



EVALUATION OF THE USE OF THE INTERNET AND SOCIAL MEDIA PLATFORMS IN THE ELECTORAL CAMPAIGNS FOR THE LEGISLATIVE ELECTIONS OF MARCH 2016 IN CABO VERDE

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ABSTRACT: *The main purpose of this study was to evaluate and describe the opinion of a group of Cabo Verdeans on the use of internet and digital social media platforms by political parties / candidates in the legislative elections held in March 2016, focusing on the use of strategy political digital marketing to communicate / interact and persuade voters. To achieve this purpose, a quantitative - descriptive research was used, using the structured electronic questionnaire as a data collection instrument. The sampling typology used was non-probabilistic, for convenience and accessibility, and the sample of 131 elements consisted of the participants' voluntary adherence to the questionnaire that was available during the month of June 2016 on the Google form platform. The results revealed that "Facebook", "online newspaper sites" and "viber", were the digital channels pointed out by the participants as having been more important in bringing candidates closer to voters and at the same time showing satisfaction in the way they were used. In general, only 10.1% of the subjects surveyed stated that they had been influenced by the content conveyed or actions developed on the internet /digital media platforms, with the items "publications of opinion articles made by policy experts", "Publication with answer / argument from candidates on facebook", "publication with answer / argument on the websites of the parties", were those that had the highest score of influence in the vote.*

KEYWORDS: Cabo Verde, Legislative Election, Internet, Digital Social Media Platforms, Political Digital Marketing.

INTRODUCTION

Cabo Verde is an island country located just over 500 kilometres from the west African coast, consisting of 10 islands, of which nine are inhabited. It has a projected population, according to the National Statistics Institute (INE), of approximately 544 thousand inhabitants. The country that gained independence from the Portuguese Republic on July 5, 1975, held its first multiparty legislative election on January 13, 1991 (Évora, 2004). After this date, the country experienced several elections, between municipal, legislative and presidencies. In 2016, the 9th legislative election was held with the dispute over three political parties: PAICV, which had been in government for the past 15 years, MPD, the largest opposition party in that period, and UCID, the country's third political force. This election that MPD came to win was an election marked by a ferocious electoral campaign in terms of the use of digital political marketing instruments and tools, mainly as a result of the increase in internet penetration and its increasing use by organizations and citizens. Because the progress that the country has been achieving in terms of performance in the economic and social indicators, as well as the



global challenges emerging in the so-called digital economy and information economy, made the country to bet a lot on the development of the Information Technology and Communication (ICT). Consequence of this, according to INE, the number of households with access to the Internet went from 22.8% in 2013 to 69.5% in 2017. With this performance and the worldwide widespread use of the internet and more specifically the digital social media platforms (there are currently around 318 thousand Active Internet Users and approximately 270 thousand Activate Social Media Users), the national political arena, similarly to what has happened elsewhere, has been gradually taking advantage of this giant network. In fact, in the electoral campaigns for the 2011 legislative elections, political parties had already started the process of harnessing the potential of digital social networking tools, focusing mainly on actions triggered on Facebook. However, although a historical and more detailed analysis of the use of internet and digital social media in election campaigns in Cabo Verde may provide more accurate information, it is clear that the election campaigns that preceded the legislative elections of March 20, 2016 were the most visible and had greater dynamics in terms of the presence of parties / candidates in the digital environment, as well as the use and exploitation of the tools of digital political marketing that has been in popular memory until now. The dynamics of political parties were visible on digital social media platforms, mainly on Facebook, where all the main competing parties had official pages for them and candidates for leadership in the country. There was also a great deal of dynamics in advertising electoral proposals and ideas through that platform and the others, as well as the existence of various groups and discussion forums with exchanges of ideas and debates between various members (supporters, supporters, opponents, etc.), promotion of spot videos, digital flyers, discussion groups in instant chats, etc. However, with the great potential that the internet and digital social media present for the purposes of personal political marketing, it seems that it is still underutilized. Thus, the aim of this study was to evaluate the opinion of a group of Cabo Verdeans about the use of the internet and digital social media platforms by political parties / candidates in the legislative elections of 20 March 2016, with focus on communication strategy, as well as on interactivity established to approach and / or persuade the electorate. With this, we will have results that open up hypotheses for more in-depth studies in the future and that effectively allows generalizing the results regarding the effectiveness or not of the use and use of the internet and digital social media in the political field.

