, which provided insight into the content of the questions and the information that should be sought. The literature review also provided

opportunities to obtain an understanding of research gaps and areas that had been identified by previous researchers as opportunities for future research. One future research opportunity identified by other researchers is trying to assess the long-term likelihood of sustained engagement that will occur as result of connecting with youth through digital communications. Another research opportunity that was identified is trying to provide a more in-depth analysis of what type of digital engagement functions the different types of online communication devices are more appropriate for. From this information the survey was crafted, which can be viewed in the appendix. The survey focused on past engagement, current engagement and the likelihood of future engagement and what forms engagement took. Although there were considerations of other types of questions along the way, the only significant change that was implemented was expanding the high end of the age range from 24 to 30 and providing opportunities for user feedback and self-identification on questions.

Another challenge arose from determining an appropriate way to promote the survey that balanced the realities of limited resources, while reaching a balanced population. While I would have preferred to manage the promotion through more activities across other media, to try to ensure a balanced perspective amongst respondents, the promotion was successful in garnering a sample size of 141 people. By promoting the survey through traditional advertising, there would have been an opportunity to engage and elicit feedback from those who may no longer be connected to the digital communications they were at the time of the election. In addition to promotion challenges, connecting with those who have disengaged since the election may also be difficult, as many of those who engaged in the Calgary election are likely not connected to LeBray or Nenshi on Twitter or through the Facebook group and as such another group of the target was not reached. Bearing these limitations in mind the decision to proceed with the promotion effort that was undertaken was made when a weighing of time and resources was considered, as well as the ability to still capture a reasonable sample of the target population. In short, concessions were made, but the integrity of the data and the opportunity to extrapolate learnings exists with this method as a strong sample size was obtained, supported by additional secondary research and the Nenshi case study, to balance out the information.

### Case Study

The inclusion of a case study featuring the 2010 Calgary civic election campaign of eventual winner Naheed Nenshi was deemed relevant due to the fact that Nenshi actively used digital media to mobilize the voter base. Nenshi overcame polling around 1% as close to eight weeks away from the election date to defeat two higher profile candidates that had been considered the likely to capture the election. In fact, around mid-August (two months before the election date), one of Calgary's better known journalists was still tagging Nenshi as a "lesser candidate" with admirable qualities, although qualities that seldom see success in elections (Braid, 2010). In addition to the higher profile of the other two eminent candidates, Ric McIver and Barb Higgins, had budgets of \$1,084,000 and \$666,000, respectively (McIver, 2011, p. 1; Higgins, 2011, p. 2). Nenshi managed to successfully compete and conduct his campaign on a budget of \$404,000, significantly less than the two perceived leading candidates (Nenshi, 2011, p. 6).

The digital effect in the Calgary election impacted everything from a leveling of the playing field (Singh, 2010) to the awareness of the digital savvy of the three leading candidates' likely voter bases (Cuthbertson, 2010). Nenshi was respected in the community even in the early stages of his campaign and a general appreciation of his knowledge of issues was acknowledged (Braid, 2010). While there may have been respect for Nenshi, he still faced the unenviable task of differentiating himself from three or four other fringe candidates, then demonstrating to the public he deserved legitimate consideration. When Nenshi publicly announced his intentions to run for Mayor of Calgary, he brought the total of people running for the role to seven (Guttormsun, 2010). There were many variables that were not favourable in the election as it pertained to Nenshi's probability of a successful campaign, including the need to rise above the election noise that permeated headlines for months leading up to the casting of ballots.

Nenshi and his team had an active communications strategy, of which digital communication was an integrated component. This communication strategy was balanced with a message that Shelley (2010) indicates resonated better with voters than the message the rivals were espousing. It is worth noting that the efforts of this research did not explore the messaging used and a comparative analysis of the mayoral candidate messaging may be useful for future research. With all the aforementioned elements in play, that were shaping the 2010 Calgary municipal elections and Nenshi's subsequent success in the election understanding his communications efforts is important to the initiative. Nenshi

utilized a traditional media effort, but had the most integrated new media strategy to complement his campaign. The new media strategy included two-way dialog with the public on social networks and opportunities for people to engage, online or in person. The opportunity for engagement in reaching out to people in collaborative ways that was employed by Nenshi and his team serves as a tremendous resource for the research topic.

