様　式　Ｃ－１９、Ｆ－１９－１、Ｚ－１９　（共通）

科学研究費助成事業　　研究成果報告書

平成　２９　年　　６　月　１５　日現在

機関番号：　１２１０２
研究種目：　基盤研究(C)（一般）
研究期間：　2013～2016
課題番号：　２５３３０３８１

研究課題名（和文）日本における政治家、市民とソーシャルメディア

研究課題名（英文）Politician and Citizen Use of Social Media

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交付決定額（研究期間全体）：（直接経費）　　3,300,000円

研究成果の概要（和文）：第23回参議院選挙では、候補者の90%以上がホームページを持ち、85%がFacebookページを、候補者の72%がTwitterを利用していた。2013年4月の公職選挙法改正でインターネットが解禁となり、選挙運動の方法として、今後候補者のインターネットとソーシャルメディアの利用割合が高くなる可能性がある。
第24回参議院選挙における候補者では選挙運動中のメディアチャンネルとしてのホームページやソーシャルメディアの利用は減少していた。この傾向は、候補者が選挙戦におけるメディア戦略にソーシャルメディアを統合し続けてはいるが、それだけに依存しているわけではないことを示唆している。

研究成果の概要（英文）：This research project is aimed at analyzing the use of the Internet and social media by Japanese political candidates and political parties during national election campaigns. During the 2013 election cycle, over 90% of candidates had websites, 85% of candidates had Facebook pages, and 72% of candidates utilized Twitter. It is possible that the changes in the Public Offices Election Law in April 2013 to allow Internet-based campaigning during the official election campaign activities period contributed to the high percentages of candidates utilizing social media. In the 2016 Upper House election cycle, the number of candidates with websites decreased to 69%, and there were decreases as well among candidates using Facebook (68%) and Twitter (53%). This trend suggests that candidates are continuing to integrate social media into their election campaign media strategy but are not relying on social media only to attract voters.

研究分野：　政治学

キーワード：　ソーシャルメディア　選挙　選挙運動

１．研究開始当初の背景

The use of the Internet during political campaign periods has become an important alternative media channel for political parties and candidates to communicate with and inform the public. In the past decade particularly, the utilization of social media channels such as Twitter, Facebook, and Youtube have provided new venues for the public to obtain information about political campaigns and political events from political actors.

However, to date, there has been no systematic and ongoing comparison of the trends in the political use of the Internet in Japan by political actors. In fact, restrictions concerning campaign advertising and media use within the Public Offices Election Law extended to Internet use during election cycles from the late 1990s until April 2013.

２．研究の目的

The within research seeks to assess and compare the use of the Internet by political parties, candidates, and other political actors by focusing on the Upper House election cycles in 2013 and 2016. These are significant periods for election campaign practices in Japan, as the Public Offices Election Law was amended in April 2013 to allow political parties and candidates to continue to use websites and social media during the officially sanctioned campaign activities period immediately prior to each election.

３．研究の方法

The following methods were used in this research.

Websites: During the 2013 and 2016 Upper House election cycles, the top pages of candidate websites were archived using Evernote to evaluate the information and links to social-media channels.

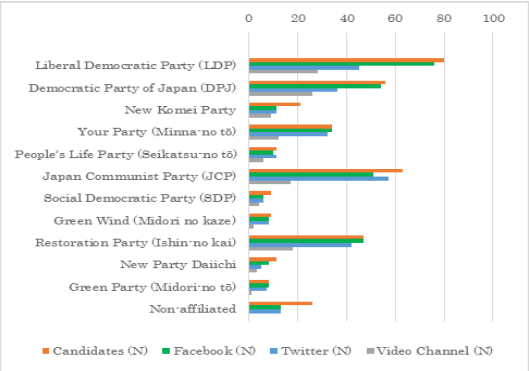
Social-media use: During the 2013 Upper House election cycle, candidates' Twitter and Facebook pages were archived in html format. During the 2016 Upper House election campaign period, election, the public tweets generated by candidates, political parties, and election management boards during the official campaign activities period were collected using NodeXL. In addition, during the 2016 election cycle, comments on candidate Facebook pages were collected using NVivo, a qualitative software program.

４．研究成果

(1) One of the main objectives of this research was to assess the use of the Internet in general, and social media in particular, during election campaign periods. With the lifting of the ban on Internet-based campaigning in April 2013, it was expected that candidate use of the Internet during the 2013 Upper House election would increase substantially.

The analysis of candidate use of the Internet during this election period shows that of a total of 435 candidates, 403 candidates had websites (92.6%), 311 candidates utilized Twitter (71.5%), 371 candidates had Facebook accounts (85.3%), and 146 candidates (33.6%) utilized video through either Youtube or other online video websites. Compared to the 2010 Upper House election period, the use of websites overall showed a slight increase (from 86.6% in 2010), with Twitter use almost doubling that of the previous Upper House election (36.8% in 2010). Figure 1 shows a breakdown of candidate use of social media during this election campaign cycle.

