



UNIVERSITY OF GOTHENBURG

Using the potential of the blog

- A comparison of techniques in Swedish political blogs

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Abstract

As the use of Internet and social media increases, the Swedish politicians not only use the traditional media but also blogs as a way to reach out with their political message. The research objective of this thesis is to answer in what extent the media and blogging techniques are used in Swedish political blogs, and how the use differs demographically and politically. In this study, a literature study elucidated the requirements to perform the quantitative approach to data gathering. The result of this led to 16 techniques that are beneficial for the political blog, and a listing of 139 political blogs to compare them against to chart the results as statistics and then draw conclusions from them.

The results showed that the different parties had some disparity in the uses of the techniques, but these results could not be guaranteed due to the low basic data springing from the low numbers of blogs from some parties.

However, more statistically guaranteed results showed that there were no major differences in the use of the examined techniques between the genders. The large difference was between the age groups, where the younger the age group – the more frequent user of the techniques.

Keywords: Political blog, blog techniques, social media, pr, blog statistics, usage of techniques, blog demographics.

Sammanfattning

Då användningen av Internet och sociala medier ökar, använder svenska politiker inte bara de traditionella medierna utan också även bloggar för att få ut sina politiska budskap. Forskningssyftet med denna avhandling är att besvara i vilken utsträckning media- och bloggtekniker används i svenska, politiska bloggar, och hur användningen skiljer sig demografiskt och politiskt. I denna studie belyser en litteraturgranskning kraven för att genomföra den kvantitativa metoden för datainsamlingen. Resultatet genererade 16 tekniker som är fördelaktiga för en politisk blogg och en förteckning över 139 politiska bloggar att jämföra dem mot för att kartlägga resultaten som statistik och därefter dra slutsatser av dem.

Resultatet visade att de olika partierna hade en del skillnader i användningen av tekniker, men just detta resultat kan inte säkerställas på grund av den låga mängden grundläggande data sprungen ur det låga antalet bloggar från vissa partier.

Däremot visade mer statistisk säkerställda resultat att det inte fanns någon större skillnad i användningen av de undersökta teknikerna mellan könen. Den stora skillnaden fanns mellan åldersgrupperna, där ju yngre åldersgrupp – desto mer frekvent användning av teknikerna.

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1. Introduction

1.1 Background

In an era where most people in the Swedish society have encountered social media in the context of Facebook, Twitter, blogs, etc... new user groups continue to emerge, wanting to reach out and extend their communication with the help of these tools. Politicians are one of these groups and most noticeable at the last American election the use totally exploded and had a prominent role in the political room (Bly, 2006:IX). The same could be said about the political blog in the Swedish election in 2006 according to Nyström and Rudefors (2007). The political blog differs from the personal blog, where expression of your own feelings is the main topic. In a political blog, it is about affecting others. (Bly, 2006: 97). According to Dinka (2006: 36) “the use of technology often reflects and influences the social context in which both the artifacts and their human user operate” which opens up an interesting question of how the politicians use the artifact blog. A question arose: are they influenced by their political positions when utilizing the adherent technologies, or are other factors more likely to influence the use of blog technology as a megaphone?

Blogosphere according to Bruns and Jacobs (2006:5) is a “common term to describe the overall community of blogs and bloggers, which is interlinked through a large number of cross-references between individual blog entries”. This large electronic society of users of the social media can influence each other and more and more pr-agents discover the value of the newly sprung possibilities of web 2.0 and social media in all its forms.

The development of more and more user friendly software, the possibility of setting up a blog or a homepage is made without the need of programming skills or a deeper technical skill.

Previous research that has been done on the topic Political Blogs, mainly focused on attitude and relation to the blog (Nilsson & Nymark, 2006; Malmer, 2009; Vasic, 2010), linguistic use (Pettersson, 2007), marketing perspectives (Schwenk & Thorander, 2008; Carlo & Dickinson, 2010) and communicative aspects (Krasniqi & Pinto, 2010; Nyström & Ruderfors, 2007; Rothman, 2009) as research directions, whilst this research focuses on the use of the artifact *blog* from a technical point of view. Furthermore, the studies in a technology-oriented topic, such as blogs, get obsolete in just a few years due to the advancement in web technologies. As of today’s date, no research on Swedish political blogs has been made after the election and the new assembly in the Swedish Riksdag.

Lundblad (2000: 38) describes the societal power of the technology as a power-shifting factor in many ways, but in the information society the communication and information are power factors. By using the technology of the blog, the power can be theirs [politicians] to use in good or better ways. The question is how and if it is used.

1.2 Research Focus

So as the possibilities for blogs in politics are of current interest, with a newly accomplished election and a new assembly in the Riksdag, the opportunity for a further study of the existing blogs is there. Alongside the political work, there is also the constant job of rendering the political message more effective. Being a politician is probably not a short term job, but there is always a next election period to look forward to.

The politicians in the Swedish Riksdag use blogs, but how do they use them? How do they manage the opportunities they provide? To answer these questions, background research needs to be done to be able to determine what techniques offer what opportunities, the relationship between politics, media and public relations – all to help identify which techniques should be suitable for use by a politician. Also of interest is to what extent the techniques are used in the political blogs.

If the same study would be done on, let us say, Rock stars, other type of studies must be made to decide on what blogging techniques and directions is optimal, like music-clips and audio embedded.

But to methodically reach the research focus, tools needs to be created and objectives needs to be specified.

1.3 Overall research aim and individual research objectives

The research objective of the present thesis is to answer the following question:

- **How does the extent of blogging techniques differ demographically and politically in Swedish political blogs?**

To achieve this objective, I will produce suitable tools by:

Identifying the role of communication in mass media,

Exploring the relations between the old and new media,

Assessing the potential of the blogosphere for public relations,

Determining which blogging techniques are most useful for improving political blogs,

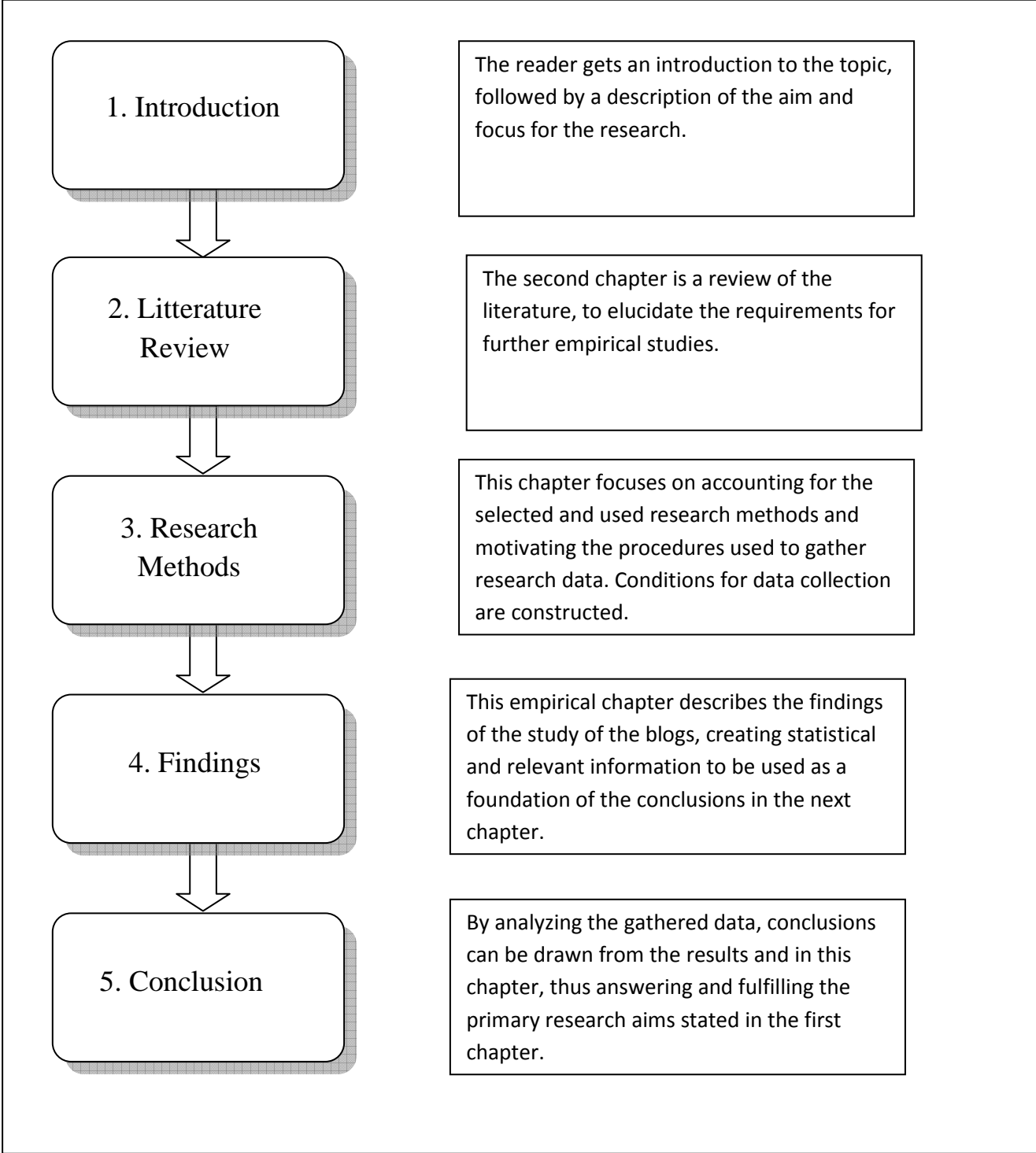
Evaluating, charting and comparing the present use of these techniques in political blogs in Sweden.

1.4 Value of this research

By charting and determining what techniques are used on today's political blogs, the self-knowledge among the politicians may increase if they get to take part of the result. Already representatives from the political parties have expressed an interest of taking part of the results. There is a need to examine the possibilities regarding the generalization of the findings and conclusion (Björklund & Paulsson, 2003: 48) as the results may lay a foundation for a further development of the political

blogs from a point of view from the political it-departments. The thesis could also lay a foundation to further studies, with more accurate and updated information of the political blogosphere in Sweden.

1.5 Outline structure



2. Literature Review

In this chapter the study of literature will give the research its founding and principles to work. By studying the aims and objectives to create the tools for deciding what techniques should be examined in the politician's blogs, a list with control points can be created to be used in the data collection and charting. The demographics collected are used for further analysis and comparison to the gathered results from the studied blogs.

2.1 Communication

In the beginning of 1900 the rise of mass media awoke the conception of mass communication in the public's mind. With the arrival of Information and Communications Technology (ICT) as the social media, the possibilities of communication with even bigger masses were created.

There is a claim, originating from a study made in 1993, that people watching television relate to the media differently on basis on cultural background, giving and making the content new meanings and representation depending on the type of apprehension the background enables. (Russel & Echchaibi, 2009: 2). This is also addressed by Stewart M. Hoover (Couldry et al., 2010: 284-96) whereas he points out the different context media are put in, based on cultural and political climate, and that we must not forget that the context is not set globally by the west. McQuail (2010: 126) states that no matter what technology we use for communication, it is unlikely to change the cultural practices. Figure 1 shows the way society introduces technology to new applications and uses, that later makes the communications institutions adapt and use the technology to form the culture (ibid, 2010:127).

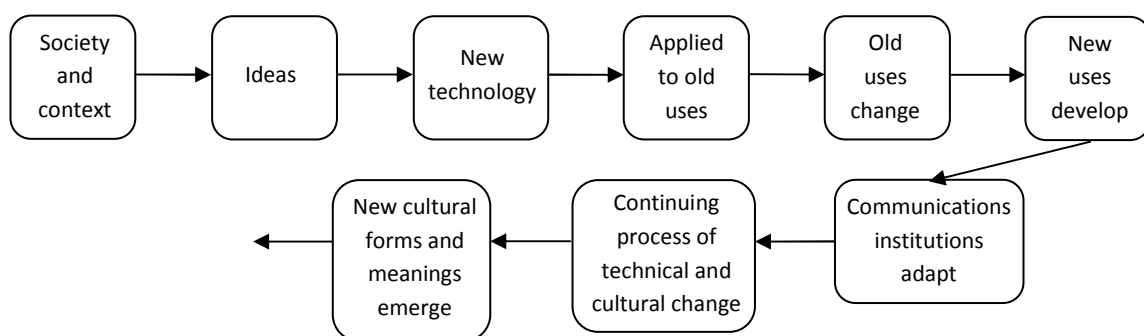


Figure 1: Technology and culture (McQuail, 2010:127)

Singer (Bruns & Jacobs, 2006: 29) points out that media forms rarely gets expunged, but instead evolve.

The switching of mass communication into more specialized target audience gives rise to the discussion, if there is no media institutions, but the behavioral patterns seems to be the same, as large audiences still gather around a small number of communicating channels (McQuail, 2010:158).

We can observe the newspapers, telephone communication and movie broadcasts transforming their way into the Internet.

The more communication channels to communicate your message and make it strong, the firmer the brand sets in people's minds (Weber, 2009:99)

Information, no matter in what form, is a big factor for the decisions of citizens according to most liberal democratic theories (Boler, 2008:271) so one can assume that political blogs can point out a direction in some form, shape and level for every reader. May it be just a grain of conviction or a totally conversion in opinion. An example of this was the blog "Klamydiabrevet" (klamydiabrevet.blogspot.com) where the daughter of Annica Holmqvists mother was outraged and sad after her mother's period of sickness benefits had expired in spite of a chronic disease. Although it was later discovered and pointed out that it was a politically biased campaign (www.alliansensvanner.se) the protest probably made some difference to the voters and started a fierce debate, just days before the election 2010.

By using their own strategic communication tool, the politicians become their own spin doctors choosing to focus on their own favorite political issues and standpoints (Clapperton, 2009: 45-46).

The topics and issues politicians want to bring out need to be communicated on different levels and by multiple communication channels to get their agenda in focus in mainstream media (Cook, 1998) and they are always hunting and exploring new ways to get an audience (Stanyer, 2007:61). But to use the new easy ways of communication through the web 2.0, it also requires the communicator to learn how to use the tools of the ICT. Blogging is one way of connecting the ICT and the goals (Garpone & Couzin, 2008: 8; Wright, 2006) of the politician.

Blumer and Gurevitch (1995: 204) lists instability factors in political communication and notes that among the external, are the way new technology used for broadcasting their information, changes the way politicians and their political party conducts. Blogging really has added a new attitude to the political arena and a tool in the hands of politicians (Stanyer, 2007:113; Weber, 2009:95; Couldry et al., 2010:290) Instead of using the Internet to seek out news, it's now used to be the news (Keen, 2007:7)

Different to the politician, Keen (2007: 49) points out that "the responsibility of a journalist is to inform us, not to converse with us."

Political happenings that are covered by media are now much more "deterritorialized" (Couldry et al., 2010:286) as everything covered is available all over the world in just moments, due to the social media and ICT.

2.2 Dead-wood media vs. the new media

The printed media, often called by the derogatory term dead-wood media or MSM – MainStreamMedia - by many bloggers in contempt, have a publishing hurdle that you have to overcome by either luck or inside connections (Bly, 2006:X) but Keen (2007:92) sees no salvation in the facilitating of broadcasting voices as a more democratic way of communicating political

messages. It's still the biggest actors with the biggest budgets that are getting heard. Weber (2009: 101) disagrees on that, claiming that the days of only paying to create a buzz around a brand is gone, much due to the social media impact.

Susan Moeller presents the problem of trust between the American people and the media (Boler, 2008: 174-180) where 45% said "they believe little or nothing of what they read" and among the causes was the reason that the media are more interested in profit than news in the service of democracy. The blogging community on the other hand is said to keep pressure on the "old" media by presenting focus on topics that otherwise rapidly disappear. Also the inequality of media coverage is evened out a bit by the "power of citizen's media" using blogs among other web2.0 artifacts. Moreover, she also states that media foster democracy on condition that they are more accurate, approachable and liable to incorrectness (Ibid: 185). Keen (2007: 51) on the other hand finds the value of "citizens journalism" only in the ability to cover smaller genres that slip through the grip of mainstream media, during a conversation with a journalist. The key words for the new, electronic media compared to the old media, are increased equality and liberation for the society (McQuail, 2010: 156-8). The problem of credibility of mainstream media experienced by many, is balanced out by the blogosphere as some researchers argue (Bruns & Jacobs, 2006: 140).

Even though the quality of articles in the dead-wood media, in comparison to blogs, are generally higher, the reader gets the benefits of commenting directly with the author in blogs, thus raising the feel of quality and feedback. Stanyer (2007), Keen (2007) and Weber (2009) present a grim reality of the traditional media by gathering and presenting demographics of the users and declining numbers in sales, ads and employees. Since the wider introduction of Internet in the households in the '90-ies, the decline in newspaper readers, television watchers and radio listeners has dropped significantly. And just as the old media decreases, the Internet becomes the main source for information, news and politics for an ever increasing audience, especially among the younger generations. Stanyer (2007: 112) states: "With the reporting of politics now conducted on a 24-hour basis, almost in real-time, newspapers are no longer the public's first port of call to gain the news". The people seem to want immediate information and news (Weber, 2009: 13) and with the emergence of Internet, the cost and time factor changed the publishing conditions permanently (Bruns & Jacobs, 2006: 216)

Although the claims "that honest voices are filtered out from the mainstream media" (Edwards & Cromwell, 2009:2), what guarantee do we have that the people behind blogs are sincere, especially in a political area? Keen (2007:26) writes that "the Internet has become the medium of choice for distorting the truth about politics and politicians..." referring to the many American political scandals originating from blogs. Professor of Journalism, Ralph Whitehead, gives his opinion in a New York Times (www.nytimes.com) interview: "If you want to talk about a business model that is designed to manufacture mischief in large volume, that would be it."

No matter the rivalry of these two types of media, Jane Singer (Bruns & Jacobs, 2006: 23-27) brings out the necessity of both their existence. They live in a symbiotic relationship where they are both dependant on each other to a certain degree. The bloggers produce news, sometimes in specialized fields, and the journalists quote them and use them as sources for articles. In return the bloggers need the journalists to gain publicity.

2.3 Demography and statistics of the blogosphere

As mentioned in the introduction, today 91% of the Swedish population between 16-74 years has access to Internet in their home. A closer look on the statistics from Statistiska Centralbyrån (SCB) shows that the Internet penetration is higher, almost 100%, with the younger demographic groups and the persons above 55 years has the lowest penetration.

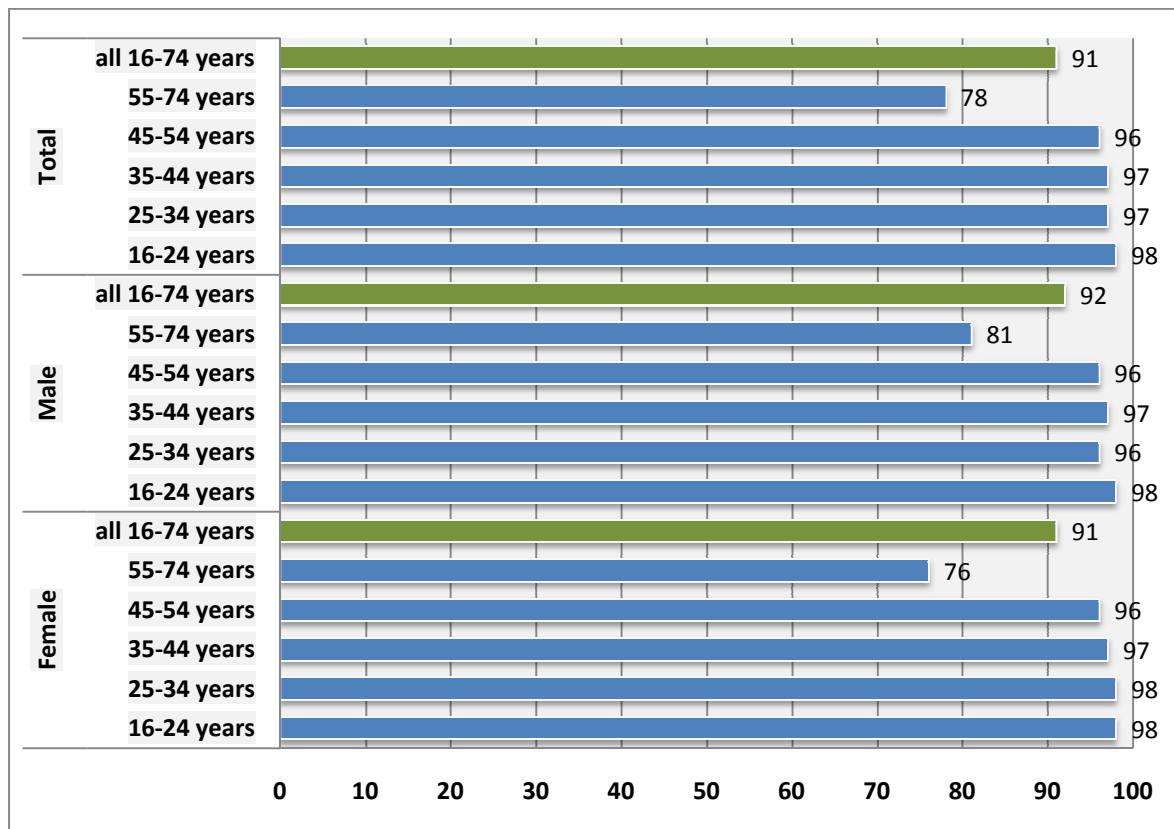


Figure 2: Internet access in Sweden 2010, measured in % (Source: SCB.se)

Regarding the demographics of the general blogger, apparently 92% are younger than 30 years, 40% are 20 something and 51% are teenagers according to a doctoral thesis from J. Milne. (Bly 2006:27). The webpage Technorati (Sobel, 2010) gives a slightly different, more updated view from 2010 where 65% are below the age of 44. Both surveys indicate that the majority of bloggers are young or young adults and just like the access to Internet, the age group in the older groups have a tendency not to blog as much as the younger generations. When compared to the age of the examined political blogs, only 60 of the 139 bloggers, which is 46%, are below the age of 44. This slightly shifting upwards in blogger age may be dependent on the absence of younger members of the Riksdag.