LITERATURE REVIEW

Since the invention of the internet dating from the early 1960s (Leiner et al., 2009), the world has experienced systematic revolutions at the computational and communications level. If at first its use was limited to solving state military issues, today, according to Leiner et al. (2009, p.2) the influence of the internet “reaches not only the technical fields of computer communications, but throughout society as we move towards the increasing use of online tools to conduct electronic commerce, acquire information and operate community”. There have been several phases of use and application of this giant network. However, the emergence of the so-called web 2.0 has revolutionized the internet and its use in an extraordinary way. First used in 2004 during a conference organized by Tim O'Reilly and Media Live International (O'Reilly, 2005), web 2.0 was presented not as a significant technological change, but as a change in the web in which it puts the focus on people and leaving possibilities for debates and interaction (Sampaio, 2007). That is, transforming the



Web into a participatory platform, in which people not only consume content produced and disseminated, but also contribute and produce new content through personal and sharing activities using platforms known as Wikipedia, Flickr YouTube, Facebook, Twitter, blogs, among others (Darwish & Lakhtaria, 2011; Almeida, 2012; Liu & Kim, 2017). Web 2.0 technologies, according to Poynter and Lawrence (2008), cover both social and technical aspects, which is called “Social Web”. Therefore, this new version of the web is based on Social Media on how content is generated by users (Kaplan & Haenlein, 2010). Chattopadhyay (2019) shares the same idea and claims that the main core of this process lies in interactivity, in the creation and sharing of content by the engaging members, as well as in the diversity of responses they give in this environment. Furthermore, says the author, social media have equipped the organization to establish a direct relationship with consumers, giving both the freedom to generate content on web pages, being that the organization has the opportunity to share its information with a large customer base and, on the other hand, end consumers are also free to publish any content, whether positive or negative in relation to the information, which creates interaction through conversations and discussions.

Internet is the most powerful tool in emerging globalization and the most powerful for companies (Bala & Verma, 2018; Yannopoulos, 2011). In this sense, it is imperative that marketing managers use the digital marketing strategy, under penalty of being at a competitive disadvantage or even of the market's appearance, since this tool is changing not only consumer behavior and the way they interact with companies, but the brand, the price, the distribution and the promotion strategy are changing mainly (Bala & Verma, 2018). This network has been provoking an extraordinary revolution in terms of defining the marketing strategy and in the way, organizations communicate with the market (Mazurek, 2009), since interactivity and information exchange, content sharing between companies / brands and consumers, as well as among users themselves, became key aspects (Erragcha & Romdhane, 2014). As noted by Bala and Verma (2018) *citing* Kiani (1998), the introduction and evolution of new information and communication technologies has created new business opportunities for marketers to manage their websites and achieve their organizational goals. In terms of the organizations' operating strategy, as pointed out by Parsons et al. (1996), the path is in the fusion of online methods with traditional methods to meet the needs of consumers more precisely. These approaches require us to better understand the concept and strategic intricacies of digital marketing actions. According to Chaffey (2013), digital marketing refers to the use of technologies to assist marketing activities in order to improve customer knowledge, meeting their needs. Gibson (2018) states that digital marketing is a strategy that provides the individual or organization with the ability to reach consumers through the establishment of innovative practices, combining technology with traditional marketing strategies. The Author adds that the implementation of digital marketing in corporate business strategy or in the actions of organizations in general is becoming increasingly notorious and more frequent, this being the path that must be followed. For Chattopadhyay (2019) the popularity of digital marketing stems from the fact that it uses mass media devices such as television, radio and the Internet. Tools such as Website, E-mail Marketing, Display Advertising, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, among other things, have been the most used by organizations in defining the digital marketing strategy (Gibson, 2018). In particular, Social Media Marketing is considered a powerful marketing tool in the digital environment. Weinberg (2009) defined social media marketing as the process that enables individuals / organizations to promote their websites, products or services through online social channels