### **Results**

Recognizing the importance of data that is reliable, the survey was created and presented in a method that provided the desire to limit influence of the researcher on respondents, which is why a digital survey was selected, so the researcher was not present with the respondents. The desire to remove research bias from the survey is consistent with the post-positivist epistemology. Unfortunately, due to the promotion limitations already discussed, this was a challenge and a limitation of the study. The survey software sorted the data to make analyzing responses easier. A content analysis was used to assess the responses and seek trends and common themes, particularly as it pertains to the open-ended questions, which provided an opportunity for detailed assessment of the responses and for grouping the data with similar responses.

Subsequent findings are provided in greater detail in this section, with the impact assessed in the discussion immediately following. Findings are presented by breaking the responses into primary categories of response and including context with the data. Additionally, the entire survey is included in an appendix at the conclusion of the paper. The survey provided an opportunity to learn about the potential and limitations of digital communication, as well as the levels interest from youth to engage and resulted in encouraging findings that suggest continued efforts to improve digital engagement opportunities will yield positive results.

The demographics of respondents, as far as age is concerned, resulted in a fairly even distribution of respondents, as 60 respondents were from the initially set demographic of 18-24, while 78 were from the 25-30 age range. Of the total respondents, 128 self-identified that they had participated in the 2010 Calgary municipal election, or 91% of the people surveyed, compared with 53% of the population at large and 33% in the 2007 municipal election (Calgary City News Blog, 2010). While looking at previous engagement, one of the survey questions asked about previous interest or

participation in municipal civic activity. Within the survey, 88 respondents answered the previous interest or engagement question in the survey with affirmative responses, which indicates that there was a 69% increase in interest and activity from the 2007 Calgary municipal election to the 2010 election.

While there was a high level of self-identified participation in the 2010 Calgary municipal elections, most of it consisted of either voting or learning about the issues, as 120 respondents indicated they voted and a further 81 said that they learned about the issues. Another question asked about participants about other engagement, such as attending debates, information sessions or activities, along with a write-in opportunity for other activities the individual may have participated in. Of the 141 respondents, only 13 self-identified means of engagement outside of voting and information gathering that they participated in, including working at a polling station, writing a blog and contacting candidates directly. The types of activities that respondents engaged in during elections prior to Nenshi's campaign also were the typical activities that were engaged in previously, although fewer people had engaged in the past. Among respondents who had participated, or had an interest in elections before the 2010 election, 90 had voted and 43 had participated in learning about the issues and/or participating in online discussion.

Additional questions in the survey evaluated the impact of digital communications in the respondent's decision to participate in the election, or since the election, and if an active digital communication strategy would result in sustained engagement. Respondents were asked "to what extent did the opportunity to participate and gain information through digital media, including mobile technology and Web 2.0 influence your decision to engage [in the 2010 Calgary elections?]" The question offered a Likert scale with 5 meaning "significant influence", 1 meaning little to none. Within the survey, 93 of the respondents answered with a 4 or a 5, indicating the digital opportunities were influential to them. Only 19 respondents answered with a 1 or 2, meaning the digital communication carried little influence with their desire to engage.

A subsequent question sought to know if a continued effort by the City of Calgary and politicians to employ digital participation and information opportunities would result in an increase in the likelihood of the respondent remaining engaged. The associated Likert scale responses for this question saw 121

people indicate that digital communication opportunities would have a significant influence on their decision to sustain civic engagement.

There are several online ways for people to communicate information and offer opportunities for dialogue or opportunities to participate in activities. The determination of what digital mediums are most effective at building and sustaining engagement is closely associated with determining the influence of digital communication, which the previous questions were included to ascertain. To establish an understanding of sustained activity, respondents were asked what tools they used during the 2010 election and what they have used since to engage. Respondents could provide multiple answers amongst a preset list of alternatives, which included social media, websites, smart phone applications, mobile websites and blogs or vlogs. There was also an opportunity to fill in other ways that they chose to engage previously, or currently. The primary two ways respondents chose to engage included websites and social media, with 110 and 128 people indicating they utilize these resources, respectively.