The predominant opinion is that the most influential bloggers are male (Bruns & Jacobs, 2006: 151) just like the total numbers of male and female bloggers with two-thirds of all bloggers as males (Sobel, 2010). This is explained by the reason that the inequalities of house labor where the women spend more time on this than their men, getting less time to spend on blogging (Bruns & Jacobs, 2006: 153). On the overall distribution of gender on all political blogs, more girls and writers are on the left side of politics (Labba, 2007). This is not reflected in the examined blogs when comparing the political constellations. M, FP, C, KD and SD represent 58% (217 of 373) of the examined politicians

and S, V and MP represent 42% (156 of 373), and when blog representation are put in comparison to the total blogs examined the left bloc only have 30% of the blogs compared to 70% of the right bloc.

According to Sobel (2010) 43% of all bloggers have a graduate degree and if educational levels are compared to the politicians in the Swedish election 2006 (Dagens Nyheter, 2006-09-22), the following can be noticed:

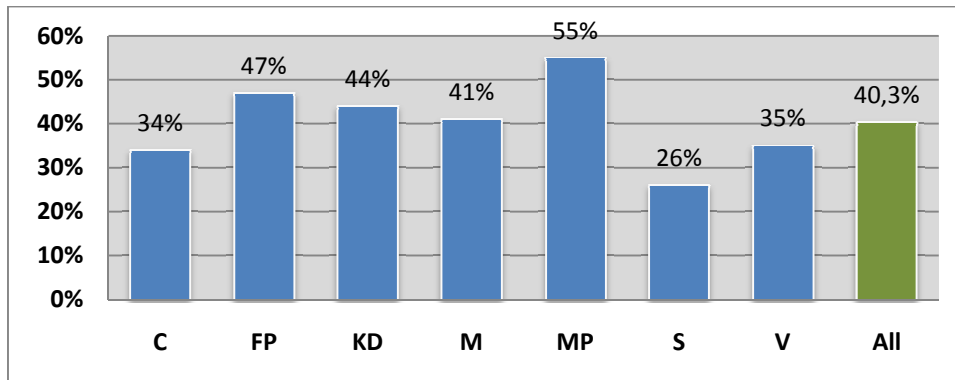


Figure 3: 3 years or more of higher education (Source: Dagens Nyheter)

The politicians in the Swedish Riksdag are supposed to reflect the people and in this context they do. With a higher degree of 43% of all bloggers and 40,3% of the politicians, there is not much of a difference. Dinka (2006: 84) states that factors such as job background and education “influence and shape the use of technology.” The examined persons behind the blogs all have the same current profession: politician, but had ordinary jobs before their political careers. Also the level of education is equivalent to the one of the blogging population in general, which makes it possible to rule out the factors profession and education as causes of detected abnormalities

The use of media in blogs was determined by Technorati (Sussman, 2009) and it showed that 82,8% of all bloggers use photos regularly in their post and for videos 53,6% was stated. See figure 4.

On the question of the origin of the media, both creating them by themselves and reusing them from other sites, was a common answer.

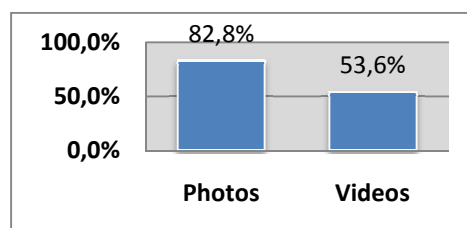


Figure 4: Use of photos and video in postings (Source: Technorati.com)

It seems that blogging is most popular in USA with 33% of the world's bloggers, while EU has 19%. The survey made by Technorati (Sussman, 2009) also shows that 81% of the bloggers had experience of blogging for at least two years and almost all, 96%, more than one year.

The blog and ICTs in general, help reach new target groups that were excluded before because of demographic factors such as distance, age and social class (Weber, 2009: 203; McQuail, 2010: 552; Bruns & Jacobs, 2006: 5, 35, 127). Even though this is the case, Swedish politician seems to have missed their target and failed in reaching out to the population with their blogs (Dagens Nyheter, 2009-04-12).

2.4 Public Relations (PR) campaigning with the blog

The research on the use of social media as PR in Sweden is too small to allow inferences from the results presented. Instead the focus is pointed to the research done on the social media and blog in general and their function as a PR-channel in international contexts.

The new ICT have changed the way of information flow, locally as well as internationally (Couldry et al., 2010: 187) and the political arena has changed more and more into branding campaigns like corporate businesses (ibid 2010:187) just as blogging has become a marketing tool instead of just personal ways of expression (Grappone & Couzin, 2008: 35).

If your movement does not have a blog, it is considered outmoded (Powell & Forrester 2008: 9). The only way to be considered as a market leader and to bond even more with customers is to work the social web (Weber, 2009: 182).

Even though some of the political activities have moved into the Internet, it can never replace some forms of political activities that are more advisable in other forms than just digital ones (Brundin, 2008:205) But as public relations has been changed by the emergence of new technology, the people working in the PR branch are using the new technology to vitalize the industry (Bruns & Jacobs, 2006:45)

Organizations concentrated on relief work and charity, know the strong correlation between the media coverage and the amount of money gathered (Boler, 2008:182) so why should not the same apply to the collecting of interests between politicians and their target focus on themselves?

To compare the term "advertising" with the probable aim of the political blog, brings up the likenesses of the aim. The propagandist character (McQuail, 2010: 248) creates the branding of a subject, in this case the politician and the advocated politics, and the consciousness of the person, making people associate the subject with positive factors, creating effect on the receiver or voters behavior. But it is crucial that the message is not conceived as pure propaganda, as this is mixed with lies or not totally truthful information, only with the senders own agenda in mind (Ibid, 2010: 567). Propaganda is to Edwards and Cromwell (2009: 219), the applying of labels and significance to a subject, may it be a product, person or a political party, and the mass media are the biggest players. The difference between advertising and propaganda may be that the propaganda is somewhat untruthful and experienced as a negative matter, but the mutual factor is the aim: to change or reinforce the view on the subject targeted.

By implementing the Return of Investment (ROI) loop: to invest time and money, assess what works, and then prioritize the techniques that work and drop the bad ones, it is possible to improve the return of investment.

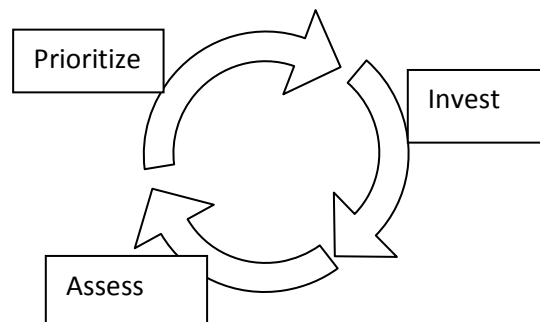


Figure 5: The ROI loop (Grappone & Couzin, 2008: 278)

According to Lundblad (2000:9) the Internet hosts a mutual need that is provided by a “spontaneous order” and this could be applied more hastily with the help of the ROI loop and by going through the literature and find the techniques that should be invested in the blogs the blog could be improved and fulfill its purpose of emitting the message more effectively.

Return of Investment (ROI) is hard to measure in political blogging. But even if you are not a sales blog that can measure the exact return of every invested asset, the benefits of generated buzz and PR are there. By applying business models you can still get the penetration of a sales business (Bly, 2006: 44). The blog is more of an awareness and PR tool than the measurable form of enterprise (Bly, 2006:53). It should rather be seen as an investment in upcoming customers and a fixation further down the timeline (Weber, 2009: 35) than to strive after the exact cost calculations in comparison to penetration calculus. As Bly (Bly 2006: 53) puts it “...blogging is either a communication revolution or the most powerful marketing tool created in this century.” A measure between more online activity correspond with increased product sales (Weber, 2009:7), so even if it is hard to draw any exact conclusion on the amount, it is easy to believe the same would apply to politics.

Even if the value is hard to measure in monetary terms, the blog can be an invaluable information- and PR-tool as information can be released before anyone else to entice the journalists to the blog and to be able to respond immediately to any allegations or questions that threaten the focus subject using the PR as a beneficial mean (Brunns & Jacobs, 2006: 49). Also the statements made, are archived and accessible for anyone that wants to use them in the future, perhaps creating today’s news out of earlier happenings (ibid: 51). Regarding the value of influence McQuail (2010: 549) notes that even if the influence a blog can make is debatable, the blog itself represent a new way of information reaching the public, not hindered by state control. He refers to the blogosphere as “non-institutionalized voices”.

The normal source of income in blogs is from advertising but Powell and Forrester (2008: 191) list two topics not suitable for this type of revenue: politics and UFO:s. Although not comparable yet with the Swedish political systems, blogs in America have a financial impact on politics, by rallying donations to fund election campaigns (Brunns & Jacobs, 2006: 142). Research from America also

showed that the more revenue a blog gets, the more likely the chance of law suits (Ibid, 2006: 234), a condition that is not applicable in Sweden.

When the list of the political blogs were collected, a noticeable amount of blogs were inactive, and when further examined, almost all of them stopped being updated just after the Swedish election on the 19th September 2010. A total of 40 blogs were excluded from the original list of blogs that contained 195 blogs from the start. This could be a sign of the realized value of the blog as a pr and campaigning tool at the prospect of the upcoming election, where separate members of the parties can be elected through the system of personal election constituted in Sweden.

2.5 Political blogging

Bly (2006: 97) defines the political blog as follows:

“If your goal is not mere self-expression but to influence others, the type of blog you should write (in order of influence) should be political, technology, or business.”

A political blog can encourage the civic engagement and improve the quality of political communication (Bruns & Jacobs, 2006: 138) and in Sweden, a master thesis (Krasniqi & Pinto, 2010) describe how the Swedish politicians use the social media in addition to the old media. American methods are used, but adapted to Swedish conditions.

But why blog as a politician? Weber (2009: 171) explains that it could also relieve the pressure from media in the hunt for good quotes, just as it could turn the politician into a human and not just a cold hearted official figure. Through the blog, it's possible to present the identity of the politician, putting a name and a face on the politics adopted (Bruns & Jacobs, 2006: 98) and also to be personally accountable to the political expressions written on the blog.

As Brundin (2008: 121) establishes in her doctoral thesis, that the Internet “can widen participation, by helping political parties and pressure groups reach out with their political messages, thereby recruiting new groups of supporters and members” and it appears that the citizens are more eager to contact their politicians (Stanyer, 2007: 167) which is facilitated by the ICT of today.

The bringing together of both the personal authorship and the community or political party behind the author makes this fusion so interesting for researchers to study. The link to resistance from the old political power and the uses of new ICT is an always present topic in media research according to Yasmin Ibrahim in the book *International Blogging* (Russel & Echchaibi, 2009: 174)

As an actor on the political market, you will be talked about. That's why you have to be part of the conversation (Weber, 2009: 102), rather than standing next to it and let everything said be unchallenged. It is better to converse about the good and creative positions and ideas, rather than reading about others discussions on even possibly wrongly interpreted contexts. What and how voters talk about is of importance to both the politician and the reputé of the same (Weber, 2009:102)

Due to the cost effectiveness of the blog the promotion of the party or politician never needs to stop due to financial causes. The new ICT's have made it possible to pursue mass communications and political movement no matter if you are a truck driver in France, a demonstrator in Iran, a fashionista in New York or a politician in Sweden.

It is important to build appealing and interesting content that can draw viewers, make them stay, comment and engage themselves in the topic of choice. This requires the blogger to use a good technical solution and make sure multiple, relevant technical solutions are being used.

To run a blog is not a very advanced operation as the following are valid claims:

- It is easy to set up
- Free templates exist
- The minimum economic cost can be as little as virtually nothing.

Blogs no longer are run by technical geeks (Weber, 2009: 169; Bruns & Jacobs, 2006: 216), even though some may be, but a mix of people with different technical backgrounds ranging from almost none, to the self proclaimed super-geek. With 1,2 million blogs listed at the moment and 133 million blogs indexed on the blog directory Technocrati.com, it is possible to conclude that there is a wide diversity in the background of the persons behind the blogs. But even if the blog itself is neither an expensive nor technically difficult operation, the penetration differs quite much between countries. In Great Brittan, only 11% of the members of Parliament blog (Williamson, 2009) compared to the Swedish riksdagsledamöter, of whom 25% blog.

It is important to remember that even if the social web and blogging is only in its infancy, the political competitors, both internal in the party and external parties, will build a founding base of users and if engaged too late, a bit of the viewer market needs to be won back, which is three times harder than getting them at first place (Weber, 2009: 16)

2.6 Blog Checkpoints

McQuail (2010:72) presents the "publicity model" where the primary goal of the media is not just the broadcasting of a typical message or pushing the viewer to adopt the values of the sender, but just to capture the viewer attention by audiovisual techniques, thus making it possible to influence the viewer by other forms of communication. The person with the marketing agenda has changed from being just a broadcaster that is giving out information, into an aggregator that brings many channels together and is active in communities, often self-created (Weber, 2009:24). The social web includes web-pages and social networks, user created media such as Youtube, blogs and micro-blogs (like Twitter), all bringing together individuals creating the possibility to change their minds all the time (Weber, 2009:4) Sometimes just one or two forms of ICT is not enough to satisfy the whole target group (Weber, 2009:149) but a combination to cover all the different needs and possibilities, primarily technical, of the target group.

The application of new media technologies has opened up new ways of using the blog and new genres have emerged (Bruns & Jacobs, 2006: 214). Media can be created with domestically available tools; new technologies can be applied by finding how-to's or using any search engine on the matter.

Although the majority of Internet communication is text-based (Ibid, 2006: 239) improving the impact of the message can be done using tools like audio, photos and video.

Participating in the social web and blogosphere, political or not, the sender of the message needs to be able to use and to have the technical skills to do so - to maximize the effect. To be able to use these media wisely is a matter of technical skills, perhaps not of a higher level today, but still with a basic level of technical understanding. Do the political players have the will and/or skills necessary to create, from a technical point of view, a solid founding for political blogging activities?

To get a rating of the correct use of different technology and their applications, the following checks are to be made. Even though many of the controls are used in Search Engine Optimization (SEO), here, this is not the main focus. Instead, as we have learned in this chapter, this is connected to the main goal of the political blogging: to reach out through more communication channels.

- **How frequently is it updated?**

"Add a new post to your blog once or twice a week. Never go more than ten days without adding a new post." (Bly, 2006:43) Also by providing more information to the blog through postings, web spiders come back to index more material. Powell and Forrester (2008) agree that posting to infrequently leads to a loss in of attention and blog followers. They also point out that posting too many times, like several posts a day, is counterproductive as it could make the reader skip a few posts or content. Search Engine Optimization (SEO) for blogs works a little bit different from ordinary pages (Grappone & Couzin, 2008:35) as the search engine is more of a sentinel, watching for new information through the posts. To keep your blog updated on the search engine list, new posts are required (Ibid, 2008:36) to build a mass of text and topics that can be indexed and draw attention to the people interested in topics that may be covered in the blog. The new media is superior in the sense that the news and updates can be immediate, and people now demand it (Weber, 2009) and the correspondence between activity and increased sales in pr are well known (Weber, 2009:7).

- **Post length**

Normally, 200 words are a good length for a post (Powell & Forrester, 2008:4) but quality posts is what the blog survives on. Quality is hard to measure though as it is measured from a subjective point of view, and will therefore not be taken in consideration in this study. But suitable length in conjunction with the frequency adds up. To fit in the society and cultural context of the western world, the need for an adapted length is needed to maximize the impact (McQuail, 2010).

- **Answers the comments?**

To create the "Direct media" where personalized messages are created (Stanyer, 2007) the blogger needs to answer the comments entered by the viewers. Other Direct media includes direct mail and telephone, but the costs can be large. By blogging, the blogger gets the opportunity to broadcast even more personalized and direct contacts through his or her blog at a very low or non-existing price. To encourage the viewer to comment is almost a necessity (ibid) and it's a good idea to end the

blog post with sentences like “What do you think?” (Bly, 2006) to maximize response. Keen (2007:52) measures the value of a Web site through the amount of voices added. Not only is it a positive thing that the blog grows in content from a SEO point of view (Grappone & Couzin, 2008:269), but by replying to the comments of the visitors, the blogger proves that the blog is indeed alive and that you care about the viewer’s opinions and as Forrester and Powell (2008:191) puts it: “Much of blogging is about communication. Communicate!” To address the voters a good way is talking to people instead of *at* the people (Weber, 2009:4). The audience appreciates that this type of media offers new and other ways of interaction (McQuail, 2010:150).

Not answering the comments is like typing a “No comment!” and this is especially true when the comments are attacks or allegations. This is a drawback for the person or party the comment is directed at and could lead to damaging consequences in trust and transparency (Weber, 2009:58). If the politician wants to increase the credibility answers are needed to concerned and involved commentators (Bruns & Jacobs, 2006)

- **RSS (Really Simple Syndication)**

In a survey conducted by Nick Osborne (2005), he found out that 49% of his newsletter readers did not know what an RSS was, even though the newsletter has the topic: “Articles, tips and resources for online copywriters and web site content writers”. Based on the topic of the newsletter, one can draw the conclusion that the targeted group for the question has at least a general knowledge on Internet techniques. A 2005 study from Yahoo and Ipsos (Grossnickle, 2005) showed that 31% do use the technique but many, 27%, are not familiar with the name as they use it embedded in other services, not requiring them to neither understand nor technically handle the technique.

RSS , means Rich Site Summary, RDF Site Summary or Really Simple Syndication depending on technique standard, whereas the latter is the newest RSS 2.x version.

RSS has the advantage of the method of communication. Instead of signing up to a newsletter or a membership where you have to register and also normally give your e-mail address away you fetch the information relatively anonymously. This way you don’t have to worry about spam as a result of giving away your contact details.

The technology is suitable for information given out at intervals, just like the blog and its posts. By writing the feed manually in XML you can create fully customizable feeds where information can be altered, excluded and selected the way the writer wants. This is time consuming though and demands knowledge in XML and the RSS Syntax. It is advisable to make the RSS feed visible and recognizable by using the orange RSS symbol (Safko & Brake, 2009: 173-76)



As this is yet another way of communicating out the message, the message will be firmer placed in people’s minds (Weber, 2009:99) and the possibility of using the message in a propagandist way (Edwards & Cromwell, 2009: 219)

- **Own domain name**

The web address to the blog might not be the most important part of the blog, but there are four different types of names that should be relevant (Bly, 2006:62):

1. Persons name
2. Political party's name (originally: Company name)
3. The topic
4. Symbolic or representative name

Is there a personal, own domain name or is it just a sub domain to a free blog hosting of which the latter are bad from a SEO-point of view according to Grappone and Couzin (2008:37). Buying a personal domain name takes a certain amount of technical and financial resource. The best question according to Forrester and Powell (2008:29) is: "Will it be easy to remember?" With an easy name you can pass it on to other people by mouth just instead of having the option to send a long and complicated address to potential new viewers. An URL consisting of *www.example.com* indicates more of a confidence-inspiring effort than *example.blogspot.com* or *example.wordpress.com*. With a self-hosted blog you have total control over what and how everything is done technically (Clapperton, 2009: 125) and do not need to take external factors and conditions into account. With a self-chosen name you can use it as a pr-tool (Bruns & Jacobs, 2006) or to reinforce a view on the politician or party (Edwards & Cromwell, 2009).

- **Style and template**

Although contents are more important than style (Bly, 2006:64) the color and layout should be able to facilitate reading. Furthermore it should have the political colors and logotype to establish the connection to the political side the blogger wants to promote. With a unique style to at least the header it is possible to differentiate you from others (Safko & Brake, 2009: 174). The style and visual is important as the political arena has changed more and more into branding campaigns like corporate businesses (Couldry et al., 2010) and the need to stand out is even bigger to differentiate from the others.

- **Mutual hyperlinks**

Links to other bloggers generate traffic especially if it is on blogs related to your own topic. Davis and Owen (cited in Stanyer, 2007:12) points out that people have a tendency to take part of information supporting their own attitudes, which makes it a good idea to have the blog link presented on your political colleague's blogs to increase readership. If your post topic is related to what others write about, you can get more links published (Forrester & Powell, 2008:59) and probably attract more readers due to the fact Davis and Owen presented earlier. Reader of blogs, have a tendency to read other blogs (Weber, 2009:93) which makes link exchange so important with other blogs. Also a lot of incoming and outgoing links may place you in a better position from a SEO perspective and are essential for a blogger to succeed according to Grappone and Couzin (2008:36). That is, as long as the links are valid and relevant and not bound for link farms or other, by the search engines, blacklisted places.

- **Twitter**

83% of the worlds blogger use twitter and 72% use it as a means of promoting their own blog (Sussman, 2009). Connecting the post to automatically syndicate with a Twitter account is possible and 42% of them have done this already (ibid, 2009). Niklas Weidel (2010) presents the fact that even if only 8% uses twitter in Sweden it becomes a potential target group of more than half a million persons, of whom about half uses Twitter every day. This becomes a large group of readers that could be influenced to read more and therefore an opportunity that not should be ignored. Here is an opportunity to make immediate statements that are received straight away (Clapperton, 2009: 83). For those who rather read the twitter feeds than using the blogs are a group now reachable (Bruns & Jacobs, 2006), if it is their type of communication they still will be reached.