and to contact a much larger community that may not be available through traditional channels. Gordhamer (2009) in turn does related social media marketing to relationship marketing, in which companies need to change from "trying to sell" to "making connections" with consumers. This latest approach to social media marketing focuses on what Web 2.0 brings again, which has to do with creating relationships and interactivity in the digital environment. Therefore, social media is an innovative tool that organizations use to create a very strong public relationship with consumers on virtual networks (Jan & Khan, 2014). Social media platforms allow marketing between individuals or organizations to be facilitated by posting information and exchanging online messages (Zimmer, 2017), thus creating an interactive environment for exchanging and sharing content, as well as the connection between engaging. Erragcha and Romdhane (2014) states that interactivity in the digital environment can happen by publishing information online (Blogs), sharing content, videos and photos (for example, Youtube, Flickr), discussion in real time or instantly (for example, forums, Viber, Yahoo Messenger, Skype, Google Talk), review and publication (Facebook, Twitter). In this sense, marketing has gained a new guise with the evolution of web 2.0, so "it helped to build new patterns of bidirectional communication in which control is provided by users such as: - one to one (email, instant messaging. ...); - from one to a few (blogs, personal pages of social networks...); - from one to many (consumer reviews published on specialized websites ...); - from many to many (wikis ...) "(Erragcha & Romdhane, 2014, p.4).

In the political arena, this revolution also had great repercussions. The use of the internet and more specifically of digital social media platforms with a focus on electoral campaigns has gained a lot of strength in recent decades with the so-called digital political marketing strategy that evolved and materialized a lot with web 2.0. In recent times, it has become almost imperative to campaign on social media platforms (through which political candidates create and maintain profiles on social media networks during election campaign periods) in the political arena around the world (Dimitrova & Matthes, 2018). If at the beginning it was just a search for a niche, now all political actors, whether or not belonging to political parties (of various dimensions and ideologies), are using these tools in a comprehensive and intense way to interact with the electorate, promote ideas and proposals, as well as influence votes (Bright et al., 2019). Stepping back a little, Hamurda (2006) states that in 1996, the managers of political campaigns already outlined communication strategies based on the optimization of the power that the Internet presents, especially in the creation of informational sites for the candidates promoted the candidacies. In turn, Gueorguieva (2008) states that e-mails were used as political campaign tools for the first time during the 1998 Jesse Ventura campaign. Hamurda (2006), making an analysis from 1996 to 2000, found that in that period, campaign managers created Internet tools primarily to display information, given that there was a limited amount of interactivity and almost no organizational resources. As of 2004, the author attests, the interactivity of political campaigns increased considerable, and in 2006, in the campaigns for the senate in the USA, there was a considerable advantage of popular social media platform such as YouTube, MySpace and Facebook (Cornfield & Rainie, 2006; see Gueorguieva, 2008). However, this exploitation had greater notoriety and successful results in 2008 with the implementation of the campaign strategy of the then candidate for the presidential elections in the United States of America (USA), Senator Barack Obama (Hamurda, 2006). An important success factor for Obama's victory was how the Obama campaign used digital media and technology as an integral part of its strategy, to raise money and, most importantly, to develop a wave of skilled volunteers who thought they could do the difference (Bimber, 2014). His campaign used Facebook and many other digital media



platform, including Digg, Flickr, LinkedIn and MiGente to interact with constituencies. Obama's strategy was so successful that it helped him become the 44th president of the USA, subsequently influencing various leaders and political parties around the world to follow suit. These are cases such as the 2011 New Zealand general election (Cameron et al., 2016), in 2010 in the Korean elections (Kim, 2011) and in 2010 in the Swedish elections (Larsson & Moe, 2012). Even in an emerging economy like India, the extensive use of the digital social network was noticed in 2014, in the general elections (Diwakar, 2015), among others. However, in relation to the effectiveness of using social media platforms in terms of obtaining votes, Bright et al. (2019) states that of the few existing empirical studies, the results are not unanimous. In other words, some found a positive relationship or correlation and others found little or no relationship between the actions developed in the digital environment and the result of the votes. Of those who found a positive relationship or correlation, Bright et al. (2019) highlight the cases of Kruikemeier (2014) on the use of Twitter in the Dutch national elections of 2010; Bode and Epstein (2015) in relation to the US elections in 2012; LaMarre and Suzuki-Lambrech (2013) on the use of Twitter in the 2010 US House of Representatives elections; Vergeer, Hermans and Sams (2011) on the effects of microblogging in the 2009 elections to the European Parliament and Bene (2018) in relation to the actions developed on the candidates' Facebook pages in the context of the 2014 elections in Hungary. Regarding the research that pointed to little or no relationship, they cite the cases of Vaccari and Nielsen (2013) that showed that online popularity on Twitter does not correlate with the share of votes (although they found a relationship in the case of Facebook) and Baxter and Marcella (2013) on the use of social media in the Scottish parliamentary elections of 2011.