The final questions asked in the survey sought to know the kind of activities people have participated in since the election, or would like to see offered in the future. There was an opportunity to select multiple responses or to add their own activity from a write-in selection. The pre-determined engagement opportunities included: community activities, volunteering, attending or participating in council meetings, attending open houses or information sessions, public consultations, or if they have not participated in any activities. The responses on this were fairly divided; however, the highest single response was of people who indicated that they had not engaged, with 75 indicating as such. This means slightly more than 50% of respondents have not engaged online or in person since the 2010 election. Community activities and volunteering garnered the highest affirmative response rates within this question with 44 and 43 people indicating their involvement, respectively.

There were also two questions at the end of the survey which provided opportunities for feedback in a freer environment. The first question asked "what would keep the individual engaged, or result in their reengagement?". As this question was structured to be open-ended and self-selecting, there was a variety of responses that was very diverse amongst those who answered this question. With the desire to encourage responses that were not influenced in mind, there were a few common themes that arose in the analysis. Many of the respondents had a desire to see sustained or increased dialogue through

social media from political figures. Several respondents also expressed an interest to have improved access to political and civic information online, which would make the process of being informed less cumbersome. The desire for improvement of access to information requests, including transcripts and live streams from town halls and debates, or easier and more transparent access to political platforms, posted on social networks and websites also arose.

The final question in the survey was also, by design, ambiguous. It asked respondents to provide any feedback they wished on the topics within the survey or their current or prior engagement. This question that offered participants the opportunity for unencumbered feedback was ignored by most of those who participated in the survey, with only about 25% responding. Among those who did choose to respond to the last question, most were reiterating a desire to have clear and consistent opportunities to interact and receive information through digital means.

### **Discussion**

The results of the survey and secondary research provided insight into the impact thus far and into the future of digital communication as a function of civic activity. Lack of voter participation among younger voters has long been discussed and identifying and implementing ways to improve the engagement levels would be beneficial to overall civic capacity. The foundational question of the study concerns the potential of digital communication to engage and sustain engagement from people in the ages of 18-30. The survey resulted in five key findings that will be assessed, as well as their potential impact on civic engagement and politics, within this section.

#### **Hyper-Engaged**

With documented evidence that youth are embracing digital communication in significant numbers (Nelmarkka, 2008; Baumgartner & Morris, 2009), using the tools of social networks or other digital communication at least ensures the message is disseminated where participants are already congregating. The survey that was conducted demonstrated that there was willingness for people to engage in civic activity as a result of new opportunities presented by digital communication tools. In fact, 91% of those that were surveyed indicated they voted in the 2010 municipal election, nearly forty points higher than the rate of the general population, which saw about 53% of eligible people vote (Calgary City Blog, 2010). With the voter turnout from the respondents being so much higher than the general



population, additional study of this variable is crucial, as that number represents significant influence in determining an electoral victory for future candidates. If implementing meaningful digital strategies can produce levels of engagement that are significantly increased, even if for one brief activity, such as voting, then this also reinforces the axiom that digital communication results in positive engagement. Additional and increased digital communication efforts for both political and civic activity would be justified.

### **Sustained Engagement**

In addition to seeking to further establish a connection to digital communication opportunities and civic interest or engagement, the goal of the research was to determine that, if successful at initiating engagement with people aged 18-30, to what degree would the engagement be sustained? With 86% of respondents from the survey indicating that digital engagement opportunities would encourage them to sustain engagement, there appears to be an incongruity in reality as, since the election, over half of respondents indicated they had disengaged from civic activity.

With a disparate reality of engagement levels from the expressed interest among survey participants the reason for the incongruity needs to be explored. There could be one or a few concerns among participants that are resulting in reduced engagement, despite a voiced desire to engage. Explorations to determine the reasons for lower than expected sustained engagement should include an assessment of if people are dissatisfied with the engagement opportunities available to them, if they have not seen value in their engagement (which would be consistent with social exchange theory as a reason to disengage), or if they have lost interest in civic activity. An analysis of the lower than anticipated sustained engagement levels should include consideration that the survey data is skewed, which could mean corresponding consumer demand to remain engaged is overrepresented or the lack of engagement that is occurring is, likewise, overrepresented. Whatever the reason, the fact that the current reality of sustained activity does not align with the promise that was offered the result should be explored. The possibility exists that perhaps those who engaged digitally during the election were only interested in partisan activities and, having realized a favourable outcome, are content to disengage. While the Calgary municipal government has made fervent efforts to engage people in new ways since Nenshi's victory, perhaps opportunities that appeal to this demographic need to continue to be defined. However

the end product looks, there is an important opportunity here for the council to seek new initiatives that will engage this group for sustained civic activity.