- **Social bookmarking share buttons**

As the aspect of spreading the information of the blogger and the political goal to embed the messages of the politician is so important, the social networking buttons is an important factor (Safko & Brake, 2009: 177). Just by adding a few lines of code, a toolbox with the buttons of own choice is implemented on the blog. By clicking one of the buttons, the post is shared by creating a link on the viewers selected service. This allows more people to take part of the post and the blog itself by spreading on other peoples social networks. Clapperton expresses it as “The essence of social networking is participation... and if you want to participate, you’ll need to share some stuff” (2009: 49-50). This service allows mailing as well as social media links on e.g. Facebook and Twitter.



- **Facebook connection**

Creating a Facebook account is free, easy and fast. There are over 500 million active users on Facebook, of whom, according to Facebook, 50% log on every day. This user group reached over four million in Sweden in September 2010 which means almost half the Swedish population is in possession of an account on Facebook.

It is important to take advantage of social media to establish your brand (Grappone & Couzin, 2008:247) and through Facebook you can link to your blog posts. With a Facebook account you can also use your blog posts as new notices on the wall and by that spread your posts beyond the people reading blogs. Also in this social media, it is possible to automatically syndicate your posts to your Facebook account. Bloggers may want to be anonymous, but in the type of political blogs that are the target of this research, the politician blogging and its blog is already too connected and without the anonymity other bloggers may receive, to be a hinder of a personal kind. This is the best tool of communication with the masses over any other, (Clapperton, 2009: 60) for full filling the aim of spreading the political message. The need to adapt and follow the cultural streams and changes creates a need to stay connected through new and emerging techniques (McQuail, 2010) and Facebook is such a phenomenon.

- **Correct or any metadata entered?**

Search engine optimization (SEO) is a large market of today with about 250 million results on Google. Some measures can be facilitated for the search engine to find your blog and that is by filling in metadata and thus optimizing your posts (Grappone & Couzin, 2008:36; Safko & Brake, 2009: 175; Witten & Gori, 2007) and it also enables the reader to better apprehend if the page viewed are the demanded one, as well as it is the correct one listed in an search engine.

If searched for in a search engine, the presented result often, but not in all search engines, shows the link to the result followed by the content of the <description> tag. This tag is filled by the page administrator and should be a brief description of the content of the page in his or hers own words.

Example of what a tag could contain: "Välkommen till fredrikmalm.org. Jag är riksdagsledamot och utrikespolitisk talesman för Folkpartiet Liberalerna. Jag representerar valkretsen Stockholms ..." (Blog of Fredrik Malm)

Also relevant is if the <title> tag is correct and describes the page that the viewer landed on. This information is displayed at the top of the page, in the browser bar. The same title name can be put on all pages, no matter what structure level the page is on. Nevertheless some blog search engines uses the individual post title as the clickable result instead of the title meta tag.

An example of a title tag could be the politicians name or the name of the blog: "Alla dessa dagar" (Blog of Carl Bildt)

Finally the <keywords> tag is a container that should be filled with the words associated with the site, to facilitate for the search engine to select the most relevant pages to display, although the keywords may have very little influence on some search engines (Grappone & Couzin, 2008:58).

Keywords for a political blog could be: "politik, politisk blogg, bloggar, Sverige, valet, *name of politician*"

With the right metadata, or the subjective opinion of the politician, it can be uses as a pr-tool (Bruns & Jacobs, 2006) or to reinforce a view on the politician or party (Edwards & Cromwell, 2009).

- **Portrait**

To create a familiarity to the politician and a more intimate relation to the blog visitor the need for a portrait of the politician can frame the popularity by the increased visibility (Stanier, 2007:79). Also more personal details can create the same effect, but as I focus on the technical aspects of the blog, the statistics should be drawn from the implementing on having a static portrait of the politician of some kind. Today, the politicians are more intimate with their voters than ever (ibid, 2007:177). With a portrait you can display your personality as well, and give the person behind the name and position in the political party, a face to relate to (Weber, 2009:177) and even encourage the audience participation (McQuail, 2010:377). In a quest for celebrity, the continuous media display is an important factor (Ibid, 2010: 550).

- **Pictures/images**

Inserting images and photos creates an exciting and attention drawing blog. Today the communication is not only cramming out information, but to draw people to a spot where they enjoy being (Weber, 2009: 39; Grappone & Couzin, 2008:98), and pictures are one way of adding that little extra spark to the design, when the content of the web is getting more and more visual (Weber, 2009:40). The image can communicate in ways word cannot (Safko & Brake, 2009: 174). There are some dangers with adding multimedia though. If the user has to wait for more than seven seconds (Powell & Forrester, 2008:200) the interest is lost and the chances are that the page is abandoned for some other page that provides faster delivery. Hot-linking images is also an unfair technique, adding the image to the blog by inserting an image hosted by someone else, thus eating their bandwidth. Also with the pictures you reinforce the minds of the reader using it as a pr-tool (Bruns & Jacobs, 2006) or to illustrate the politician's agenda or opinion (Edwards & Cromwell, 2009).

- **Video**

The use of videos, either they are hosted on the own blog page or an embedded video feed from other sites like Youtube, can be information, entertainment, personal messages or simply support and add weight to your political agenda, cause or recent blog post. As could be noted from the chapter 2.3 over half of the bloggers worldwide uses videos in their blogs. The videos are used just like the images, drawing attention to the blog, and also make the user stay for a longer period, watching the videos. Just like the pictures, Also, like with the pictures, it is possible reinforce the minds of the reader using it as a pr-tool (Bruns & Jacobs, 2006) or to illustrate the politician's agenda or opinion (Edwards & Cromwell, 2009).

- **Post clean URL:s including keywords**

To optimize search engine and facilitate the users current understanding of where he or she is and to display topics instead of just post dates that does not tell the user anything about the post topic. Web spiders can index the blog more efficient and improve the relevance in search engine searches. Creating of categories instead of the dates makes it easier (Forrester & Powell, 2008:43) for the reader to participate in the topics of interest instead of just general topics based on dates.

- **Spam handling?**

It is important to see in what way spam is handled. Spam can kill a blog efficiently (Powell & Forrester, 2008:47, 127) as it could scare the viewer with loads of links to random products and services and fill out the commentary fields with nonsense text, wasting time and adding nothing of interest (Witten & Gori, 2007: 164). There are three ways to rid a blog from spam:

1. Disallow comments, thus killing the directness and contact with the viewer
2. Moderating of comments, where every comment needs to be controlled and approved by the blog administrator before being presented on the blog. The drawback of this is that it is time consuming and that the viewers lose the feel of immediate response and directness.
3. Allow direct commenting and delete spam as it is posted. The direct response to postings is there for the serious user, but the drawbacks are that the blog can be flooded with spam and readers have to be subjected to the spam and in many cases inappropriate, adult materials.

No matter what alternative is chosen, the result must be a blog as spam free as possible. A spam-filled blog gives the notion that the blog is partially abandoned (Clapperton, 2009: 120). There is a difference in the blogging platforms and how susceptible they are to being spammed. By using options like turning off of trackback URLs the system becomes less vulnerable to spam, but the issue in the check up is how well spam is dealt with on the blog.

2.7 Summary

As the mass communication technologies have grown, evolved and multiplied, we no longer have to be limited to a few TV-channels, newspapers or radio programs. Now the choices are endless and we have the freedom to choose what communication channel to take part of.

By review of the literature and situation it is possible to establish that blogs have a possibility to function as a good and effective way of communicating the political message for the politicians. Although the blogs have doubtless changed politics to a certain degree in Sweden, the impact may be bigger in other countries. But more research on the exact reach and impact of political blogs must be done to be able to get more exact measurements and be able to start calculating in economic terms.

In her doctoral thesis Brundin (2008:203) concludes that the real and true effects on politics in an information and communications technology context, is hard to measure without starting extensive studies of both receiver and sender, but Brundin (ibid) also presents the results that 70% of the nongovernmental organizations state that the Internet has increased influence on their political issues.

Keen (2007) states that too many persons blog about too many things, making the metaphor of amateur and monkeys. Today a person can get published through a blog and find audiences, no matter what quality and credibility in the produced material (Bruns & Jacobs, 2006:34). Lower quality materials that would never have been published in the traditional media are now out for viewers to take part of. Moreover, you do not have to take ethical considerations or overcome critical editors to publish your information (Keen, 2007: 47; Weber, 2009: 5)

By both producing, commenting and using the published material on their own blog, the blogger turn into what Bruns calls a “*produser*” – the mixing of the words producer and user (Bruns & Jacobs, 2006:6, 20). By doing it all at the same time, they commit to the word “*produsage*” which is the core of the advantage of the political blog. A communication method where you can use and produce at the same time has benefits in the making of a conception of the blogging subject: in this case the politician and/or the politics behind the blogging.

Although the sources have increased, or the “pluralization of communication space”, Davis and Owen (Stanyer, 2007: 6-12) conclude that the viewers are drawn to the channels expressing their own beliefs, where Miles (Bruns & Jacobs, 2006: 244) support this opinion in specific terms of blogging, where he sees “a centralization through networks of similar thinkers and debaters.” Keen (2007:54) claims that antiestablishment attitudes and sensations mixed with conspiracy theories creates the most read blogs, which reflects in the controversial www.politisktinkorrekt.info. The blog has been ranked by Alexa Web Page Ranking (www.alexa.com) as the 75th most read webpage in Sweden even if it started less than two years ago. Politically unbound, but sympathizing with Sverigedemokraterna, it turns against the media establishment and ruling system in many of its posts.

If the selected techniques are used or not is an interesting topic, but to quote Lundblad (2000: 134) “Use of the technology will restore the power to the individual and the responsibility lies, as always, with ourselves.” The position to increase the influence of selected ICTs and social web is in the user of the blog, which in this study is the blogging politician.

By identifying the importance of correct communication in mass media, noticing the need for an emerging new media that is starting to replace but also complementing the old media, and seeing the great potential for using the blog as a pr-tool, the suitable techniques could be identified. Suitable for the blog of a politician, taking into regard the needs that exist, the techniques could be used for improving the blog if they are not used already. Now the need for an charting and evaluation of to what extent they are used so that the demographic and politically differences can be identified.

3. Research Methods

In this chapter the selected methods are presented together with an account of why they are chosen and suitable for the study. The conditions for data collection are given and listed to explain the creation of the statistics.

3.1 Research strategy

There are two main scientific approaches according to Thurén (1994): the positivistic and the hermeneutic approach. He states that the hermeneutics origins from humanism whereas the positivism origins from natural science. The differences can be seen below:

Hermeneutics	Positivism
Hermeneutics may be defined as the theory of interpretation and understanding of information through empirical means and studies	The study of relations between facts, which are directly available to observation. There are only two sources of knowledge: what we can see and what we can logically apprehend.

In this thesis I will use the positivistic approach as the study of hard numbers, gathered by the quantitative data collection will be directly measurable and lay the foundation to conclusions drawn from the relations between the results. The terms quantitative and positivistic are not synonymous (Biggam, 2010: 92-93) even if the two often coincide.

Qualitative research

When collecting data of the qualitative sort, usually by deeper interviews and observations, “the researcher himself is the primary data collection instrument” according to Gaur and Gaur (2006: 28-9).

Quantitative research

The quantitative data collection is used as the research can be done on already archived variables as the blogs are already done and are ready to be data collected. The nature of the collected data are primarily used for establishing statistical relationships (Gaur & Gaur, 2006: 29)

Brundin (2008:77) argues that there has been a discussion between researchers regarding the near impossibility of combining the qualitative and quantitative research methods as they diametrically differ in the approaches regarding ontology and other areas. But the debate has subsided as the two combined methods are now common in many disciplines.

The dissertation will be of the traditional type, in contrast to the work-based (Hart, 2007:18-19). To perform the content identification and technique analysis, a quantitative data gathering will be carried out on the selected blogs. As it is emanating from no theory, as opposed to the taxonomy

stated in Järvinens methodology (2001: 10) where a theory is tested against the results, the literature review build up the theory (Strauss & Corbin, 1998) on which to extend the study and in this case form the control points to be compared the blogs.

This will conclude in numeric observations (Backman, 2008:33; Cornford & Smithson, 2006:62; Biggam, 2010:86) founding the ground for the testing and validation of the hypothesis by statistic analysis. To collect data ethnographic and technographic observations are made to examine use patterns among the examined groups.

Reliability, Validity and Objectivity

When performing a statistical measure, the importance of reliability and validity must be taken into account (Gaur & Gaur, 2006: 31). The validity is based on that the factor that is being measured is the correct one and Gaur and Gaur (2006: 32-3) uses three aspects of assessing validity:

- *Predictive validity*, where predictions can be made from the measurements
- *Content validity*, where the measurement is reflecting the whole domain of the study and not only some aspects that may not be truly representative of the matter intended for study
- *Construct validity*, where the results of the measurements are being matched to the theory of the study, and patterns of relationships are being interpreted together with the empirical findings

The reliability is based on the non-fluctuation of the same factors measured several times. The details of my methods are of value for a possible replication, meaning the possibility of repeating the controls and research, thus controlling the results (Backman, 2008: 41) and strengthening the reliability. By compiling the datasheet and leaving it accessible for further examination, the results can be double checked and validated.

The literature review is done on both diverse and similar literature to raise the internal validity. Different authors have different and sometimes incompatible opinions on technology and blogs in general like Andre Keen (2007) and Bly (2006). The review of literature raises the theoretical level and improves the generality.

To also strengthen the validity, I have sent out a questionnaire to the IT-departments of the political parties in this study. The answers generated can be of use to explain and understand the empirical results gathered in the data collection.

The questions in the questionnaire are the following:

1. Are you using any kind of control document regarding blogs used by your politicians?
2. Do you control color selection and layout for the blog?
3. Do you encourage linking and usage of other social media like Twitter and Facebook on the blog?
4. Do you fund purchases of own domain-names?
5. Do you control what type of blogging software to use or is it up to the individual?
6. Is there any support for those who want to put up a blog or do you have IT-staff doing it for the individual politician?

According to Björklund and Paulsson (2003) the objectivity is about “the extent, that our own values affect the study”. As the topic and study subjects are political, the risk of getting personal opinions

involved could be high, but as the study is solely about the use of blog technology, this risk is eliminated by its own nature. The earlier studies on political blogs have been of a more social and political nature but I focus on the technical aspect of the same, making opinions and political views irrelevant to the study.

The Technorati's "State of the Blogosphere 2010" is analyzed for statistics of the bloggers together with figures from Statistiska centralbyrån and the literature to support and add information of the statistics and demographics of the blogosphere.

3.2 Data collection

The blogs are gathered by examining the present listing of riksdagsledmöter and statsråd on the homepage of the Riksdag where the present persons are listed. The address is sometimes listed on the information page of the person, otherwise the lists are compared to various listings of politic blogs like Politikerbloggen.se, SVT (Sveriges Television) and SR:s (Sveriges Radio) valpejl and the parties own blog listings on their webpage. The politicians name is also googled in conjunction with the word *blog*. Every politician is also checked on Wikipedia, where additional blog links may be listed.

The data is compiled in a spreadsheet as it can be gathered, viewed and analyzed more quickly (Dumas & Redish, 1999:312). The information of sex and age is registered together with the name of the blogger connected to the blog and from that information one is able to sort and create statistics from the control points below.

To obtain statistics, a value of "1" or "0" will be given for each blog's checkpoints in the spreadsheet. This will enable the drawing of statistical conclusion from the spreadsheet. The conditions drawn are gathered from the investigated techniques in chapter 2. If the conditions are met a "1" will be generated in the spreadsheet, while a "0" will be generated if not met.

The condition that needs to be complied to generate a result of "1" or "0" is the following in the checkpoints listed from the literature review:

- **How frequently is it updated?**

To obtain a value of "1" the blog needs to have no more than ten days between the posts on the first page. If any of the posts on the first page has got more than ten days the sum of "0" is generated.

- **Post length**

According to the studies, 200 words per post is a good length (Powell & Forrester, 2008:4) so to give the condition some width, at least two of the posts on the first page needs to be between 100 and 300 words to meet the condition to generate a "1". If none or only one is within the limit of words, the generation of a "0" will occur.

- **Answers the comments?**

If any of the posts are commented and there is one reply or more from the blogger a "1" is generated. This also applies if there are zero comments by readers. If no comments are made by the author of the blog, a "0" is generated, under the condition that there are any comments.

- **RSS**

The availability of a RSS link anywhere on the blog, not just the first page, generates a “1”.

- **Own domain name**

The URL must be a personal domain and have one of the following to obtain a “1”: Persons name, political party’s name, the topic, a symbolic or representative name. A web domain like wordpress.com, blogspot.com or any collective group of blogs under the domain, like centerpartiet.net or v-blog.se generates a “0”.

- **Style and template**

Blogs with customized colors or any custom template gains a “1” while using of the standard template either of the blogging software or the webhost generates a “0”.

- **Mutual hyperlinks**

The display of at least one official link to another blog constitutes a “1” no matter where the link is shown on the blog. The condition that has to be fulfilled is that it is a clickable link and is put on the blog by the author and somewhere else than in a blog posting. The absence of this generates a “0”.

- **Twitter**

A link, created by the blogger, pointing to the bloggers Twitter either it is connected to the blog itself or stand alone, displayed anywhere on the blog except in posts, generates a “1” while the absence of the earlier mentioned generates a “0”.

- **Social bookmarking share buttons**

The presence of social bookmarking share buttons, either on the front page or in posts, no matter the amount of connected services, generates a “1” while the absence of the earlier mentioned generates a “0”.

- **Facebook connection**

The display of either a text-based or image-based link pointing toward the politicians Facebook account, anywhere on the blog generates a “1” no matter if it is a personal profile or an automatically syndicated Facebook account. The absence of the earlier mentioned generates a “0”.

- **Correct or any metadata entered?**

The blog will be analyzed by an automatic tool to control if and what the following three tags contain: <title>, <description> and <keywords>. If they are deliberately filled in by the blogger, correctly describing the content of the blog, a “1” is generated. If one or more of the tags are not filled in or incorrectly filled in by content not related to the blog or standard example content from the blogging software, a “0” is generated. A “0” is also generated if the tags are incorrect.

- **Portrait**

If a portrait of the politician is displayed on the front page a “1” is generated while the absence of the earlier mentioned generates a “0”.

- **Pictures/images**

The use of at least one picture or image on the first page or in a post generates a “1” while the absence of the earlier mentioned generates a “0”.

- **Video**

The use of at least one video, no matter if embedded from another source or hosted on the blog, on the first page or in a post, generates a “1” while the absence of the earlier mentioned generates a “0”.

- **Post clean URL:s including keywords**

The URL displayed when a post is clicked must contain at least one word, describing content or topic in the post to generate a “1”. If only date or a post reference number or nothing at all is displayed in the URL, a “0” is generated. This also applies to non-clickable posts if there is no permalink available that meets the first condition.

- **Spam handling?**

All posts on front page will be checked and if two or less spam comments are present a “1” is generated while three or more spam comments are present, a “0” is generated.

3.3 Framework for data analysis

The data collected will be presented as comparative graphs that make it possible to distinct trends and abnormalities among the statistics presented. The research focus was stated in chapter 1.2:

- **How does the extent of blogging techniques differ demographically and politically in Swedish political blogs?**

This will be made by presenting a selection of different and interesting results. From these graphically presented data in conjunction with the hard statistics, conclusions can be drawn in the final chapter. The statistics will be presented by staples in diagrams and where there are noticeable differences, suitable staples will be used.

3.4 Limitations and potential problems

When the blog list was collected the following limitations were made to be able to draw valid conclusions from demographics: no blogs written by more than one person or written by a group were included; neither were blogs written by other persons than the politician himself; nor blogs not public or password-protected blogs.

Only active blogs were studied, which in this study means blogs with entries made in October, November or December 2010. Inactive blogs were collected as well, but not checked. The inactive blogs were gathered to obtain statistics regarding how many used their blog in the presence of the upcoming election in Sept 2010, 39 of them were inactive after the election and therefore were excluded from the study.

To limit the number of blogs for this study, only blogs of members of the Riksdag and cabinet ministers (Swedish: Statsråd) were collected. This means that blogs of local politicians, members of the European Parliament, political groups and general political blogs were excluded from the study.

A further limitation of the extent of this study was that only the opening page of the blog was studied, even if more pages or older posts were available. In special cases and under conditions stated in chapter 3.2, other pages than the opening page, was investigated.

Seven of the blogs from SD had recently been shut down due to security related issues, but were expected to re-appear in the near future. Two of the blog domains from V had been taken over by hackers and these blogs have therefore been excluded as well.

It must be emphasized that the present study does not concern an evaluation of design or political content of the blogs. No considerations will be taken of these two factors.

A problem that can occur and affect the outcome of the present study is that the data base for small parties is too meager to allow reliable statistical conclusions in some areas.

The objective of the present study is to gather statistical data and map the use of blogging techniques of the Swedish politicians in the Riksdag, and not to explain why or how differences arise. This is a research object suitable for further studies for which the results of the present work may be the starting point.

4. Findings and analysis

In this chapter the findings and statistics are presented to the reader. It is presented in numbers and graphs to enable and facilitate comparisons of the numbers. The statistics are presented in different categories such as age, politic group, party, gender and examined technique. This will found the conclusions drawn in the next chapter.