Figure 1. Social media use by candidates in the 2013 Upper House election campaign (by political party) (Source: Author compilation)



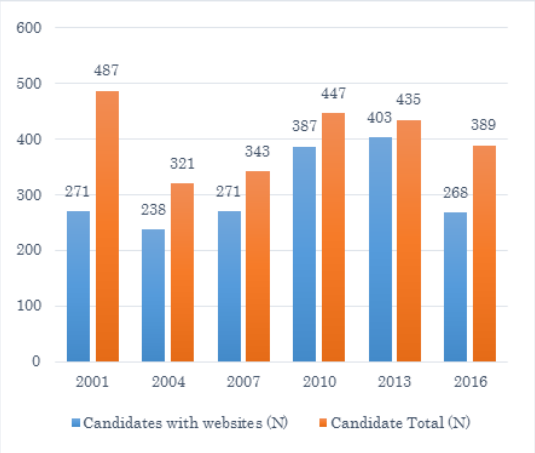
The increased use of social media channels to involve voters in the campaign was especially pronounced during the 2013 election campaign cycle. In many cases, websites were used for static and in-depth information, such as candidate background and policy information. In contrast, social media such as Twitter appeared to be used to promote and attract involvement to campaign-related events. The increased candidate use of public Facebook pages demonstrated a new means of involving the public in election campaigns by posting photographs of campaign activities and allowing public comments. during The analysis of candidate use of social media during the 2013 Upper House election noted trends towards visualization of campaigns and attention to personal image on a broad geographical scale, as opposed to the traditional local-level nature of political campaigning in Japan.

(2) During the 2016 Upper House election cycle, certain trends were discerned in the use of the Internet by candidates and political parties.

First, during this election period, the percentage of candidates with websites decreased for the

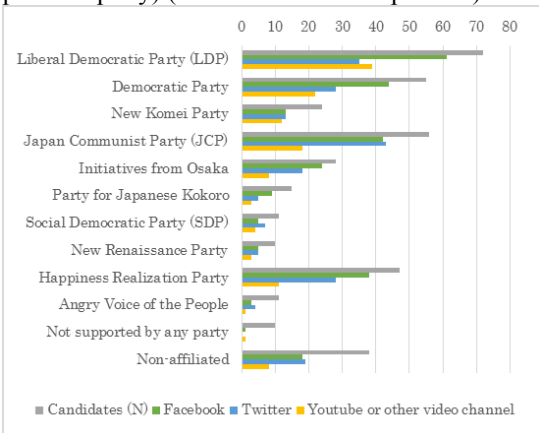
first time since 2001 (Figure 2). Website use was particularly high (over 95%) among candidates from major political parties such as the Liberal Democratic Party and the Democratic Party, yet varied considerably among candidates of small and new political parties.

Figure 2. Website utilization among Upper House election candidates in Japan 2001-2016 (Source: Author compilation)



Second, there was a trend discerned towards a corresponding decrease overall in the use of social media channels during the 2016 Upper House election cycle (Figure 3).

Figure 3. Social media use by candidates in the 2013 Upper House election campaign (by political party) (Source: Author compilation)



This trend suggests that candidates have become more careful in their use of social media for political campaign purposes.
Third, during the 2016 Upper House election cycle, local election management boards at the prefectural level also utilized social media channels. Among Japan's 48 prefectures, 16 prefectural election management boards utilized Twitter, and 14 utilized Facebook during this election cycle. A preliminary analysis of the number of tweets and retweets during the official election campaign activities period showed differences among the election management boards in terms of content and frequency, yet overall, the tweet content tended to promote involvement in voting among young voters.

(3) To delve more deeply into the professionalization of political campaigns in Japan, three election management consultants ("election planners") were interviewed for this project concerning candidate and political party use of the Internet and social media.
The results of the interviews are as follows: First, election management consultants suggested that many candidates pursue a dual strategy of campaigning to appeal to different demographic segments of the electorate. For example, traditional campaign methods are used for an older demographic, while Internet- and social media-based techniques are also used to attract younger voters. Second, there is an increasing consciousness among candidates concerning communicating with and informing voters about their platforms and policies.

５．主な発表論文等
（研究代表者、研究分担者及び連携研究者には下線）

〔学会発表〕（計　6　件）

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Lecture), 2014 年 12 月 11 日, Daegu, South Korea

6. Tkach-Kawasaki, Leslie, Friends, Tweets, and Youtube: New Directions in Online Campaigning in Japan, Association of Internet Researchers IR15, 2014 年 10 月 23 日, Daegu, South Korea

６．研究組織

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