### **Future Engagement Opportunities**

Identifying the next steps in creating a long-term engagement plan for citizens that aligns with their desire and is meaningful is an important next step. Respondents of the survey identified some engagement opportunities they would like to see, including online voting, open houses and public consultations. The response suggesting a demand for online engagement opportunities is favourable in demonstrating that increased opportunity would be adopted by many within the target demographic of 18-30. It is worth noting that, since Nenshi's victory, there have been new opportunities to engage digitally, including public consultations such as a budget initiative seeking public opinion called 'Our City. Our Budget. Our Future.' project; yet, 53% of respondents had not engaged since the last Calgary election and only 16% had engaged in the Budget project.

The gap between the response and reality means there is a disconnect between the real engagement that may happen if additional opportunities to participate in civic activity were offered or the way initiatives, such as the 'Our City. Our Budget. Our Future.' project, need to have a revamp of the design or promotion. It is also possible that the opportunities presented thus far are not of interest to this demographic, or there was not buy-in that there would actually be benefit for their participation, which would be consistent with social exchange theory and its framework that the participant must see value in their participation and believe it will have results. Although the City of Calgary has made efforts to offer digital opportunities, the engagement rates have not been congruent with the level of affirmative responses that were suggested within the survey and improvements need to occur to encourage increased levels of engagement. It seems inevitable that there will continue to be partisan political efforts on-line in an attempt to lure voters to a particular candidate. It is also likely that, as digital technology and the appetite for digital engagement continue to evolve, there will be new ways to participate in civic activity. While the desired opportunities for partisan and non-partisan activity will be dynamic, ensuring continued adoption will be more likely to occur if detailed planning and consultation of the public helps to inform the evolution of digital engagement.

### **Moving from the Digital Sphere to In-Person Engagement**

In addition to seeking to further establish a connection to digital communication opportunities and civic interest or engagement, the goal of the research was to determine that, if successful at initiating engagement with people aged 18-30, the engagement would have the potential to increase to in-person activity. The survey of people in Calgary suggested that the potential for online engagement to lead to in-person engagement, at least at this juncture, has been limited. Fifty-three percent of respondents admitted no sustained engagement, meanwhile only 31% of answers indicated there was engagement of a political nature. It also bears noting that the 31% previously noted response is a tally of three options and one person had the option to select all three, meaning that although politically driven in-person engagement happened 31% of the time, less than that number of respondents were likely thereby engaged. The positive outcome was that 61% indicated they participated in volunteering or community activities; however, the same caveat with the political engagement also applies here, meaning that although volunteering and community events were fairly well supported, less than 61% of respondents actually participated. The number surrounding in-person engagement from the primary research that was conducted is consistent with the findings of Sloam (2011) and offers hope for future levels of engagement from people between the ages of 18-30 if the opportunities are available and structured in a way that appeals to the demographic.

### **Effect of Technology on Engagement**

The final element of determining the connection between engagement and digital communication for the target age range was assessing the value of different digital platforms, to ascertain if some have demonstrated higher levels of success than others, or if certain resources are more effective for engagement and information opportunities to the public.

An area that has not yet caught on when it comes to civic engagement is mobile communications. There were few respondents in the primary research conducted for the survey that had utilized mobile communication as part of their personal activity, at 29 people responding affirmatively out of the 141. However, as the move to smart phones continues to increase, it is reasonable to suggest that there will be a correlating increase in adoption of smart phone engagement opportunities.