4.1 Submitted questions and answers

If the leadership trusts their colleagues, blogging guidelines should be set up as a better alternative to restrictions (Weber, 2009: 176). I sent out an inquiry to all the political parties in the Swedish government to explore if they had guidelines, frames of reference or rules regarding blogging and got the following result:

Respondents:

(M) – Martin Karlsson, Head of New Media

(FP) – Hanna Lager, Political Secretary

(C) – Lena Forsman, Head of Communications

(KD) – Robert Rydefjärd, Head of IT

(S) – Johan Ulvenlöv, Head of Bloggkontakter, Blog network Netroots

(V) – Anders Falk, IT-Web

(MP) – Johan Shiff, Web Editor

(SD) – Christoffer Dulny, Press Secretary

Questions:

1. Are you using any kind of control document regarding blogs used by your politicians?
2. Do you control color selection and layout for the blog?
3. Do you encourage linking and usage of other social media like Twitter and Facebook on the blog?
4. Do you fund purchases of own domain-names?
5. Do you control what type of blogging software to use or is it up to the individual?
6. Is there any support for those who want to put up a blog or do you have IT-staff doing it for the individual politician?

	M	FP	C	KD	S	V	MP	SD
1	No	No	No	No	No	N/A	No	Yes
2	No	No	No	No	No	No	No	No
3	Yes	Yes	Yes	Yes	No	N/A	Yes	Yes
4	No	No	No	N/A	No	N/A	No	N/A
5	No	No	No	N/A	No	In district blogs, not individuals.	No	No
6	Support exists. Sometimes	Support exists. Sometimes	Support exists. N/A	N/A	Support through network. No	Yes. N/A	Support exists. Yes	Cooperation. N/A

For the full answers of the respondents, see Appendix 1

None of the parties have any control document or control the layout. Neither do they fund domains or control what blogging software should be used. Instead the IT-departments have a supporting function, encouraging people and helping when requested. The parties were concordant in their answers and no big differences were noted. In the first five questions only two divergent answers were given: SD is using a control document regarding their blogs and S do not encourage the bloggers to using linking to social media on their blogs.

4.2 Analysis of techniques

The data collection generated an amount of unsorted statistics, that needed organization and to be arranged in a more lucid order.

When comparing the uses of techniques, the scale 0 to 16 is used, where 16 is use of all listed techniques and 0 is no use of any of them. An average will be calculated in each graph, represented by the green bar. The examined subject is presented by the blue bars.

The total use of the examined techniques where distributed in the following way:

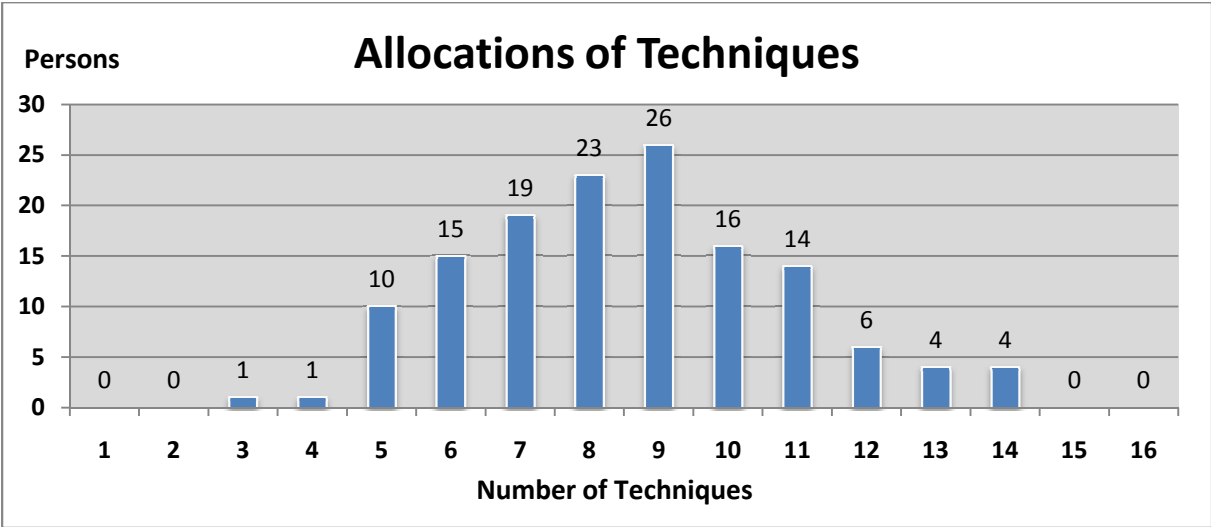


Figure 6: Allocation of Techniques among examined blogs

The four top bloggers were:

- Annie Johansson, C
- Caroline Szyber, KD
- Fredrik Malm, FP
- Jens Holm, V

These persons had the most of the examined techniques at the point of the study. None had all of the examined techniques, and all bloggers had at least three of them.

4.2.1 Political party and age group

To start the statistical comparisons, we need to examine the difference between the parties use of techniques.

As earlier stated the examined blogs sums up to 139 blogs of a total of 373 persons eligible, 349 riksdagsledamöter and 24 statsråd. The politicians to the right (C+FP+KD+M+SD) are represented by 97 blogs where the politicians to the left (MP+S+V) only have 42 blogs. This is 58% to the right and 42% to the left if compared in the content of number of people in Riksdagen. If we compare how many percent of the blogs examined in this study, 70% of them belong to the right, with only 30% from the left side. This differs from the general political blogosphere representation stated in chapter 2.3 where more political bloggers on the left use blogs than on the right side.

But as the blog now turns the politician into his or her own media strategist (Clapperton, 2009) the choice of how to use it also becomes the responsibility of the politician. The communication can now be used to broadcast your own political message more effectively by using yet another channel and thus strengthening the politician's own brand (McQuail, 2010; Weber, 2009). Even though all of the benefits of running a blog as a politician, only about half or less of the politician in the Riksdag blog. When the individual party is examined, the only party reaching over 50% is FP while M and V is just below. The lowest percentage is represented by S and SD with 21 and 25%.

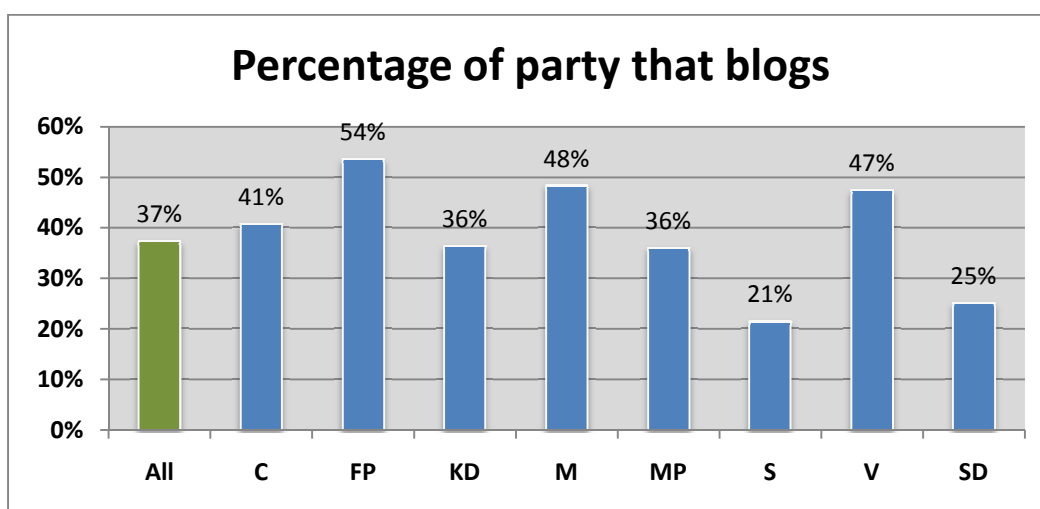


Figure 7: Percentage of the examined politicians that blog

As viewed in figure 8, the use of techniques does not differ much between the parties. The average use of technique is use of 8,58 techniques, while the lowest number comes from (V) with 7,78 and the highest is by (SD) that represents a number of 9,80. This is only a difference between 2,02.

Due to the small numbers of bloggers represented in these two parties that may affect the certainty of statistics, which is addressed in chapter 3.4, even more proximity of the party-related study is presented if the two parties are removed. Now the difference between the now highest (C) with 9,27 and the now lowest (S) 8,08 the difference narrows in to only 1,19.

When comparing the political groups *Alliansen* that represents the right-wing bloc with the left-wing bloc *Rödgröna* the difference between the two groups are only 0,71, less than one technique.

The independent party *Sverigedemokraterna (SD)*, due to statistical uncertainty and non-bloc political grouping is not relevant in the comparison of use of techniques between blocs.

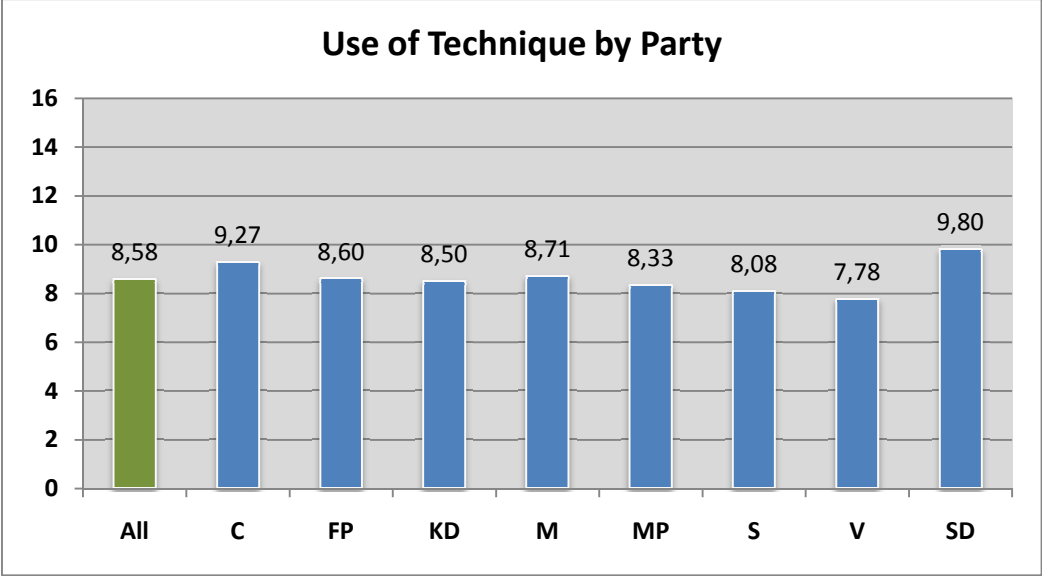


Figure 8: Average numbers of techniques used by each party

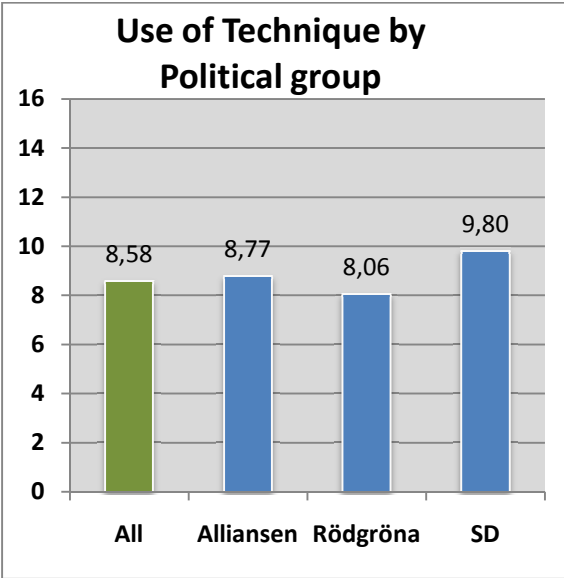


Figure 9: Average numbers of techniques used by political groups

The implementation of the ROI tool is not possible in the political blog, in a sense that there is no income in the blogs measured, but used as a business model you still can get the effect of a business (Bly, 2006). In the case of the blog, the constant investment in techniques, time or moneywise, and then assessing the effect of the introduction of the technique, presents the opportunity to find out what to prioritize. This way the “spontaneous order” of the Internet Lundblad (2009) speaks about can be reached quicker. By studying the literature some effective techniques have been found in this

thesis and when compared against the political blogs selected. When the top and bottom use was compared between the parties, there were some differences between individual parties. All of them ended up in the bottom results at least one time, and all parties, but S, had the top result in at least one of the techniques. V had the most bottom results, while SD had the most top results. These two parties did not have a big amount of blogs though, to secure the statistical numbers, so this must be taken into consideration. If the two blocs were compared, the right bloc had more top placements than the left bloc. The exact result was the following:

	Top result	Bottom result
C	4	1
FP	1	2
KD	5	2
M	3	1
MP	1	3
S	0	3
V	2	5
SD	6	3

Some top and bottom results were shared, but the total differences between the parties were not great and no party stood out as a vastly superior user. 26 of the blogs used 9 out of 16 tested techniques, and 23 blogs had 8 techniques. None of the bloggers had 0, 1, 15 or 16 techniques but instead most (99) were in the interval of 6-10 techniques.

Conclusions regarding the use of techniques used in the different parties are to say that no major differences or tendencies were detected between the parties in the measurement. The statistical uncertainties were big in some cases in this measurement, due to few blogs within some of the parties, resulting in an inaccuracy that cannot be disregarded.

4.2.2 Gender

The demographic group gender is compared both as a standalone factor and in conjunction with the gender distribution in the political parties. The females politicians represents 52,52% of the examined blogs, which differs from the representations of the general political blogosphere where more females are active (Labba, 2007) and the total blogosphere where two thirds of all blogs are written by men (Sobel, 2010).

When the uses of techniques were observed in a gender context it could be noted that the differences on average was not big. 8,66 for females and 8,48 for males, which is only a difference of 0,18. But when the differences in the parties were examined, bigger differences could be observed. Five out of the eight parties had females as the sedulous user of techniques, with the biggest difference in (KD) where the females used 2,4 more techniques than their male colleagues. The biggest tendency in the opposite, where males were more frequent users of technology a difference of 3,2 was observed in (V). In these two cases the statistical values are uncertain due to the low number of blog representation from the parties.

If compared with each separate technique the males use it more in 9 cases while females use 7 of the techniques the most.

The comparison of the use of techniques between the genders showed a more statistical secure result. This is a result to be considered positive as it shows equality in the technical knowledge even though the most influential and existing blogs are written by men (Bruns & Jacobs, 2006; Sobel, 2010).

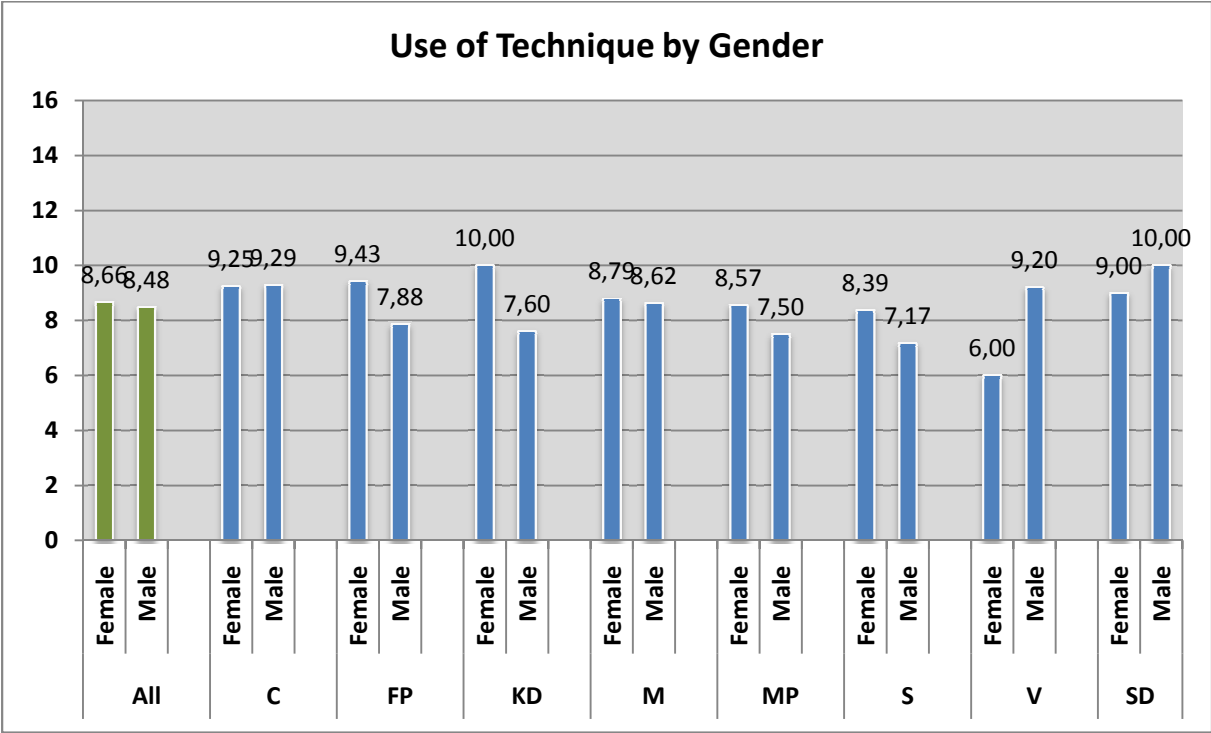


Figure 10: Average numbers of techniques used by gender and party

4.2.3 Age

The groups were divided into the following groups:

- 34 and below (31 persons)
- 35-44 (29 persons)
- 45-54 (50 persons)
- 55 and over (29 persons)

This is the equivalence to the age grouping of SCB in their measurement of internet access according to age, in chapter 2.3 under the demographic statistics, apart from the first two age groups that have been merged. This is because of the lowest group, 16-24 years, only contained 3 politicians and was therefore too small to draw reliable statistics from.

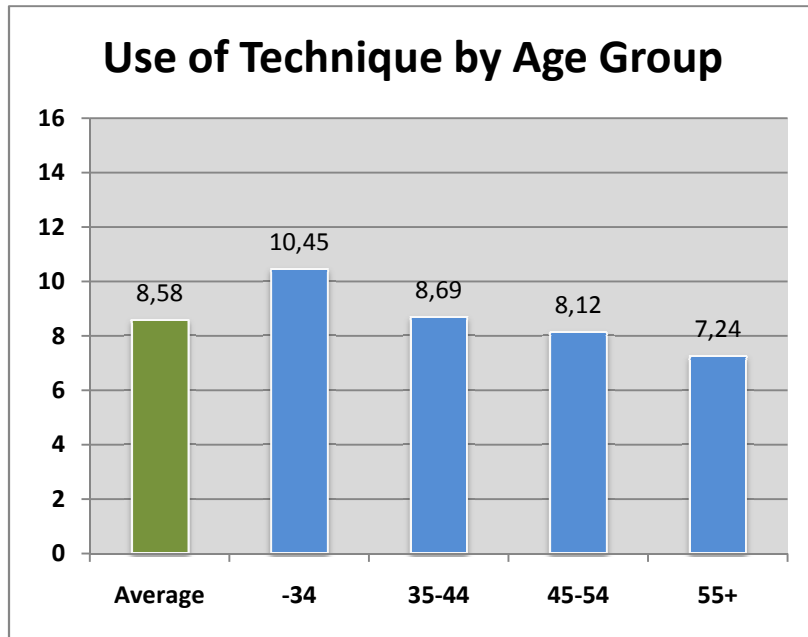


Figure 11: Average numbers of techniques used by age groups

When comparing the use of techniques between the age groups a tendency is clear: the younger, the more technique usage. There is quite a big difference of 3,21 between the youngest age group and the oldest. When compared party by party the same tendency is shown even more clearly.

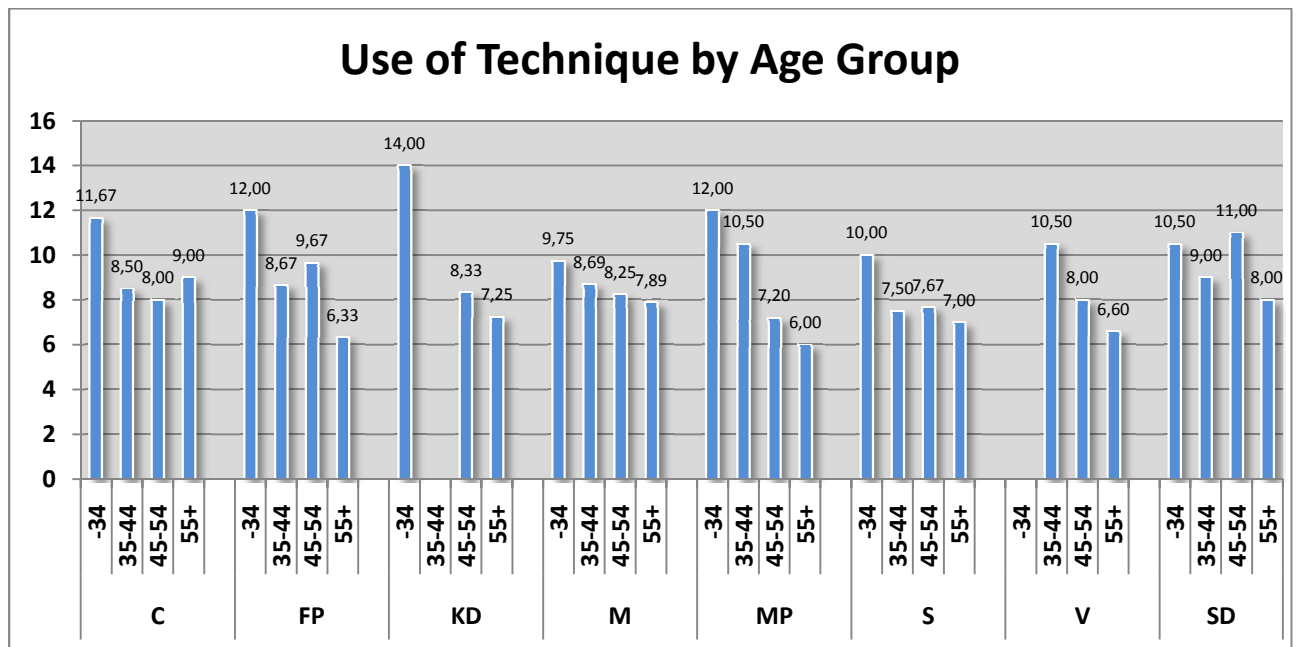


Figure 12: Average numbers of technique used by each age groups in each party

All of the parties, apart from SD, have the lowest age group as the most frequent user of the examined techniques. In seven of the eight parties the eldest age groups are the less frequent users of the techniques. Most of the parties have a downwards pointing curve of technique usage as the

age groups increase in age. The highest difference can be found in KD where the difference is 6,75. This is due to the fact that there is only one blogger in the first age group, and that blogger used 14,0 techniques. But still, in KD, the same tendency is shown as the three bloggers in 45-54 have a higher rating than the four bloggers in the next age group. The divergence seen in SD is due to the low amount of bloggers in each group: only two in the first group and then one in each group, affecting the influence of their statistics.