Even with these different results in different countries and times of the elections, Stier et al. (2018) notes that social media have now become ubiquitous channels of communication and interaction during election campaigns conducted worldwide. The authors emphasize that, in particular, platforms such as Facebook and Twitter allow candidates to reach voters directly, mobilize supporters and influence the public agenda. Thus, it is of paramount importance to monitor case by case and at different times the effectiveness or not of using the internet and more specifically the social media platform in the context of the elections. Understanding the perception and obtaining the electorate's assessment of how the political actors have been using the digital environment for electoral purposes is one of the extremely important follow-up routes, since it provides information to prepare the present, define strategy and implement future plans. The result of the study focuses specifically on the case of Cabo Verde, where in the electoral campaigns for the 2016 legislative elections, the use of the internet and more specifically the social media platform, gained a lot of strength and today the widespread presence of political actors in this environment is notorious.

METHODOLOGY

Following the recommended objectives, with this study it was proposed to collect data and describe the opinions of the participants the use of internet and digital social media platforms in the legislative elections that took place in Cape Verde, in March 2016. Thus, a quantitative-descriptive study, by field survey, using the structured electronic questionnaire, materialized through the Google forms tool. The questionnaire was divided into two sections; Section A that reflects the sociodemographic variables and Section B that reflects the



questions that seek to answer the main research questions (closed or dichotomous questions introduced, that is, with fixed alternatives). The study population consisted of literate individuals aged 18 or over, living in Cabo Verde who have access to and use the Internet. The composition of the population was based on the fact that in Cabo Verde the minimum age for exercising the right to vote is 18 years old, while people with some level of education, especially those with high school or higher education, are better able and more prepared to follow and understand the actions taking place in the digital environment. Participants were selected on purpose and membership was voluntarily materialized. The electronic form (questionnaire) was available for completion between 1 and 30 June 2016. In all, 131 completed forms, duly validated by the study author, constituted the sample. The sampling typology used is classified as non-probabilistic, for convenience and accessibility (Malhotra & Birks, 2007; Smith & Albaum, 2010). The quantitative data collected from the participants were later exported to the Statistical Package for Social Scientists (SPSS) version 20 program and the results presented by means of graphs and frequency distribution tables.

FINDINGS

Demographic Characterization of Research Participants

Going by the information obtained from the 131 participants, as shown in Table 1, 54.2% are male and 45.8% are female. Regarding the age group, it appears that more than half, 54.2%, belong to the age group of 25 to 34 years old and more than 80% are between 25 and 44 years old. There is also a predominance of individuals who have or are attending university education, representing 90.8% of the total participants. Therefore, the study participants are mostly young people, with higher education qualifications or academic attendance, with a strong presence on the internet / digital social networking platforms, who seek and monitor information on various subjects that affect their lives, including political and political news, as well as the actions taken by them (see sub-Section 4.2). In this way, they constitute the ideal target audience to evaluate the actions of candidates / parties in the digital environment in Cabo Verde, since the country has a very young population structure and the opinion of this group dictates the trend and gives a clue to the strategy effectively being adopted by politicians to guarantee success in elections, since the empirical literature has in many cases indicated a positive correlation between the actions developed by politicians in the digital environment and the results of the votes achieved.

Table 1: Profile of Research Participants.

Variable	Parameter	Frequency	Percentage
Gender	Male	71	54.2
	Female	60	45.8
	Total	131	100.0
Age	18 - 24	20	15.3
	25- 34	71	54.2
	35 - 44	37	28.2
	45 - older	3	2.3
	Total	131	100.0



	High School	12	9.2
Level of Education	University education	119	90.8
	Total	131	100.0

Source: Field survey, 2016.

Internet Usage and Interest in Politics

Regarding the frequency of internet use, more than 90% of the participants claim that they always or often use this network. In the same sense, it can be seen that this use is made for various subjects, with the highest frequency of response being pointed to the factor “work” (83%), then “contact with friends” (76%), “Leisure and entertainment” (74%), “information on cultural / social issues” (51%), “information on current affairs” (44%) and “information on economic issues” (40%).