As with many of the areas of research surrounding social and digital media, the determination of some mediums being more effective than others is still relatively unproven. Additionally, it is important to note that all three frontrunners in the Calgary election had various digital presence strategies but, according to Shelley (2010), Nenshi's was the only online message that resonated with voters (par. 3). Nenshi's message resonating with voters aligns with the feedback from the survey conducted for this research that overwhelmingly indicates that people want dialogue in the digital sphere and an opportunity for two-way engagement, which Nenshi provided. Shelley's assessment also contravenes McLuhan's oft-quoted reference as within this case, rather than the medium being the message, the medium connected the audience to the message.

While it is reasonable to suggest that emerging technology will continue to influence civic engagement there is limited research thus far that places increased value on one resource as preferable to another. The hardware, such as smart phones and tablet computers, and the software, such as websites and smart phone applications, will continue to evolve, providing new opportunities that may not be feasible today. The dynamic nature of technology will provide new opportunities to engage and connect with the community, which means that even if some methods of digital communication are deemed more effective it is certainly not the last word on the matter.

### **Limitations**

One of the larger challenges of this study was the concern about how it was promoted. Although this study was a solid starting point in building discussion about civic activity, I would advise follow-up studies that are promoted to people beyond the network of Twitter and Facebook. The objection could be raised that as we only promoted to people on Twitter and Facebook they are people that are still likely engaged in some form. To truly capture a response that represents the age demographic of people within the 18-30 age groups there needs to be other efforts to reach them. The reason for the need to further broaden any promotion of future research is the fact that people who are less engaged or totally disengaged from civic activity would likely have not been aware of this opportunity to provide feedback. Additionally, even some people who engage may not have had an interest in following Daorcey LeBray or Naheed Nenshi on Twitter or through the Facebook group and therefore been unaware of the survey as well. The challenges associated with the solicitation of the survey were known before conducting the

research and it was deemed that the trade-off was appropriate and would still provide data that adds insight to the topic of study.

The other limitation that was identified was the fact that the content of the messages of the various Calgary mayoral candidates had on their campaign success. While engaging in dialogue with constituents is laudable if there is not content that resonates with voters and messaging that provides information voters are seeking, it is reasonable to expect that they will soon disengage. With messaging and content of the conversation being so influential, an assessment of the content of the candidate campaigns from the case study is an important component that would be useful in future research and understanding.

### **Recommendations**

An area of research that arose as the study took shape was the absence of information that delineates if different levels of government are more conducive to effective implementation of a digital engagement strategy or are more likely to experience success. There were studies consulted in the initial research that factored in all levels of government (though primarily at the American federal level, aligning with the Obama campaign) yet no one directly or indirectly weighed the impact of varying levels of government as a factor into the discussion.

The results of this study suggest that for many, as it currently stands, digital communication is only useful or interesting during election activities. Drawing a distinction on this reaction of participating exclusively during elections and examining why there are engagement peaks during elections would be useful future research. Knowing whether people are disengaging due to lack of interest, or because there currently is a gap in digital communication opportunities offered, would be a valuable learning that the primary data from these survey respondents did not provide. The only knowledge this survey provided was that there are 75 out of 141 people who chose to disengage after the election was over 18 months ago. There were, however, many people who wanted to see increased opportunities for information gathering and voting in the future. About half cited non-partisan activities as an interest in future engagement, such as information sessions. There is also the possibility that many people do not believe that their participation will make a difference or inform the political process, as most of the requests for future engagement revolve around the user getting additional information, rather than informing the

political process or politicians. Determining if there is in fact cognitive dissonance from the 18-30 year old demographic that is influencing what activities they deem important or choose to engage in would also be important information that would help in strategizing how to proceed with these opportunities in the future.

Although there is most assuredly data that suggests the potential influence of digital communications in engaging youth ages 18-30 needs to be tempered, there is also much positive news. There is desire among a large portion of the population to have opportunities to engage in municipal civic activity through digital communication. There are also case studies, supported by research, that show that there is value and potential to mobilize and engage people through a digital strategy, such as the successful result of Nenshi's 2010 campaign and Barack Obama's 2008 Presidential campaigns, respectively. While there is still a need for further exploration, the reality that digital engagement opportunities result in increased levels of interest and engagement amongst 18-30 year olds is well-supported and provides optimism for developing a culture of more aware and engaged citizens.