Interesting is that the columns representing the age groups are similar to the figure in chapter 2.5 where use of Internet is shown. This may have a connection, but will not be explored in this thesis and is left for further studies to examine.

If compared which group have the most amount of top placement in usage statistics, the age group below 34 is a clear winner. 11 of the examined 16 techniques have the biggest user group among the youngest age group.

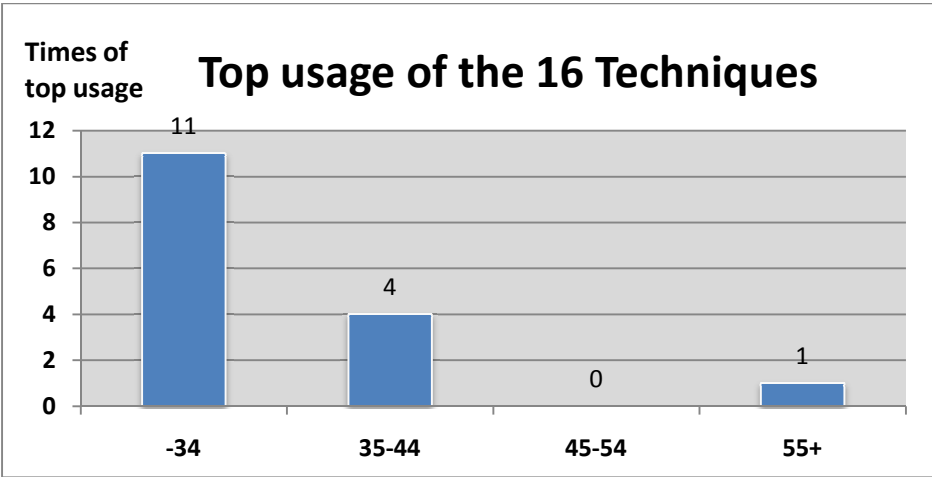


Figure 13: Number of times in top usage, by age group

The largest deviation found among all results is in the comparison between age groups. All parties but one has the youngest age group as the most frequent users of the examined techniques. In three parties the youngest age group uses double as many techniques as the eldest. In general, the average amount of techniques decrease the older the age group. As stated before, 11 of the 16 techniques had the youngest age group as most frequent users. This is probably due to the fact that the younger generation use more social media (Staneyr, 2007; Keen, 2007; Weber, 2009) and therefore are more used to the use and aware of the potential the blog has, the step to usage is probably not far. When compared to the statistics from SCB, showing the higher penetrating of Internet, the lower the age group, the same conclusion can be drawn there.

4.2.4 Technique Control points

Update frequency

The update frequency was quite low on average, with only a few more than half of the bloggers managing to update frequently enough to pass the set criteria. This was also seen in the selection of the examined blogs where 39 blogs were excluded from the study due to inactivity after the election 2010. The bloggers from C are the most diligent bloggers with a 81,8% of the bloggers updating often enough to pass the frequency condition, while the V and MP share a bottom place, both with 44,4%. The right bloc has a higher percentage of updaters than the left bloc.

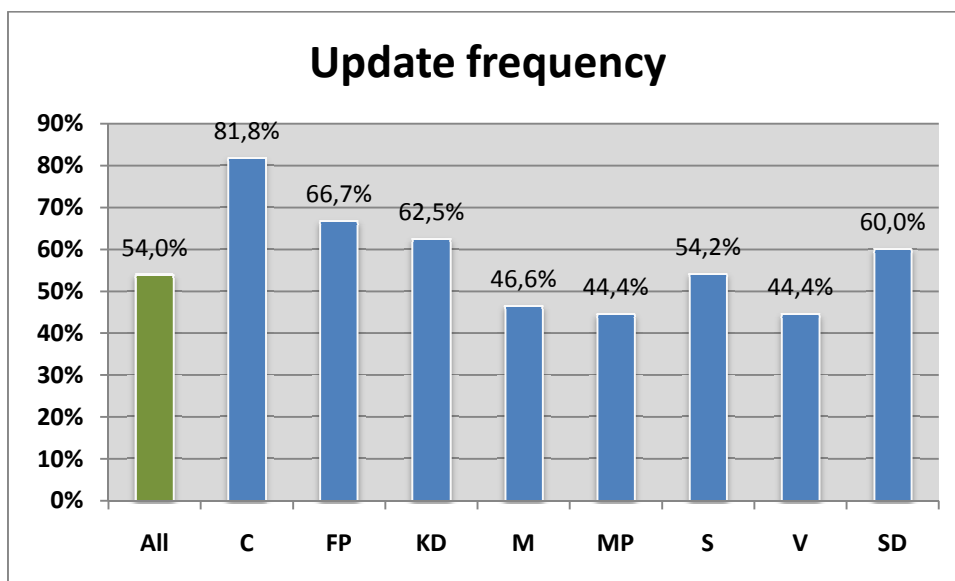


Figure 14: Update frequency in each party

Post length

When examining the condition of post length (100-300 words) a high percentage of bloggers passed the condition. All of the FP and KD blogs passed the condition. The lowest value noted SD who failed because of too long posts in the blogs.

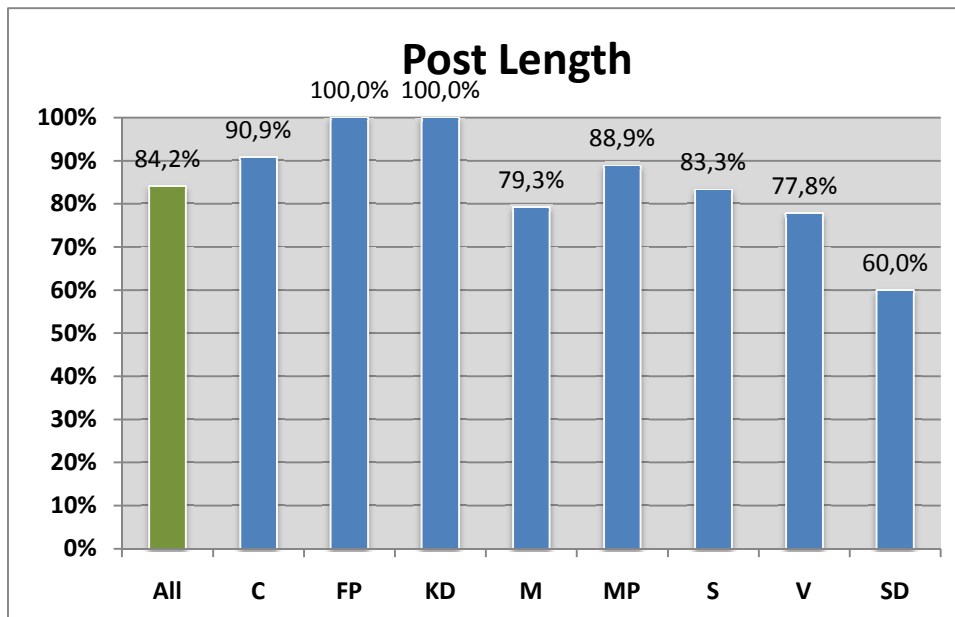


Figure 15: Post length within the set condition, by party

Answer frequency

As the audience of the blogs has been more eager to participate and contact the politicians (Brundin, 2008; Stanyer, 2007) the need for the politician to encourage them by showing interest by replying to the comments (Forrester & Powell, 2008) so the answer frequency was tested on the selected blogs. Only two parties, C and SD, had a 100% answer frequency to all their comments. The rest of the parties had a failing part of bloggers with no comments even if there were replies to their posts. The biggest groups of bloggers that did not meet the condition are S and V with only two thirds of the bloggers in S replying at all and little more than half of the V bloggers. S and V were well below the average frequency of 81,3%, and had only 66,7% respectively 55,6% answer frequency. Comparing the age groups, no noticeable differences could be noted there as all range from 79-83%.

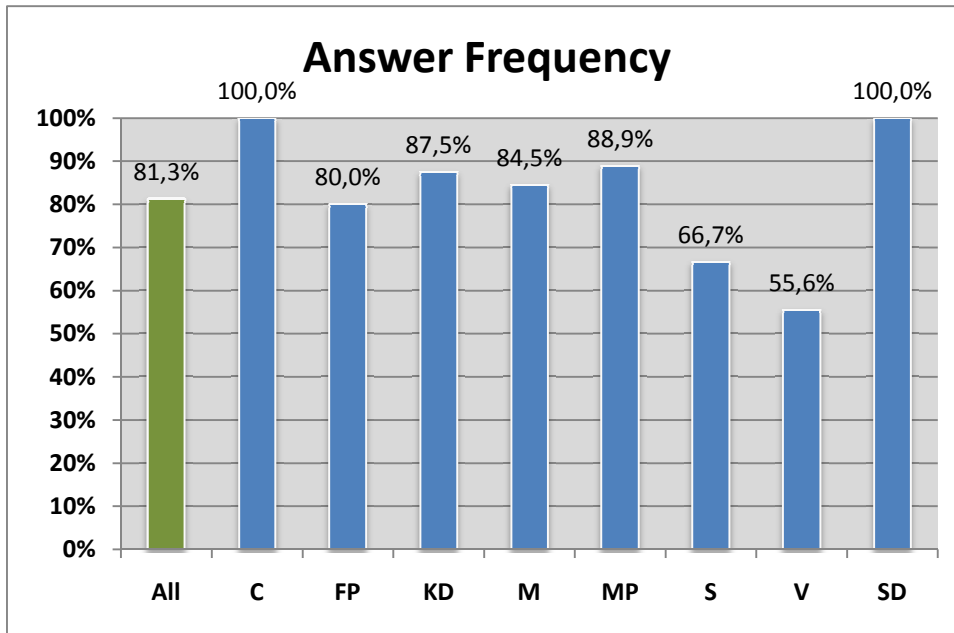


Figure 16: Percent that fell within the answer frequency criteria, by party

RSS availability

The possibility of getting the blog as a RSS feed was a 75% chance when examining the blogs. M and C had the lowest availability of RSS, while all of the V and SD blogs had RSS. The age groups differs less with the lowest usage at 69% with the eldest age group and the highest usage with 79% in the age group 35-44 years.

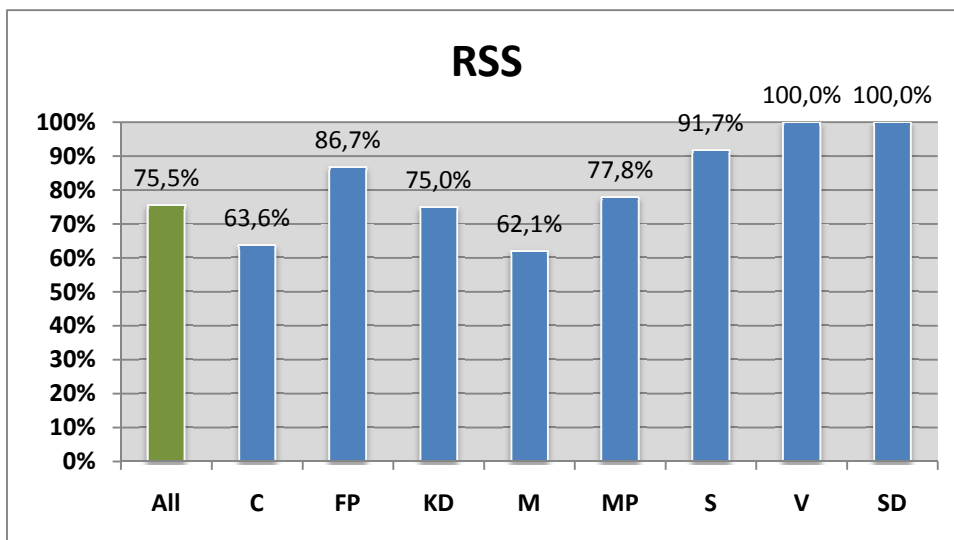


Figure 17: Available RSS at blog, by party

Own Domain

The reason Clapperton (2009) gives to buy an own domain, you have total control over what and how everything is done technically, is perhaps not the reason the domains are bought, but rather the branding enforcement of the politicians name (McQuail, 2010). When it comes to the buying of domain names, none of the parties had replied that they fund personal buys, so all politicians that have an own domain must have funded it in other ways, preferably by themselves. M was in the top with almost 40% while only about one in ten of the bloggers in MP and even less in S.

Buying a domain includes a few more steps than putting the blog on a free blog host, costs money and may be more difficult technically. In return you can choose your own URL name and customize the blog more freely. One of the above may be the reason as to why only one in four of the bloggers got their own domain name.

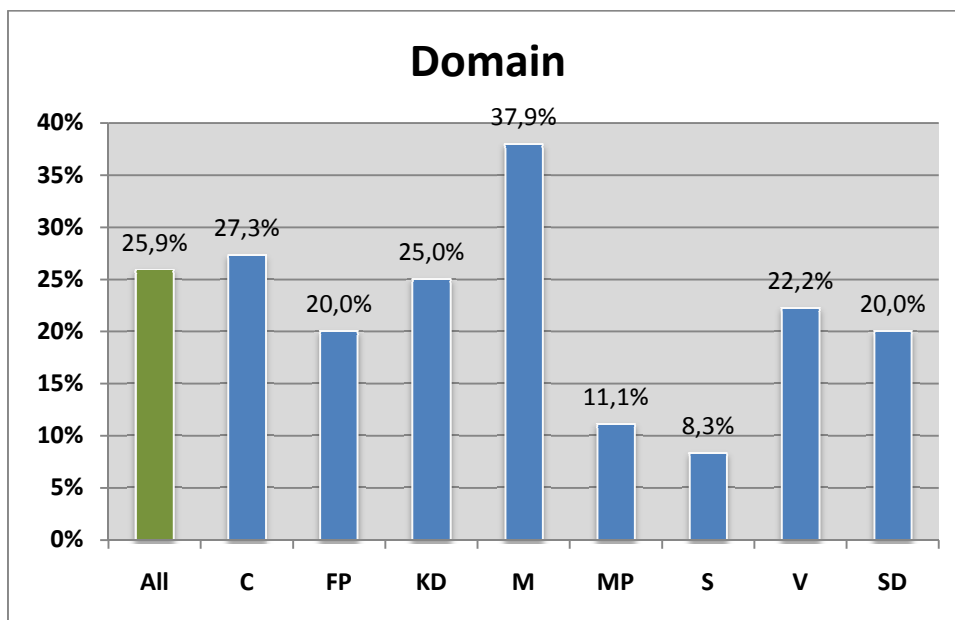


Figure 18: Percentage of own domain names, by party

When comparing the age groups a clear trend shows that the younger the age group, the more inclined on buying a personal domain name. Nearly half of the politicians under 34 have their own domains, while only 13,8% of the eldest group have the same.

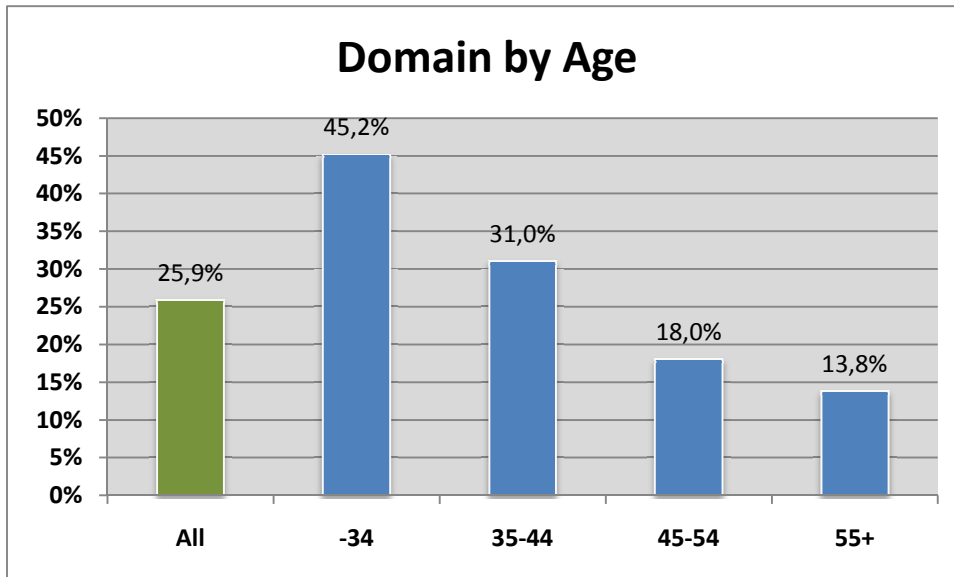


Figure 19: Percentage of own domain names, by age group

No larger differences between the genders were noticed.

Custom template

The use of a custom designed template means the blogger has made an active choice in how the blog should appear to the reader. The difference was quite big with SD in the top with all of their blogs using accustom template and MP following with nearly 90%. Of the examined blogs in FP, only a third had custom templates. What is noticeable is that the females had a 71,2% usage of templates while only 50% of the men had the same.

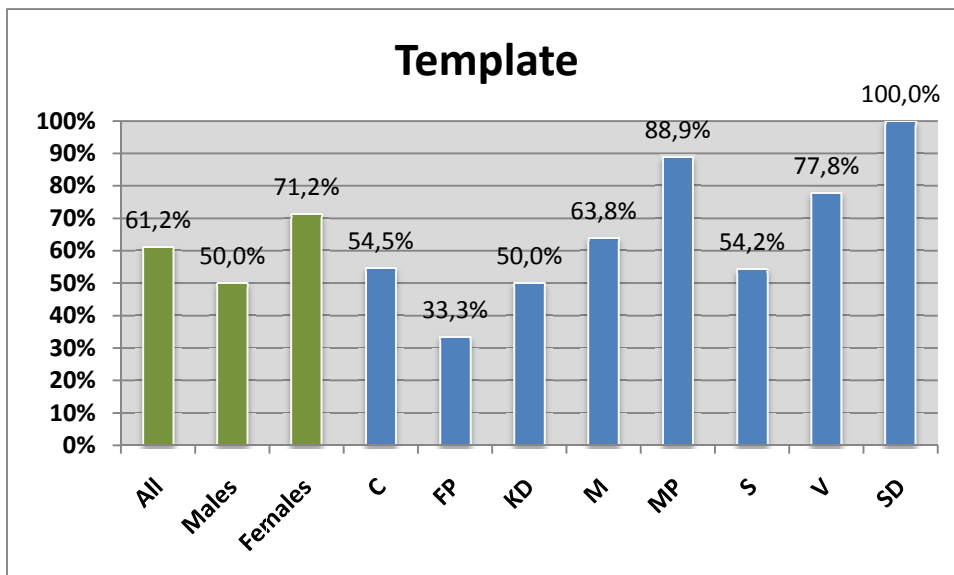


Figure 20: Percentage of blogs with a custom template, by gender and party

Comparisons between the age groups shows that the younger the age group, the more likely to have a custom template in the blog with nearly twice as likely comparing the eldest and youngest groups.

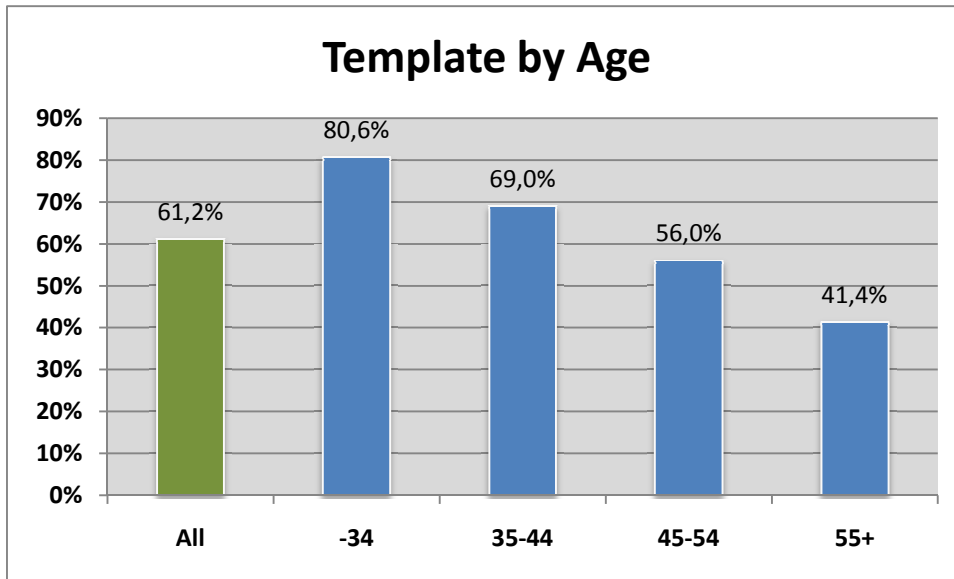


Figure 21: Percentage of blogs with a custom template, by age group

Blogger hyperlinks

As seen in the questionnaire in chapter 4.1, all parties, except for Socialdemokraterna, encourage the use linking, and thus spreading the use, of fellow politicians, and the use of alternative media like Twitter and Facebook. This reflects in the measurement of blogger hyperlinks, where only 8,3% of the blogs used by S had them, to compare with an average of 46,8% and the most habitual users that were C, with 72,7%, while KD and MP only had one in four bloggers to link to fellow bloggers.