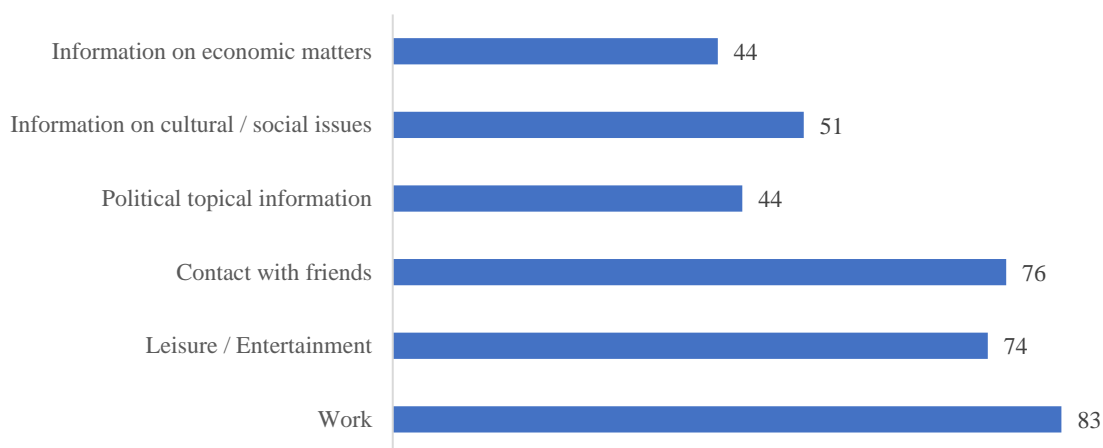


Figure 1: Purposes of Participants Using the Internet (in percentage).

Source: Field survey, 2016.

It is interesting to note that study respondents have a high degree of interest in politics. The result shows that more than 65% of the participants have some or a lot of interest in politics and, when asked about the frequency with which they follow the news about politics in the media (television, radio, internet), 36% say they follow often, 22%, always, 29%, sometimes and the remaining 13%, rarely.

**Table 2: Degree of Interest in Politics**

Parameter	Frequency	Percentage
No interest	8	6
Little interest	20	15
Neutral	17	13
Any interest	55	42
Much interest	31	24
Total	131	100

Source: Field survey, 2016.

Table 3: Frequency with which participants usually follow news about politics in the media (television, radio, Internet).

Parameter	Frequency	Percentage
Rarely	17	13
Sometimes	38	29
Often	47	36
Always	29	22
Total	131	100

Source: Field survey, 2016.

Participants also place great importance on the use of the Internet, by visiting newspaper sites, party / candidate sites, blogs and social media, as a way of obtaining information about politics, parties and elections in the current world. The result reveals that more than 75% of them consider that the use of internet for the said purpose, is very or extremely important, with only 5% giving an evaluation of “little or totally unimportant”.

Table 4: Evaluation of the use of the Internet as a tool to obtain information on politics, parties and elections, today.

Parameter	Frequency	Percentage
Not at all important	4	3
Low importance	2	2
Neutral	24	18
Very important	58	44
Extremely important	43	33
Total	131	100

Source: Field survey, 2016.



Communication and Interactivity on Digital Platforms

Trying to understand the assessment that the respondents make of the marketing strategy, in this case channels / means of communication that they consider more effective in winning voters nowadays, it was found that 46.7% of the participants (the majority) point to digital channels, 41.8% to traditional media, while 11.5% said they understood that the ideal would be to invest in both strategies, both traditional and digital, as shown in Figure 2. Going along the same lines and exploring the importance that they attribute to the interactivity established between candidates and voters, created through digital averages (newspaper sites, party / candidate sites, blogs and social media), by Table 5, it is verified that more than 68% of the participants think that this interactivity is very or extremely importante.

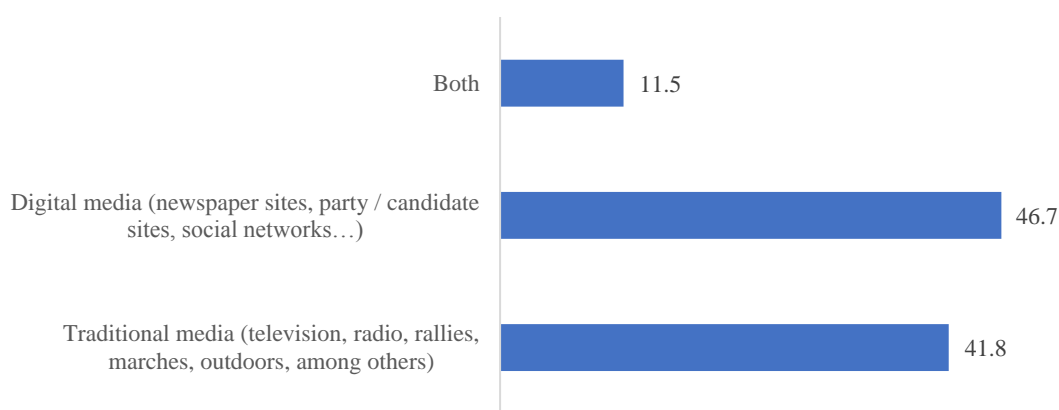


Figure 2: Communication channels that participants consider to be most effective (marketing strategy) to win voters nowadays (in percentage).