### **Conclusion**

The field of digital communications as it pertains to civic engagement is still in its infancy. With constant changes to the political landscape, technology and the public interest, developing best practices and long-term strategies for digital engagement opportunities is a challenging endeavour, to put it mildly. Although the research produced mixed results there was enough positive data to demonstrate that a targeted digital engagement strategy could produce positive results. In addition, Nelimarkka (2008) reinforces the reality that adoption of new technology, such as smart phones, continues to escalate among youth. Therefore the opportunity is demonstrably there to increase opportunities to engage youth through digital technology. Ultimately, the reality is that the digital sphere is rapidly evolving and continuously being redefined as new technology, service providers and resources emerge in the marketplace. The process of successfully obtaining, increasing and sustaining engaged citizens by utilizing digital resources will be a learning process. By continually researching, consulting with the community that is being targeted taking a trial and error approach with digital engagement programs, it is reasonable to anticipate that incremental increases in success will be realized.

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## Appendix

Youth civic engagement through digital mediums: Do Social Networks sustain youth civic interest, activity and participation?

Please read the information below and then answer the questions: There is much reported on the online efforts of Mayor Naheed Nenshi in his 2010 election campaign. The purpose of this survey is for my Master's thesis, to ascertain the impact of this engagement tool amongst Calgarians ages 18-30. Additionally I am seeking your help in understanding the potential for social media and other online tools to generate continued civic engagement beyond just during elections. This includes participating in activities like volunteering, voting, attending City council meetings and other activities that you may participate in to support your community. I will be pleased to provide the final research to interested participants. Simply include your email at the conclusion of the survey. The final thesis will be a public document. You may verify the ethical approval of this study, or raise any concerns you might have, by contacting the Royal Roads University Research Ethics Board. For further information on this project or to verify Dayton English's involvement, please contact Jennifer Walinga. All information of the study and email addresses will remain confidential.

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\* Required

Are you between the ages of 18-30? \* If no please do not finish the survey.

18-24

2. Did you participate in the 2010 Calgary election, in any capacity, including voting, volunteering, learning about municipal politics or attending events? \* If no skip to question 4

- Yes
- No

3. If you answered yes to Question 3, how did you participate in during the 2010 Calgary election? Check all that apply

- Voting
- Attending activities, including information sessions and debates
- Learning about the issues and/or participating in online discussion
- Other:

4. Have you had an interest, or participated in, municipal civic activity prior to the 2010 elections? \* If no skip to questions 6

- Yes
- No

5. What activities did you participate in prior to the 2010 Calgary election? Check all that apply

- Voting
- Attending activities, including information sessions and debates
- Learning about the issues and/or participating in online discussion
- Other:

6. To what extent did the opportunity to participate and gain information through digital media, including social networks, mobile technology and Web 2.0 influence your decision to engage? \* 1 indicates little influence, 5 means significant influence

1   2   3   4   5

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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7. What tools did you use to engage in either the 2010 Calgary election or civic activity since the election? \* Check all that apply

- Social media
- Websites
- Smart phone apps
- Mobile websites
- Blogs or Vlogs
- Other:

8. Have participated within civic or community activities online or in person since the 2010 Calgary election? \* Check all that apply

- Community activities
- Volunteering
- Attending or participating in council meetings
- Open houses and information sessions
- Public consultations, such as the Calgary's 'Our City. Our Budget. Our Future.', initiative
- I haven't participated in any activities
- Other:

9. Would a continued effort by the City of Calgary and politicians to provide information and participation through online resources result in you having an increased likelihood of civic engagement? \* 1 means very unlikely, 5 means very likely

1   2   3   4   5



10. What kind of online civic opportunities would you like to see offered? \* Select all that apply

- Voting
- Political debates
- Learning about the issues and participating in online discussion
- Open houses and information sessions
- Public consultations, such as the Calgary's 'Our City. Our Budget. Our Future.' effort
- Other:

11. What would keep you engaged, or result in your reengagement, in the future?

12. Please provide any other feedback you wish on your previous and future civic engagement or any of the other topics discussed in the survey. \*

13. Would you like to receive a copy of the research when it is complete? \*

- Yes
- No

If you responded yes to question 13 please include your email address below.