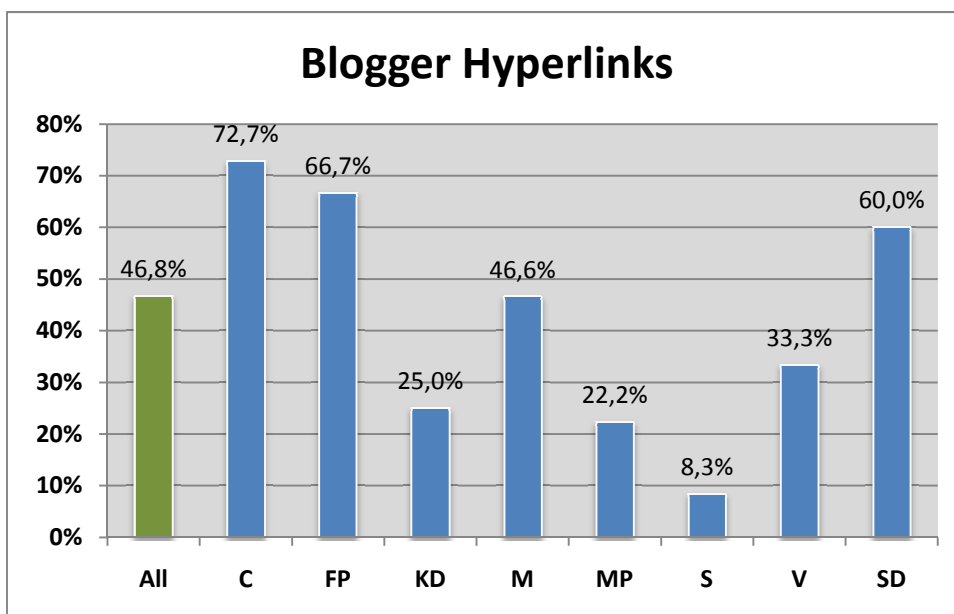


Figure 22: Percentage of blogs with hyperlinks to other bloggers, by party

Twitter

As the younger part of the population turns less and less to traditional media (Stanyer, 2007; Keen, 2007; Weber, 2009) the need to adopt new media is not only important, but essential, for future communication and the politicians must know this to survive in their profession. Again, as seen in the questionnaire in chapter 4.1, all parties, except for Socialdemokraterna, encourage the use of alternative media like Twitter and Facebook. This time, compared to in the case with link usage, S places themselves close to the average use of Twitter.

The display of the micro blog Twitter, indicating that the politician use the same existed on an average of almost 30% of the blogs. The absence of a twitter feed or a link to it, may not exclude the possibility of usage of Twitter, but the opportunity to tell the readers of the blog of its existence and thus getting a higher impact of the message sent. V had the lowest amount of blogs that met the condition with only 11,1%. The total usage is quite lower than the rest of the blogosphere were 83% of the worlds bloggers use twitter (Sussman, 2009). What is noticeable is that the females use Twitter twice as much as males.

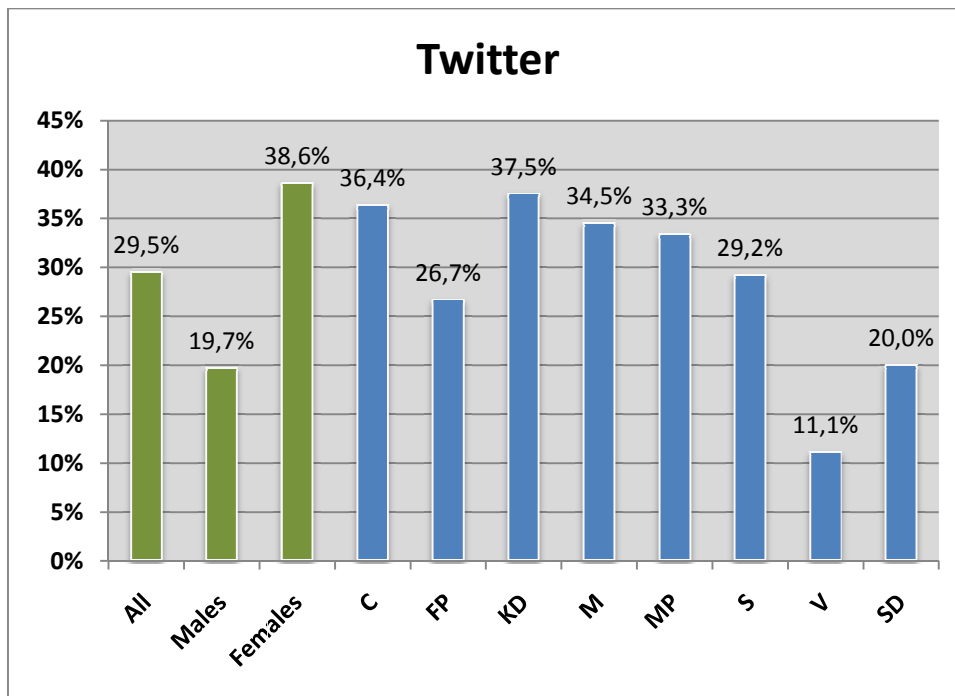


Figure 23: Twitter, by party

But even if the general blogs of the politicians do not match the general blogosphere, one group does close in to the average numbers. The youngest age group have a representation of 61,3% while the curve chart is downwards as the group age increases, with only one in ten of the examined politicians over 55 using it.

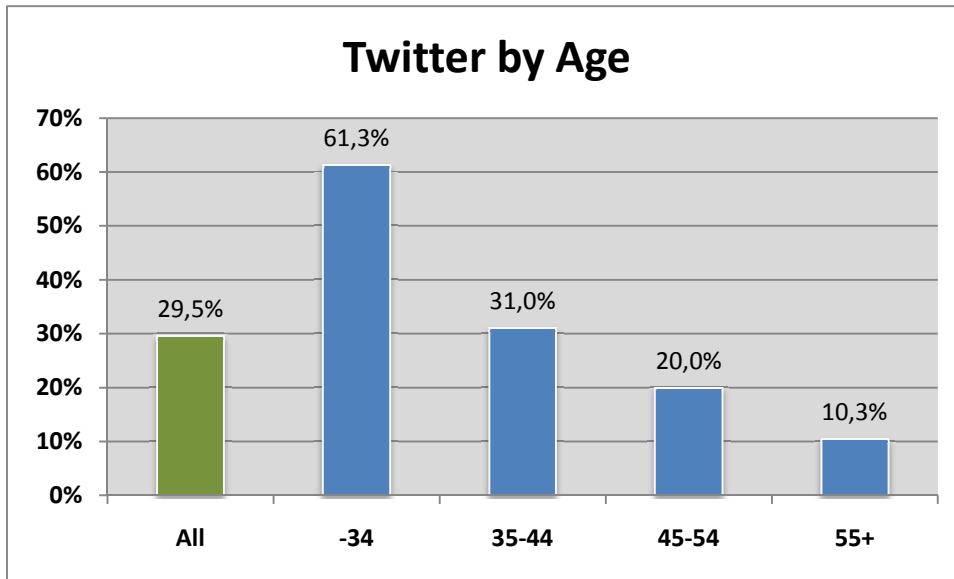


Figure 24: Twitter, by age

Social Share bookmarking

The results in the use of social share bookmarking buttons differed quite big, with 75% of the blogs from KD and 72,7% of the blogs from C, to only 11,1% of the blogs from MP. The right bloc used it more frequently than the left bloc.

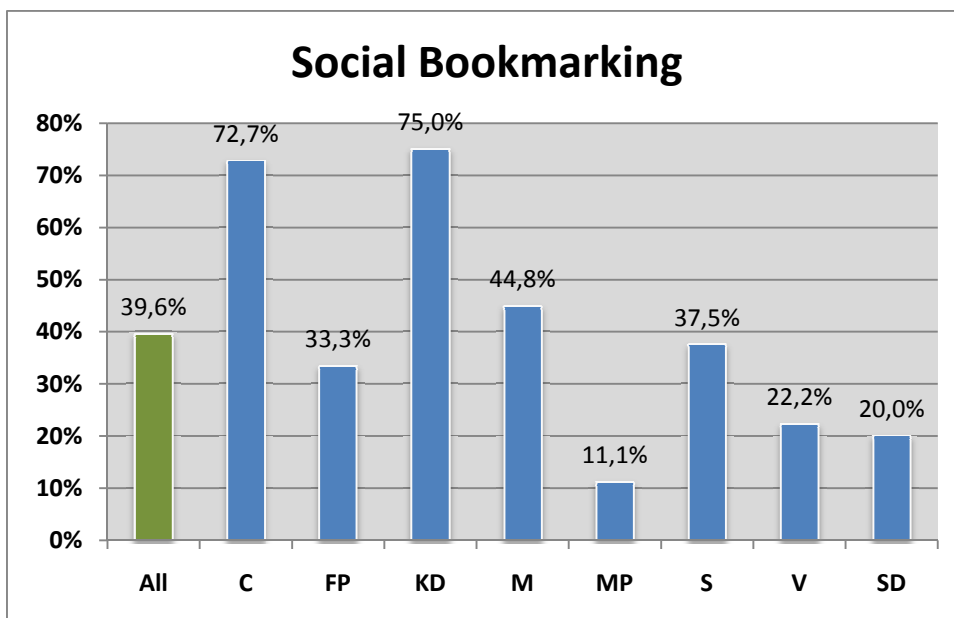


Figure 25: Percentage of blogs with social share bookmarking

Facebook display

The use of Facebook on the blog is on a quite even level, with about 20-30% for all parties. As half the Swedish population uses Facebook, this could mean that either the politicians in the Riksdag is underrepresented in the use or that they have not used the blog as a marketing pillar for their Facebook if they have an account. Also, this time just like in the case of Twitter, S places themselves near the average even though not encouraging their blogger to the use of Twitter and Facebook.

Comparing the gender use of Facebook, no larger differences were detected with 26% for females and 27% for the male bloggers.

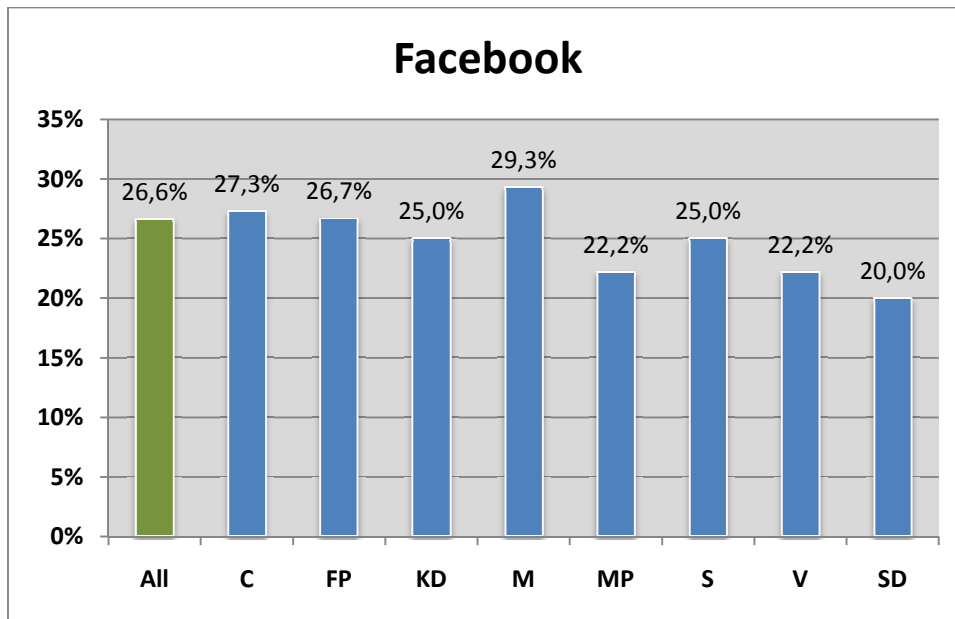


Figure 26: Percentage of blogs with links to Facebook, by party

The same tendencies as with Twitter can be viewed when comparing the age groups as more than half of the youngest age group have a Facebook account linked or displayed on their blog, while only 3,4% of the eldest have the same.

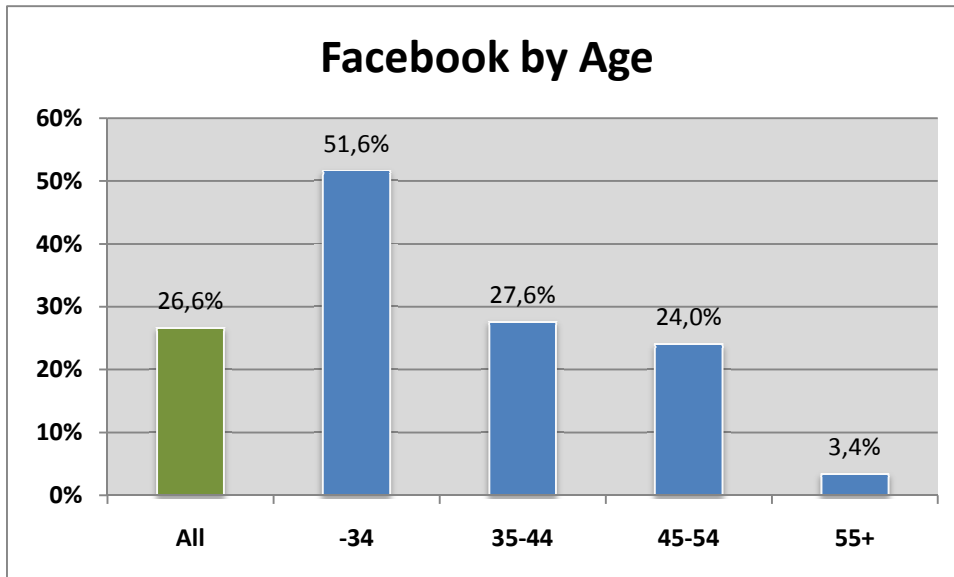


Figure 27: Percentage of blogs with links to Facebook, by age group

Correct or any metadata

All of the description of the blog or website in the metadata, is not obviously visible if you do not know what to look for. But still it is essential for SEO and the blog readers that come through a search engine. When controlled, a surprising tendency was shown: a extremely low number of the examined blogs had any or correct metadata. While three parties had none of their blogs passing the conditions of the metadata, C and M topped the list with about a fifth of their blogs.

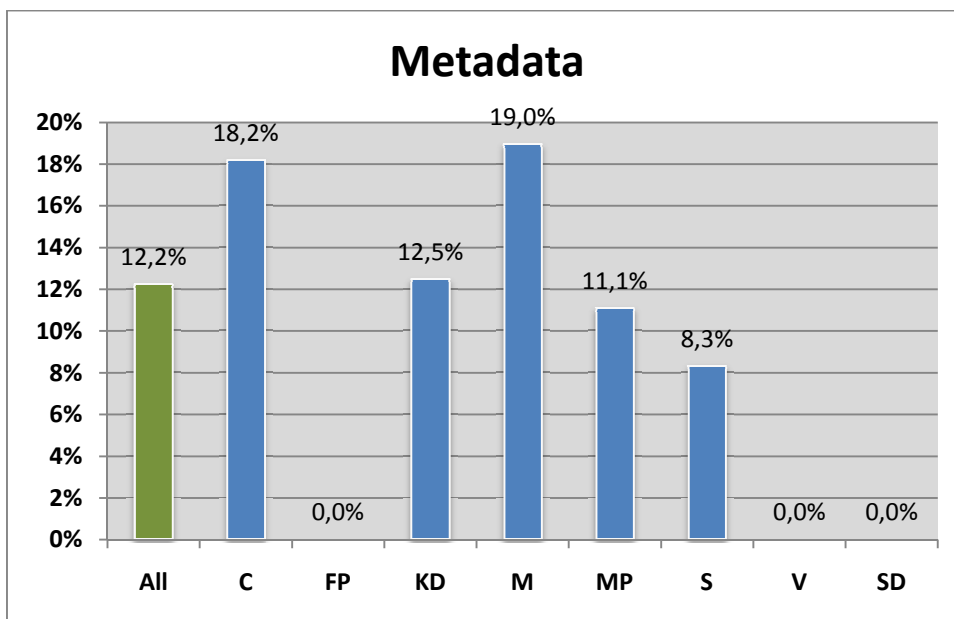


Figure 28: Percentage of blogs with correct metadata, by party

No larger difference in the correct use of meta data between age groups, ranging from 10,3% to 13,8%. This is the only control point where the eldest age group tops the list of usage.

Notably is that most of the blogs had the <title> tag correct, while the other two were incorrect or nonexistent.

Portrait of politician

The ability to promote oneself as a politician and increase the media display, the portrait shows the blog reader the person behind the blog. In all blogs the average was high as almost nine out of ten displayed a portrait of the politician. MP and C had the least portraits with 66,7% and 72,7% while KD had portraits on all their blogs. No larger divergence between the blocs where observed, neither between the age groups.

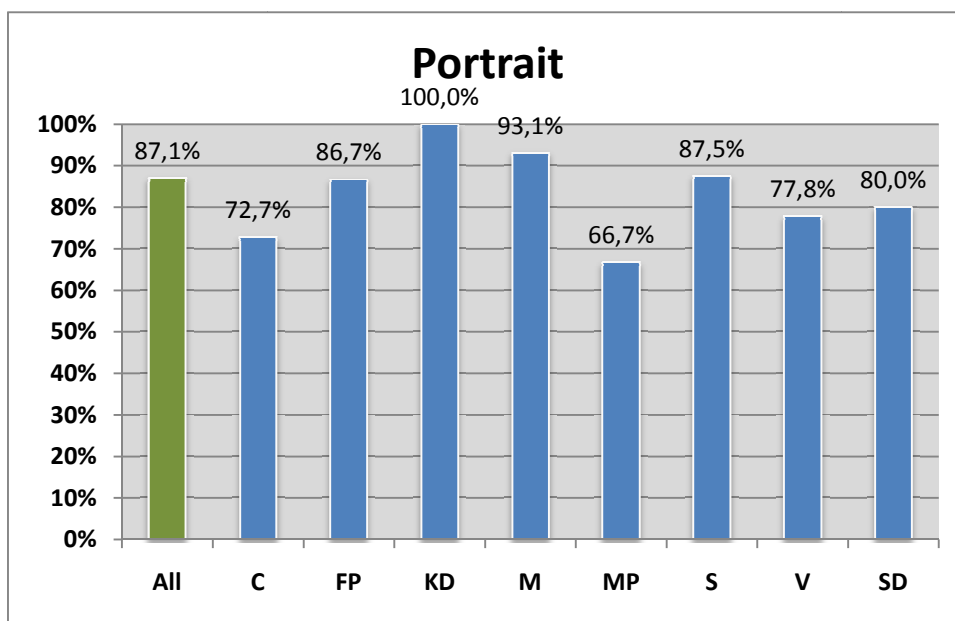


Figure 29: Portrait displayed on blog, by party

Pictures

Use of pictures or photos in the posts or in the blog was generally low, but differed substantially between the parties. C only used pictures in one in ten blogs and while the average was nearly half, SD used pictures in 80% of their blogs. The general blogosphere uses pictures in 82,8% of the blogs, which is higher than the examined blogs.

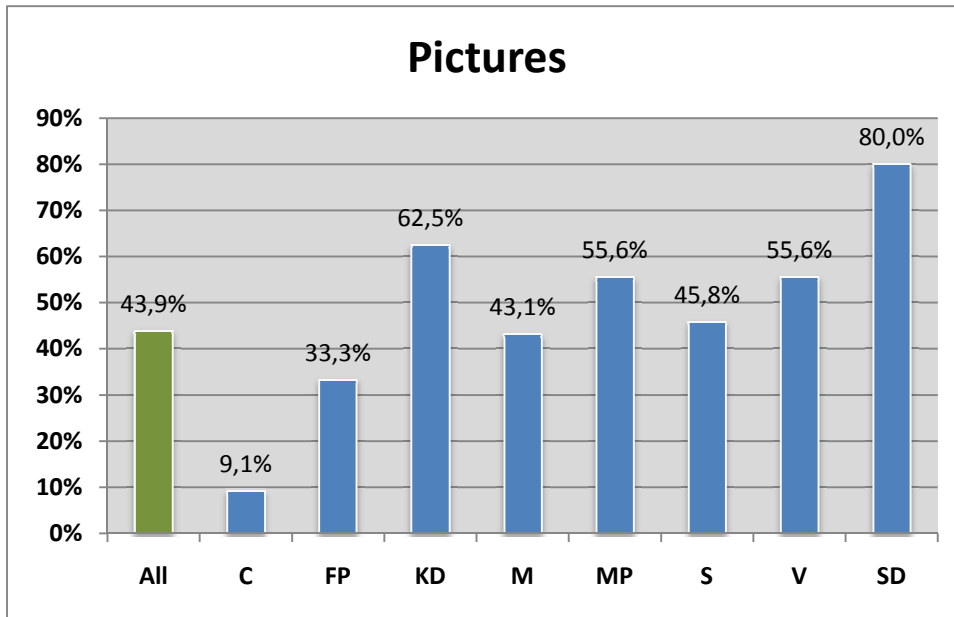


Figure 30: Presence of pictures, by party

The youngest age group uses pictures in nearly three quarters of their blogs, while the other three groups lands between 30-41,4%.

