Course program and reading list

Semester 1 Year 2021

School: Sammy Ofer School of Communications B.A

Political Campaigns in the Digital Age

Lecturer:

Mr. Arik Segal  arik.segal@idc.ac.il

Course No.: 7448  Course Type: Workshop  Weekly Hours: 2  Credit: 2

Course Requirements: Final Paper

Group Code: 211744802

Language: English

Course Description

Course trailer:

https://www.youtube.com/watch?v=-j-LFI-CGhY&feature=youtu.be&ab_channel=ArikSegal

Course subjects:
<table>
<thead>
<tr>
<th></th>
<th>Activity</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction of the workshop</td>
<td>An introductory session to technological developments of the last decade and its impact on political campaigning.</td>
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<tr>
<td>2</td>
<td>From Strategy to tactics</td>
<td>Political campaigns in the digital age from A to Z - exercise and presentation of a strategic model for designing political campaigns.</td>
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<tr>
<td>3</td>
<td>The “Big 5”- new actors on the block</td>
<td>Simulation exercise that examines the changing power balance between states, tech companies and citizens. The follow up discussion will focus on the involvement of new tech actors in political processes.</td>
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<tr>
<td>4</td>
<td>Analyzing “Cambridge Analytica” – the psychology of online campaigning</td>
<td>Learning how to use psychological biases and social identity mechanisms in political advertisements.</td>
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<td>5</td>
<td>“The message is the message”</td>
<td>Learning how to apply “design thinking” methodology to create targeted and effective political messages on virtual platforms.</td>
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<tr>
<td>6</td>
<td>Presentations of Mid-semester assignments</td>
<td></td>
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<tr>
<td>7</td>
<td>Processes of impact 1 – Open virtual spaces</td>
<td>A macro-to-micro overview of “open space” platforms – Facebook feed and pages, Twitter, YouTube and Instagram to effectively deliver messages in political campaigns.</td>
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<tr>
<td>8</td>
<td>Processes of impact 2 – Online communities</td>
<td>Detailed overview of how to create and operate online influential communities on closed Facebook/WhatsApp groups that appeal to segmented target groups.</td>
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<tr>
<td>9</td>
<td>“Bots…bots everywhere”</td>
<td>Discussion about artificial intelligence and learning how to program bots for Facebook Messenger.</td>
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<tr>
<td>10</td>
<td>Guest lecture-</td>
<td>Digital communities in action – a lecture by a former digital campaigner.</td>
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Course Goals

Course description:

The rapid technological developments of the past decade made the World Economic Forum to mark this era as the "Fourth Industrial Revolution", characterized by "a range of new technologies that are fusing the physical, digital and biological worlds". The changes caused by the “Fourth Industrial Revolution" will have a significant impact on social, economic and political systems.

This new era has introduced new spaces, platforms and tools that have been widely used in political campaigns. Social media data collection and micro-targeting, digital communities, bots and disinformation operations are some examples for impact technology has on political campaigning.

In this workshop students will learn how to design digital political campaign through three dimensions: people, digital platforms and powerful technological tools. Throughout the semester, students will actively practice and experience political campaigning on social media platforms and in the "physical world".
Course goals:

1. To learn how to design a strategy for digital political campaigns
2. To learn how to implement two digital campaigning processes
3. To practice digital campaigning based on the methods and tools learned in class

Grading

Assignments and Requirements:

- Mandatory attendance in all sessions of the workshop
  Maximum 2 absences, as per IDC’s policy

- First assignment - Design of an online political campaign social media post based on the psychological models learned in class.

- Mid semester assignment – Group class presentations that analyze a global political campaign.

- Final exercise – Design and implementation of a “real life” online political campaign (in groups). The exercise will be presented with a PPT and submitted on a document which summarize that material learned during the semester.

Grade composition: [according to assignments in percentage]
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>Taking part in class discussions, games and activities</td>
</tr>
<tr>
<td>20%</td>
<td>First assignment</td>
</tr>
<tr>
<td>30%</td>
<td>Mid semester presentations</td>
</tr>
<tr>
<td>40%</td>
<td>Final exercise</td>
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### Learning Outcomes

1. To learn how to design a strategy for digital political campaigns
2. To learn how to implement two digital campaigning processes
3. To practice digital campaigning based on the methods and tools learned in class

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### Lecturer Office Hours

Sundays at 10am, or by appointment

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### Tutor Office Hours

None

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### Teaching Assistant

None

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### Additional Notes

**Production protocols:**
The school allows usage of the technological infrastructure in accordance with the production protocols as published on the school’s website.

Content:

All content produced as part of the workshops will follow ethical guidelines and will not contain inappropriate or offensive remarks.

The school maintains the exclusive right to publish and present selected student works in school events and in the media.

Reading List

Bibliography


Graefe, Andreas. 2014. *Accuracy of Vote Expectation Surveys in Forecasting Elections*. Public Opinion Quarterly, 78(Special Edition), 204-232