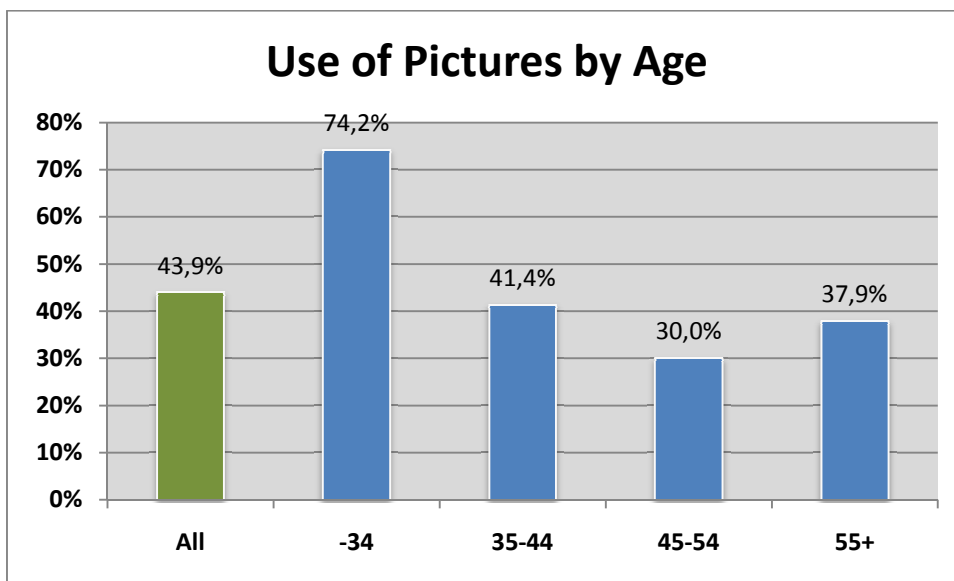


Figure 31: Presence of pictures, by age group

The differences in use of pictures between the genders are small with 46,6% of the females using it and 40,9% of the males.

Video

Comparing the use of videos between the parties, just as with pictures, SD tops the usage of the media form. With 60% compared to the others with numbers below 22,2% and in two parties, no use at all. Males seem to have a little bit bigger tendency to use the video in their blog compared to

females. The general blogosphere used videos in 53,6% of the blogs, which is higher than the examined blogs, except for SD that reaches a higher percentage.

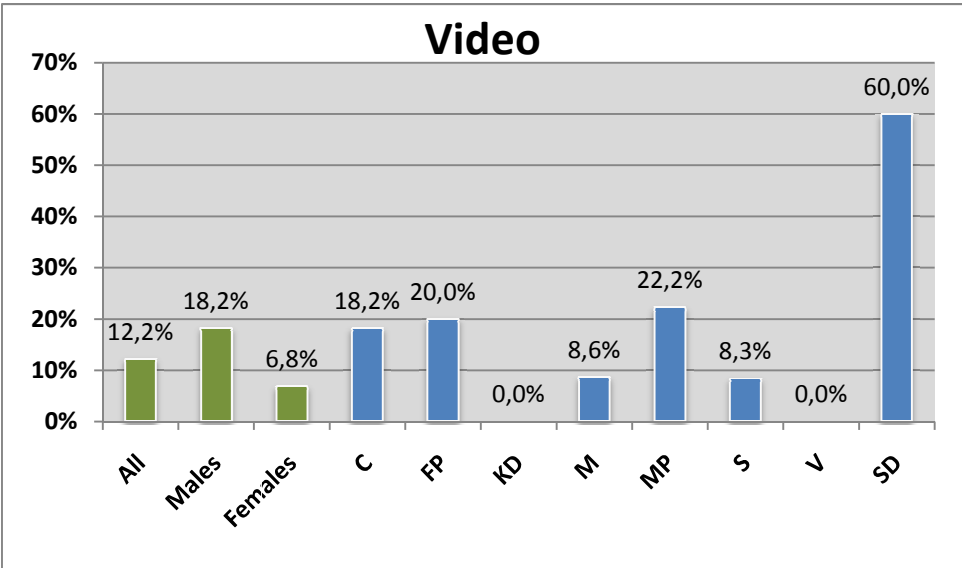


Figure 32: Presence of videos, by party

The larger differences appears when comparing the age groups, where a third of all below 34 use videos in their post compared to the rest of the groups that stay between 6,0% and 6,9%.

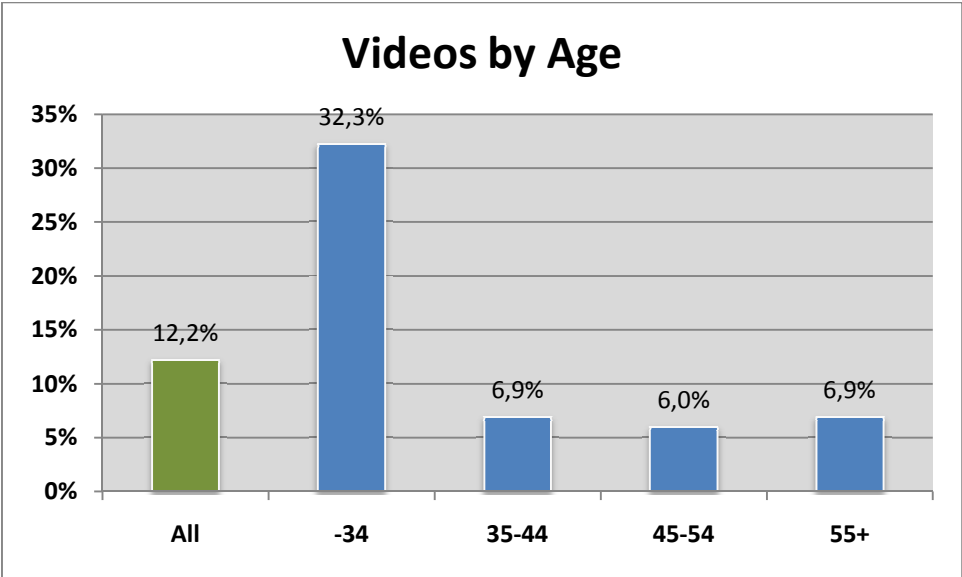


Figure 33: Presence of videos, by age group

Post URL

Over 75% of all blogs passed the requirements for the post URL condition. Among the ones that did not pass the condition were mainly blogs hosted on newspapers and the parties own host. No big differences in post URL were shown between either gender or age group.

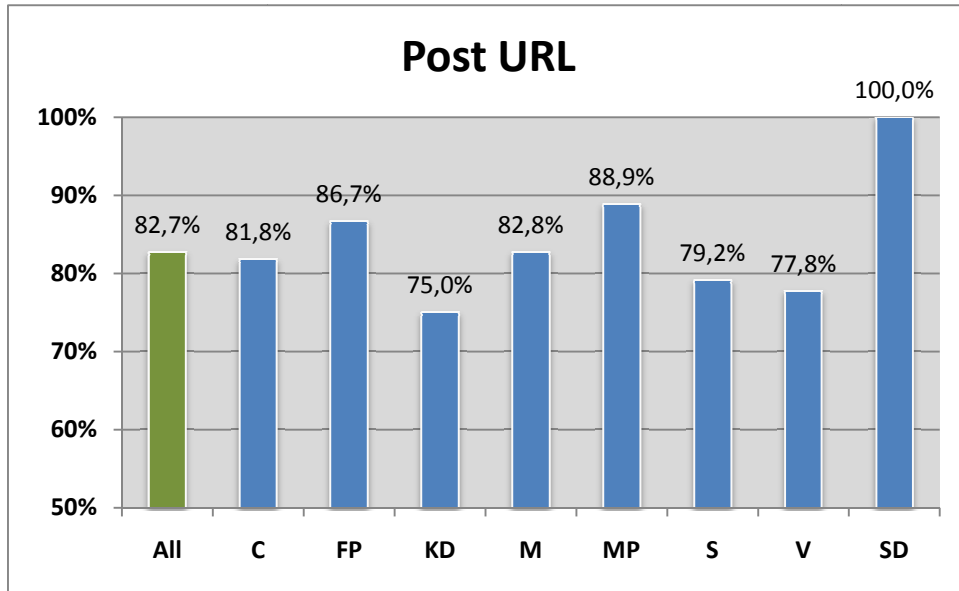


Figure 34: Percentage of post URL according to condition, by party

Spam handling

Nearly all of the blogs had a spam handling that passed the conditions of the test. Among the few that did not meet the test were very popular blogs with a massive amount of replies and reader activity and the blogs that were not very active.

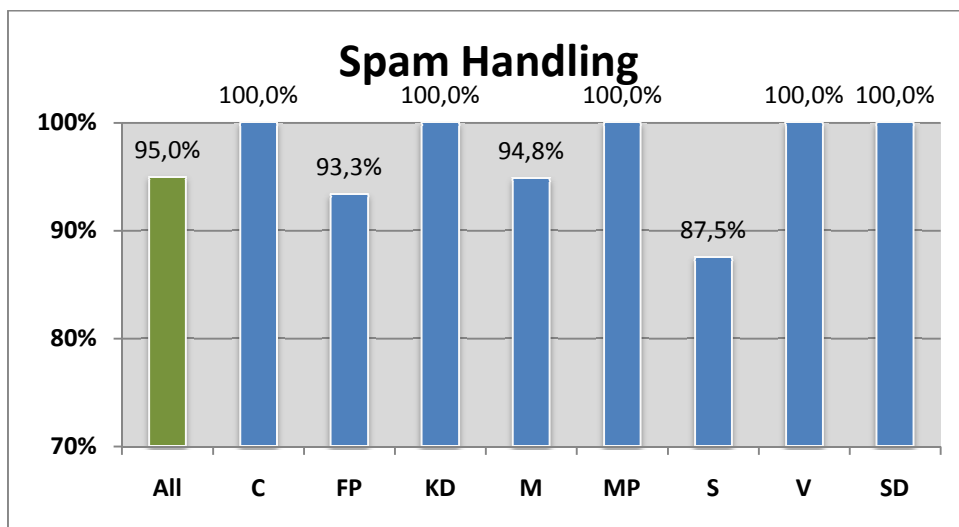


Figure 35: Amount of blogs with spam handling, by party

5. Conclusions and further studies

5.1 Conclusions

The study started with the aim to answer the following question:

- **How does the extent of blogging techniques differ demographically and politically in Swedish political blogs?**

When the study is finished, the research tools have been created and the results are presented, the following conclusive reflections can be made:

The answer and update frequency are connected and could show a lack of interest in the blogs or the potential readers, in those failing to meet the condition stated. Many of the blogs from the primary list were sorted out due to inactivity after the election 2010. They may use them again as the election 2014 is closing in, and therefore the blogs cannot be interpreted as permanently abandoned.

Regarding elections: it is interesting to note the correlation between the low usage of blogs in the S party and their lowest election result since 1914. The lack of blogs and the answer in the questionnaire where it was said that they were not encouraged to use other social media may not be the answer to the low result, but a part of the explanation. If not adapted to new societal developments like technology, it is easy to lose the primary users of it. In this case, it is the younger age group, which will form the new base of voters.

The extremely low use of correct metadata is also surprisingly, but while it may be easy for a person familiar with it-technology, metadata may not be as simple for the persons with no bigger knowledge or interest of the same.

But if blogging is supposed to be a popular national movement, why do not the creators of the blogging software build in more techniques as a standard to facilitate the effective use of the blog? Perhaps of copyright and legal reasons, but most of the techniques controlled are public, like the correct use of metadata. Some techniques may be applicable with the blogging software and some may not, making it impossible to further tune and enhance the blog unless a change of blogging software takes place. The blogging software may also have several of the techniques as a standard function, which may impact the result if examined.

Females use Twitter twice as much as males in this study, and 18,2% of the males use videos in their blog, compared to only 6,8% of the females. The females use custom templates more often than males. Males buy own domains in about 30% of the cases, while females only in 20%.

Apart from those differences, there are not many differences between the genders in the use of examined techniques. The notable conclusion is instead how similar the genders use the examined techniques.

Where few differences between the genders could be noticed, some differences between the parties emerged, but the large differences were between the age groups. The most notable conclusion drawn from the study is that the uses of the examined techniques are more common, the younger age group the politician belongs to. This tendency is also found in the availability to Internet: the younger the age group, the higher percentage of internet access.

Due to small numbers of blogs from some parties no conclusions of certainty could be drawn when comparing the political parties. If divided into blocs larger differences could be noted, but none that was remarkable.

The techniques are used to a lower extent in the examined political blogs than the blogosphere in general.

Although the blog itself is not able to change the political culture in Sweden it is the start of the societal change. American and Swedish politics cannot be exactly compared when it comes to political climate, so the studies had to be adapted to the ruling and cultural climate. But the politics between Sweden and United States of America do have some similarities like: two larger political blocs with a small third and the more frequent use of new media compared to old. Obama had huge impact through social media and Sarah Palin has taken the step even further, participating in the reality show "Sarah Palin's Alaska". Is this the new way of the politicians, broadening their communication channels in every way possible? How will the election 2014 in Sweden be like, when it comes to the use of media, both old and new?

5.2 Further studies

With the numbers emanating from this study, more research can be done, in many more areas than just IT. Political studies can be done on why, if not by chance, the men in (V) are overrepresented in use of technology, when the party is openly feminist, while their conservative counterparts on the right bloc (KD) has the opposite results. Perhaps information technology dissolves the traditional gender boundaries in Swedish politics?

Each party could review their own usage of the blog and social media, and use the gathered statistics in follow-up studies during the electoral term. There will be a new election in 2014 and perhaps lessons can be learned.

The studies done can only establish that there are differences in usage of technologies in politician's blogs, but no explanation why the differences are there. Even if one can sense the similarity and connection with the more active use and availability of ICTs the younger the age groups, further studies of why the age group is the most distinguishable factor in the use of technology in the blogs of the Riksdag must be made to confirm this fact. Also why the examined bloggers distinguish from the rest of the blogosphere in terms of several techniques is further ideas of studies that could be made. The politicians are supposed to represent an average of the population, how are their use of technology compared to the population and not just the blogging community?

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<http://klamydiabrevet.blogspot.com/2010/09/sveket.html> (blog post regarding Annica Holmqvist)

<http://www.nytimes.com/2007/01/29/us/politics/29media.html> (Quote with Ralph Withead in New York Times)

<http://www.facebook.com/press/info.php?statistics>

Appendix 1. Replies from questionnaire

Question/Party	Moderaterna	Folkpartiet	Centerpartiet	Kristdemokraterna
1. Are you using any kind of control document regarding blogs used by your politicians?	No, we do not have any controlling document on how to use the blog. We do have support documents on netiquette and how to use services like knuff.se.	No, but we have a manual that we distribute to the elected and employees with tips and advices.	To us it is important that the bloggers are free to write and think what they want. There is no control document in that aspect.	No control document, but we send guidelines to all bloggers.
2. Do you control color selection and layout for the blog?	No, we don't control color selection and blog layout. The division supply tips, advices and sometimes materials for those who think they need it.	We encourage bloggers to add the party logotype, but also to choose the color scheme and layout suitable with their personality.	No, but we offer a platform for the politicians who want to blog at www.centerpartiet.net . This means that it is easy to set up a blog and that it also follows our graphical profile.	We have developed a graphical template, but it is not compulsory.
3. Do you encourage linking and usage of other social media like Twitter and Facebook on the blog?	We are positive to linking your blog to other social media.	Yes.	Through training and support we encourage how the blog can penetration through connections with e.g Twitter, Facebook and especially by linking to other bloggers.	Yes, we encourage all that have commissions of trust to use social media. The prioritized social media are at the moment: Facebook, Twitter, blogs and Flickr.
4. Do you fund purchases of own domain-names?	No, not ordinarily.	No, it is self-funded.	No, it is self-funded.	Not answered
5. Do you control what type of blogging software to use or is it up to the individual?	No, that is up to the individual user what technology to use.	No, but they are aware that Blogger and Wordpress have the best support possibilities.	No, but many are using "centernätet" because of the ease.	Not answered
6. Is there any support for those who want to put up a blog or do you have IT-staff doing it for the individual	This division works as support and sounding board for the individual politician in terms of internet communication queries. It is	At some occasions the political secretary creates a blog, but normally it is the politicians who do it. Support exists.	Webbased support on the page centerpartiet.net/om/om-centernatet/	Not answered

politician?	very unusual that we put up a blog to our politicians, but we are here if they need us. Some politicians are likely to get help from their colleagues in some way or another, but I don't know that frequency.			
Respondent:	Martin Karlsson, Head of New Media (M)	Hanna Lager, Political Secretary (FP)	Lena Forsman, Head of Communications (C)	Robert Rydefjärd, Head of IT (KD)

	Socialdemokraterna	Vänsterpartiet	Miljöpartiet	Sverigedemokraterna
1. Are you using any kind of control document regarding blogs used by your politicians?	All material we use are available here: http://www.slideshare.net/johansbuzz (no controlling documents, only guides, tips and some templates)	Not answered	Only if using mpbloggar.se and only in layout aspects.	We have an internal document regarding approach to social media.
2. Do you control color selection and layout for the blog?	No outlines or guiding principles exist. It is up to the individual.	We offer all members of the party, blog-templates that we have created, but they may use their own as well.	Only if they use mpbloggar.se, we encourage them to use the standard template, but we allow them to use other templates if they check with us first. External blogs can use any template they want.	The layout is up to each and everyone to frame.
3. Do you encourage linking and usage of other social media like Twitter and Facebook on the blog?	No outlines or guiding principles exist. It is up to the individual.	Not answered	We have helped members of the Riksdag to apply Twitter themes.	We have had a great penetration, both regarding blogs but also on Facebook. We make sure that the information we wants to spread is available in all channels.

4. Do you fund purchases of own domain-names?	No	Not answered	No, it is self-funded.	I cannot comment on that
5. Do you control what type of blogging software to use or is it up to the individual?	No	District blogs and party-groups use Wordpress. Individuals can decide themselves.	We offer everyone that wants a green Wordpress-blogg at mpbloggar.se and it is the software we recommend people to use, but it is up to the individual to choose what to use.	It is up to the individual.
6. Is there any support for those who want to put up a blog or do you have IT-staff doing it for the individual politician?	Yes, but the technology does not restrain the content, it is the individual blogger's opinions that control the content. Technology is secondary. We have a blogging network (Netroots) for all political bloggers.	If anyone need help there is support centrally. The idea is that everyone should have the opportunity to get on the web, regardless of knowledge.	We help members of the Riksdag, the EU parliament and other key-persons technically with home-page, blog, Twitter and Facebook, We also give a limited support for those who blog at mpbloggar.se	We cooperate if needed
Respondent:	Johan Ulvenlöv, Head of Bloggkontakter, Blog network Netroots (S)	Anders Falk, IT-Web (V)	Johan Shiff, Web Editor (MP)	Christoffer Dulny, Press Secretary (SD)

Appendix 2. Data gathering from examined blogs

Name	Party	Blog	DOB	Gender	AG	Age	Update	Post Lenght	Answer	RSS	Domain	Template	Hyper-links	Twitter	Soc. BM	FB	Meta Data	Portrait	Pics	Video	Post URL	Spam	Total
Emil Källström	C	http://emilkallstrom.se/	1987	m	A	23	1	1	1	0	1	1	1	1	1	0	0	0	0	0	1	1	10
Annie Johansson	C	http://anniejohansson.se/	1983	k	A	27	1	1	1	0	0	1	1	1	1	1	1	1	1	1	1	1	14
Fredrick Federley	C	http://federley.blogspot.com/	1978	m	A	32	1	1	1	1	0	0	1	1	1	1	0	1	0	0	1	1	11
Johan Linander	C	http://johanlinander.se/blog/	1974	m	B	36	1	1	1	1	1	1	1	0	0	0	0	0	0	0	1	1	9
Per Lodenius	C	http://lodenius.se/	1966	m	B	44	0	1	1	1	1	0	0	0	1	0	1	0	0	0	1	1	8
Annika Carlsson	C	http://qarlsson.se/wordpress/	1964	k	C	46	1	1	1	1	0	1	1	0	0	0	0	1	0	0	0	1	8
Åsa Torstensson	C	http://bohuslaningen.se/asiktdebatt/riksdagsbloggarna/1.1003573-c-bloggen	1958	k	C	52	1	1	1	0	0	0	0	0	0	0	0	1	0	0	0	1	5
Kenneth Johansson	C	http://kennethjohansson.centerpartiet.net/	1956	m	C	54	0	0	1	1	0	0	1	0	1	0	0	1	0	0	1	1	7
Kerstin Lundgren	C	http://kerstinlundgren.blogspot.com/	1955	k	D	55	1	1	1	1	0	1	0	1	1	0	0	1	0	0	1	1	10
Staffan Danielsson	C	http://staffandanielsson.blogspot.com/	1947	m	D	63	1	1	1	0	0	0	1	0	1	0	0	1	0	0	1	1	8
Andreas Carlgren	C	http://andreas.centerpartiet.net/	1958	m	C	52	1	1	1	1	0	1	1	0	1	1	0	1	0	1	1	1	12
Karin Granbom Ellison	FP	http://granbomellison.blogspot.com/	1977	k	A	33	0	1	1	1	0	0	1	0	1	0	0	1	1	0	1	1	9
Fredrik Malm	FP	http://www.fredrikmalm.org/category/blogg/	1977	m	A	33	0	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	14
Nina Larsson	FP	http://www.ninalarsson.se/	1976	k	A	34	1	1	1	0	1	1	1	1	1	1	0	1	1	0	1	1	13
Birgitta Ohlsson	FP	http://www.birgitta.nu/blogg	1975	k	B	35	1	1	0	0	1	1	0	0	0	1	0	1	1	0	1	1	9
Christer Nylander	FP	http://christernylander.blogspot.com/	1968	m	B	42	1	1	1	1	0	0	1	0	1	0	0	1	0	0	1	1	9
Johan Pehrson	FP	http://johanpehrson.blogspot.com	1968	m	B	42	1	1	1	1	0	0	1	0	0	0	0	1	0	0	1	1	8
Allan Widman	FP	http://allanwidman.blogspot.com/	1964	m	C	46	1	1	1	1	0	0	0	0	0	0	0	1	0	0	1	1	7
Eva Flyborg	FP	http://flyborg.wordpress.com/	1963	k	C	47	1	1	1	1	0	1	1	1	1	1	0	1	1	0	1	1	13
Nina Lundström	FP	http://ninalundstrom.wordpress.com/	1961	k	C	49	1	1	1	1	0	1	1	1	0	0	0	0	0	0	1	1	9
Lars Tysklind	FP	http://bohuslaningen.se/asiktdebatt/riksdagsbloggarna/1.975412-fp-bloggen	1953	m	D	57	1	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1	5
Anita Brodén	FP	http://anitabrodensblogg.blogspot.com/	1948	k	D	62	0	1	1	1	0	0	0	0	0	0	0	1	0	0	1	1	6
Gunnar Andrén	FP	http://www.gunnarandren.blogspot.com/	1946	m	D	64	1	1	1	1	0	0	1	0	0	0	0	0	0	0	1	1	7
Carl B Hamilton	FP	http://hamiltonsblandning.blogspot.com/	1946	m	D	64	1	1	0	1	0	0	0	0	0	0	0	1	0	0	1	0	5
Ulf Nilsson	FP	http://ulf-nilsson.blogspot.com/	1945	m	D	65	0	1	1	1	0	0	1	0	0	0	0	1	0	1	1	1	8
Barbro Westerholm	FP	http://westerholmbarbro.blogspot.com/	1933	k	D	77	0	1	1	1	0	0	1	0	0	0	0	1	0	1	0	1	7

Caroline Szyber	KD	http://carolineszyber.se/	1981	k	A	29	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	14
Anders Sellström	KD	http://blogg.vk.se/anders/	1964	m	C	46	0	1	1	1	0	0	0	0	1	1	1	0	0	1	1	9
Désirée Pethrus Engström	KD	http://www.desireesblogg.se/	1959	k	C	51	1	1	1	1	1	0	0	0	0	0	1	0	0	0	1	8
Tuve Skånberg	KD	http://tuveskanberg.wordpress.com/	1956	m	C	54	0	1	1	0	0	1	0	0	1	0	0	1	1	0	1	8
Anders Andersson	KD	http://andersarena.blogspot.com/	1955	m	D	55	1	1	0	1	0	1	0	0	0	0	0	1	1	0	1	8
Annelie Enochson	KD	http://annelieenochson.blogspot.com/	1953	k	D	57	1	1	1	1	0	0	0	0	0	0	1	1	0	1	1	8
Lars Gustafsson	KD	http://riksdagsvardag.blogspot.com/	1951	m	D	59	1	1	1	0	0	0	1	0	0	0	0	1	0	0	1	7
Roland Utbult	KD	http://bohuslaningen.se/asiktdebatt/riksdagsloggarna/1.974418-kd-bloggen	1951	m	D	59	0	1	1	1	0	0	0	0	0	0	0	1	1	0	0	6
Hanif Bali	M	http://hejahanif.se/	1987	m	A	23	0	0	1	0	1	1	0	0	1	1	0	1	1	0	1	9
Amir Adan	M	http://www.amiradan.se/	1985	m	A	25	0	0	0	0	1	1	0	0	0	0	0	1	1	1	0	5
Johan Hultberg	M	http://www.johanhultberg.se/	1985	m	A	25	1	1	1	1	1	1	0	0	1	1	0	1	1	1	1	13
Jenny Petersson	M	http://jennypetersson.blogspot.com/	1981	k	A	29	1	1	0	1	0	1	0	1	1	1	0	1	1	0	1	11
Oskar Öholm	M	http://oskaroholm.wordpress.com/	1980	m	A	30	0	1	1	1	0	1	1	1	1	0	0	1	0	0	1	10
Marta Obminska	M	http://marta2010.se/category/blogg/	1979	k	A	31	0	1	1	0	1	1	0	1	0	1	0	0	0	0	1	8
Johan Forssell	M	http://johanforssell.com/	1979	m	A	31	1	1	1	0	1	1	1	1	0	0	0	1	1	0	1	11
Åsa Coenraads	M	http://asacoenraads.blogspot.com/	1978	k	A	32	1	1	1	1	0	1	1	0	1	0	0	1	1	0	1	11
Eliza Roszkowska Öberg	M	http://eliza-moderat.blogspot.com/	1978	k	A	32	1	1	1	1	0	0	1	1	1	0	0	1	1	0	1	11
Lars Hjalmered	M	http://larshjalmered.se/	1977	m	A	33	1	1	1	1	1	0	0	0	1	1	0	1	1	0	0	10
Karl Sigfrid	M	http://karlsigfrid.se/	1977	m	A	33	0	1	1	1	1	1	1	0	0	0	0	1	0	1	1	10
Sofia Arkelsten	M	http://arkelsten.blogspot.com/	1976	k	A	34	0	1	1	1	0	1	0	1	1	0	1	1	0	0	1	10
Christian Holm	M	http://blogg.vf.se/christian/	1976	m	A	34	1	1	1	1	0	0	0	0	1	0	0	1	1	0	1	9
Olof Lavesson	M	http://lavesson.blogspot.com/	1976	m	A	34	0	0	1	1	0	1	0	1	1	0	0	1	1	0	1	9
Edward Riedl	M	http://blogg.vk.se/edward/	1976	m	A	34	1	0	0	1	0	0	1	0	0	1	1	1	1	0	1	9
Henrik von Sydow	M	http://www.henrikvonsydow.se/	1976	m	A	34	0	1	1	1	1	1	0	1	0	1	0	1	0	0	1	10
Gustav Blix	M	http://www.gustavblix.com/	1974	m	B	36	0	1	1	1	1	1	1	0	0	0	1	1	1	0	1	11
Johnny Munkhammar	M	http://www.munkhammar.org/blog/index.aspx	1974	m	B	36	1	1	1	1	1	1	0	0	0	0	0	1	1	0	0	9
Ulrika Karlsson i Uppsala	M	http://ulrikakarlsson.wordpress.com/	1973	k	B	37	0	1	1	1	0	1	1	0	0	0	0	1	1	0	1	9

Malin Löfsjögård	M	http://www.malinlofsjogard.blogspot.com/	1972	k	B	38	0	1	1	1	0	1	0	0	0	0	0	1	0	0	1	1	7
Anna Kinberg Batra	M	http://annakinbergbatra.blogspot.com/	1970	k	B	40	0	0	1	1	0	0	1	1	0	1	0	1	0	0	1	1	8
Cecilie Tenfjord-Toftby	M	http://cecilietoftby.wordpress.com/	1970	k	B	40	1	1	1	0	0	1	1	1	0	0	0	1	0	0	1	1	9
Åsa Ågren Wikström	M	http://asawikstrom.blogspot.com/	1970	k	B	40	0	1	1	1	0	1	1	1	1	0	0	1	0	0	1	1	10
Henrik Ripa	M	http://henrikripa.se/	1968	m	B	42	0	0	1	0	1	0	0	1	1	1	1	1	0	0	0	1	8
Annicka Engblom	M	http://annickaengblom.blogspot.com/	1967	k	B	43	0	1	1	1	0	1	1	1	0	1	0	1	1	1	1	1	12
Elisabeth Svantesson	M	http://elisabethsvantesson.se/	1967	k	B	43	0	1	0	0	1	1	0	0	0	0	0	0	0	0	1	1	5
Lars Beckman	M	http://larsbeckman.blogspot.com/	1967	m	B	43	1	1	1	1	0	1	0	0	0	1	0	1	0	0	1	1	9
Ann-Charlotte Hammar Johnsson	M	http://ann-charlotte.blogspot.com/	1966	k	B	44	0	1	1	1	0	1	0	1	1	0	0	1	0	0	1	1	9
Sten Tolgfors	M	http://tolgfors.wordpress.com/	1966	m	B	44	0	1	1	0	0	1	1	0	0	0	0	1	0	0	1	1	7
Catharina Elmsäter-Svärd	M	http://moderaterna.net/catharina/	1965	k	C	45	1	1	1	0	0	1	1	0	0	1	0	1	1	0	1	1	10
Stefan Caplan	M	http://stefancaplan.se/nyheter/	1965	m	C	45	1	1	1	0	1	0	0	0	1	0	0	1	0	0	0	1	7
Hans Wallmark	M	http://hanswallmark.blogspot.com/	1965	m	C	45	0	0	1	1	0	0	0	0	0	1	0	1	0	0	1	0	5
Elisabeth Björnsdotter Rahm	M	http://blogg.vk.se/elisabethbjornsdotter	1964	k	C	46	1	1	1	1	0	1	1	0	1	0	1	1	0	0	1	1	11
Mats Gerdau	M	http://gerdausskolblog.blogspot.com/	1964	m	C	46	1	1	1	1	0	1	1	0	1	0	1	1	0	0	1	1	11
Ewa Björling	M	http://frihandelsministern.wordpress.com/	1961	k	C	47	1	1	0	0	0	1	1	0	0	0	0	0	1	0	1	1	7
Maria Abrahamsson	M	http://www.mariaabrahamsson.nu/	1963	k	C	47	1	1	1	1	1	1	1	1	0	0	1	1	0	1	1	13	
Ulrik Nilsson	M	http://ulriknilsson.blogggratis.se/	1963	m	C	47	0	1	1	1	0	0	0	0	0	1	0	0	0	1	1	6	
Helena Bouveng	M	http://helenabouveng.wordpress.com/	1962	k	C	48	0	1	1	0	0	1	1	0	0	0	0	1	0	0	0	1	6
Isabella Jernbeck	M	http://isabellajernbeck.blogspot.com/	1962	k	C	48	1	1	1	1	0	0	0	0	0	0	0	1	0	0	1	1	7
Cecilia Magnusson	M	http://ceciliamagnusson.se/	1962	k	C	48	0	0	1	0	1	0	1	1	1	1	0	1	0	0	0	1	8
Lotta Olsson	M	http://moderatlotta.wordpress.com/	1960	k	C	50	1	1	0	1	0	1	1	0	0	0	0	1	0	0	1	1	8
Göran Pettersson	M	http://dinledamot.blogspot.com/	1960	m	C	50	1	1	1	1	0	0	1	1	1	0	0	1	0	1	1	1	11
Jan-Evert Rådström	M	http://bloggar.nwt.se/radhstrom/	1960	m	C	50	1	1	1	1	0	0	0	0	1	0	1	1	0	0	1	1	9
Margareta Cederfelt	M	http://margaretacederfelt.blogspot.com/	1959	k	C	51	0	1	1	0	0	0	1	0	0	0	0	1	0	0	1	1	6
Anti Avsan	M	http://www.antiavsan.blogspot.com/	1958	m	C	52	1	1	0	1	0	1	1	0	0	0	0	1	1	0	1	1	9
Susanna Haby	M	http://susannahaby.nu/minblogg/	1957	k	C	53	0	0	1	0	1	0	0	0	1	1	0	1	0	0	0	1	6

Lena Asplund	M	http://www.lenaasplund.blogspot.com/	1956	k	C	54	0	1	1	1	0	0	1	1	1	0	0	1	1	0	1	1	10
Anne Marie Brodén	M	http://annemariebroden.se/	1956	k	C	54	0	1	0	1	1	1	0	0	1	0	0	1	1	0	1	1	9
Lars-Arne Staxäng	M	http://larsarnestaxang.se/	1956	m	C	54	0	0	1	0	1	0	0	0	1	1	0	1	0	0	0	1	6
Mikael Cederbratt	M	http://www.mikaelcederbratt.se/blogg/	1955	m	D	55	1	1	1	0	1	0	0	0	1	1	0	1	0	0	1	1	9
Magdalena Andersson	M	http://magdalenamoderat.wordpress.com/	1954	k	D	56	0	1	1	1	0	1	0	0	0	0	0	1	1	0	1	1	8
Mats Johansson	M	http://www.matsjohansson.net/	1951	m	D	59	1	1	1	0	1	0	0	0	0	0	0	1	0	0	1	1	7
Katarina Brännström	M	http://katarinabrannstrom.blogspot.com/	1950	k	D	60	1	1	1	1	0	1	1	0	0	0	0	1	1	0	1	1	10
Margareta Pålsson	M	http://www.metapalsson.se/	1949	k	D	61	0	0	1	0	1	1	0	0	0	0	1	1	0	0	0	1	6
Carl Bildt	M	http://carlbildt.wordpress.com/	1949	m	D	61	1	1	0	0	0	1	1	1	0	0	1	1	0	0	1	0	8
Lars Elinderson	M	http://www.elinderson.moderat.se/	1949	m	D	61	0	0	1	0	0	0	0	0	0	0	0	1	1	0	1	1	5
Gustav Nilsson	M	http://gustavn.blogspot.com/	1949	m	D	61	1	1	1	1	0	0	0	0	0	0	0	1	1	0	1	1	8
Eva Lohman	M	http://lohman.nu/site/blogg.html	1948	k	D	62	0	1	1	0	1	1	0	1	1	0	1	1	0	0	1	1	10
Maria Ferm	MP	http://www.mariaferm.blogspot.com/	1985	k	A	25	1	1	1	1	0	1	1	1	0	0	0	1	1	1	1	1	12
Åsa Romson	MP	http://www.asaromson.se/	1972	k	B	38	1	1	1	0	1	1	0	1	1	1	0	1	1	0	1	1	12
Jonas Eriksson	MP	http://jonaserikssonmp.blogspot.com/	1967	m	B	43	0	1	1	1	0	1	0	0	0	0	0	1	1	1	1	1	9
Annika Lillemets	MP	http://annikalillemets.mpbloggar.se/	1962	k	C	48	0	0	0	1	0	1	0	0	0	0	0	1	0	0	1	1	5
Gunvor G Ericson	MP	http://gge-gunvor.blogspot.com/	1960	k	C	50	1	1	1	1	0	1	1	1	0	1	0	1	1	0	1	1	12
Tina Ehn	MP	http://bohuslaningen.se/asiktdebatt/riksdagsbloggarna/1.979601-mp-bloggen	1960	k	C	50	0	1	1	1	0	0	0	0	0	0	0	1	0	0	0	1	5
Bodil Ceballos	MP	http://bodilceballos.wordpress.com/	1958	k	C	52	0	1	1	1	0	1	0	0	0	0	0	0	1	0	1	1	7
Stina Bergström	MP	http://stina.mpbloggar.se/	1958	k	C	52	1	1	1	1	0	1	0	0	0	0	0	0	0	0	1	1	7
Jan Lindholm	MP	http://blogg.mp.se/janlindholm/	1951	m	D	59	0	1	1	0	0	1	0	0	0	0	1	0	0	0	1	1	6
Sara Karlsson	S	http://sarakarlsson.wordpress.com/	1985	k	A	25	0	1	1	1	0	1	1	1	0	1	0	1	1	0	1	1	11
Maryam Yazdanfar	S	http://www.maryambloggar.blogspot.com/	1980	k	A	30	1	0	0	1	0	1	1	0	1	0	0	1	1	0	1	1	9
Elin Lundgren	S	http://elinlundgren.webblogg.se/	1978	k	A	32	1	1	1	0	0	1	0	0	0	0	0	1	1	0	1	1	8
Hannah Bergstedt	S	http://www.cihlinfoto.se/wpblogg/	1977	k	A	33	0	1	0	1	1	1	0	1	0	1	1	1	1	1	0	0	10
Fredrik Lundh Sammeli	S	http://www.lundhsammeli.blogspot.com/	1977	m	A	33	1	1	0	1	0	1	0	1	1	1	0	1	1	1	1	1	12
Matilda Ernkran	S	http://matildaernkrans.blogspot.com/	1973	k	B	37	1	1	1	1	0	0	1	0	0	0	0	1	0	0	1	1	8
Veronica Palm	S	http://veronica-palm.blogspot.com/	1973	k	B	37	1	1	1	1	0	0	1	1	0	1	0	1	1	0	1	1	11
Helén Pettersson	S	http://helenpettersson.blogspot.com/	1972	k	B	38	1	1	0	1	0	1	1	0	1	0	0	1	0	0	1	1	9

Luciano Astudillo	S	http://blogg.expressen.se/astudillo/	1972	m	B	38	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	1	4
Kenneth G Forslund	S	http://minkommentar.wordpress.com/	1967	m	B	43	0	1	1	1	0	1	0	0	0	0	0	0	0	0	0	1	6
Olle Thorell	S	http://ollekoll.blogspot.com/	1967	m	B	43	0	1	1	1	0	0	0	0	0	0	0	1	1	0	1	1	7
Lars Mejern Larsson	S	http://blogg.vf.se/mejern/	1965	m	C	45	1	0	1	1	0	0	0	0	1	0	0	0	1	0	1	1	7
Ylva Johansson	S	http://www.ylvajohansson.se/	1964	k	C	46	0	1	0	1	1	1	1	0	0	0	0	1	0	0	1	0	7
Gunilla Svantorp	S	http://blogg.vf.se/gunillasvantorp/	1964	k	C	46	1	1	1	1	0	1	0	0	1	0	0	1	1	0	1	1	10
Eva-Lena Jansson	S	http://evalenajansson.blogspot.com/	1963	k	C	47	0	0	1	1	0	1	0	1	0	0	0	1	0	0	1	0	6
Ann-Kristine Johansson	S	http://blogg.vf.se/anki/	1962	k	C	48	1	1	1	1	0	0	1	0	1	0	0	1	0	0	1	1	9
Pia Nilsson	S	http://pianilsson.blogspot.com/	1962	k	C	48	0	1	0	1	0	0	0	0	0	1	0	1	0	0	1	1	6
Carina Adolfsson Elgestam	S	http://carinaae.webblogg.se	1959	k	C	51	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1	3
Monica Green	S	http://monicagreen.webblogg.se/	1959	k	C	51	1	1	1	1	0	0	1	1	0	0	0	1	1	0	0	1	9
Berit Högman	S	http://blogg.vf.se/berithogman/	1958	k	C	52	1	1	1	1	0	0	0	0	1	0	0	1	0	0	1	1	8
Carina Hägg	S	http://carinahagg.blogspot.com/	1957	k	C	53	1	0	1	1	0	1	0	1	1	1	0	1	0	0	1	1	10
Åsa Lindestam	S	http://asalindestam.blogspot.com/	1956	k	C	54	0	1	1	1	0	1	1	0	0	0	0	1	1	0	1	1	9
Helene Petersson	S	http://blogg.vk.se/helenpetersson	1956	k	C	54	1	1	1	1	0	0	0	0	0	1	1	0	0	1	1	8	
Thomas Strand	S	http://broderstrand.blogspot.com/	1954	m	D	56	0	1	1	1	0	0	1	0	1	0	0	1	0	0	0	1	7
William Petzäll	SD	http://williampetzall.wordpress.com/	1988	m	A	22	0	0	1	1	0	1	1	1	0	1	0	1	0	1	1	1	10
Kent Ekeröth	SD	http://kentekeroth.se/	1981	m	A	29	1	0	1	1	1	1	1	1	0	0	0	0	1	1	1	1	11
Carina Herrstedt	SD	http://herrstedt.blogspot.com/	1971	k	B	39	0	1	1	1	0	1	0	0	1	0	0	1	1	0	1	1	9
Thoralf Alfsson	SD	http://thoralfalfsson.webblogg.se/	1957	m	C	53	1	1	1	1	0	1	1	0	0	0	0	1	1	1	1	1	11
Stellan Bojerud	SD	http://mopsen.wordpress.com/	1944	m	D	66	1	1	1	1	0	1	0	0	0	0	0	0	1	0	1	1	8
Jens Holm	V	http://jensholm.se/	1971	m	B	39	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	14
Amineh Kakabaveh	V	http://amineh.wordpress.com/	1970	k	B	40	1	1	0	1	0	1	0	0	0	0	0	0	1	0	1	1	7
Jonas Sjöstedt	V	http://jonassjostedt.se/	1964	m	C	46	1	1	1	1	1	1	1	0	1	1	0	1	0	0	0	1	11
Ulla Andersson	V	http://ullaandersson.v-blog.se/	1963	k	C	47	1	0	0	1	0	1	0	0	0	0	0	0	0	0	1	1	5
Eva Olofsson	V	http://evaolofsson.v-blog.se/	1952	k	D	58	0	1	0	1	0	1	0	0	0	0	0	1	0	0	1	1	6
Kent Persson	V	http://kentpersson.v-blog.se/	1951	m	D	59	0	0	1	1	0	1	0	0	0	0	0	1	0	0	1	1	6
Wiwi-Anne Johansson	V	http://bohuslaningen.se/asiktdebatt/riksdagsbloggarna/1.974397-v-bloggen	1950	k	D	60	0	1	1	1	0	0	0	0	0	0	0	1	1	0	0	1	6

Jacob Johnson	V	http://jacobjohnson.v-blog.se/	1948	m	D	62	0	1	1	1	0	1	0	0	0	0	0	1	1	0	1	1	8
Bengt Berg	V	http://bengtbergs.blogspot.com/	1946	m	D	64	0	1	0	1	0	0	1	0	0	0	0	1	1	0	1	1	7