Source: Field survey, 2016.

Table 5: Importance attributed to interactivity between candidates and voters, created through digital averages.

Parameter	Frequency	Percentage
Nota at all important	4	3.1
Low importance	2	6.1
Neutral	29	22.1
Very important	75	57.3
Extremaly important	15	11.5
Total	131	100.0

Source: Field survey, 2016.



When asked about digital channels that they consider to be the most important to bring candidates and voters together in the legislative election held in Cabo Verde in March 2016, it appears that “Facebook”, “online newspaper sites” and “viber” were the most referenced channels, having reached response frequencies of 90.8%, 67.2% and 14.5%, respectively, according to Figure 3. In relation to satisfaction with the use of digital platforms by candidates in terms of digital marketing strategy with regard to the dissemination of electoral programs, communication, advertising / publicity, interactivity and approximation with voters, etc., according to Table 6, it is clear that Viber and Facebook had the highest positive satisfaction score reported by the participants. Well, 69.5% were satisfied or very completely satisfied with the use of viber and 65.6% were satisfied or completely satisfied with the use of Facebook. It should be noted that the two social media platforms are the most used in Cabo Verde.

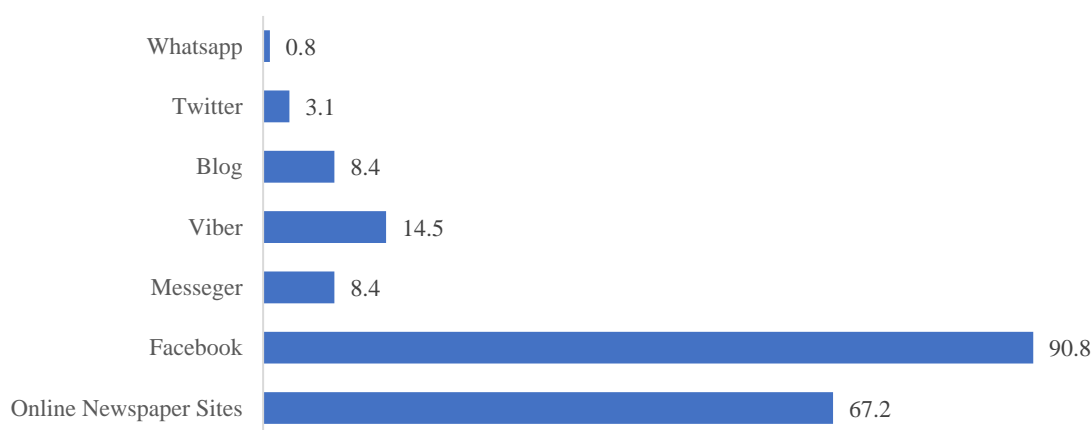


Figure 3: Digital channels that were most important for bringing together candidates and voters, in the 2016 legislative (positive responses in percentage).

Source: Field survey, 2016.

Table 6: Satisfaction regarding candidates' use of digital platforms in the 2016 legislative election (in percentage).

Parameter	Very unsatisfied	Somewhat dissatisfied	neither satisfied or dissatisfied	Somewhat satisfied	Completely satisfied	Total
Facebook	5.3	3.8	25.2	47.3	18.3	100.0
Viber	4.6	1.5	24.4	50.4	19.1	100.0
Twitter	15.3	11.5	51.1	16.8	5.3	100.0
whatsapp	19.8	14.5	42.0	17.6	6.1	100.0
Snapchat	17.6	11.5	52.7	15.3	3.1	100.0

Source: Field survey, 2016.



As for the successive debates with the presence of candidates that took place during the electoral campaign, broadcast on public television / radio (RTC) and broadcast on the Web, more than 90% of the participants claimed to have followed. However, the form of follow-up most indicated by them was: “by television / radio”, with 91.1% of frequency of responses, followed by “Through the internet” with 26.7% of responses, according to Figure 4. When asked to the participants as they preferred to participate in the debates via internet with / without candidates, the item “comments between friends on social media” appears as the most referenced form, having reached a frequency of indication of 95.7%, followed by “comments in private groups on digital social media”, with 82.9% and “comments in public groups on social media”, with 51.4%, according to Figure 5.

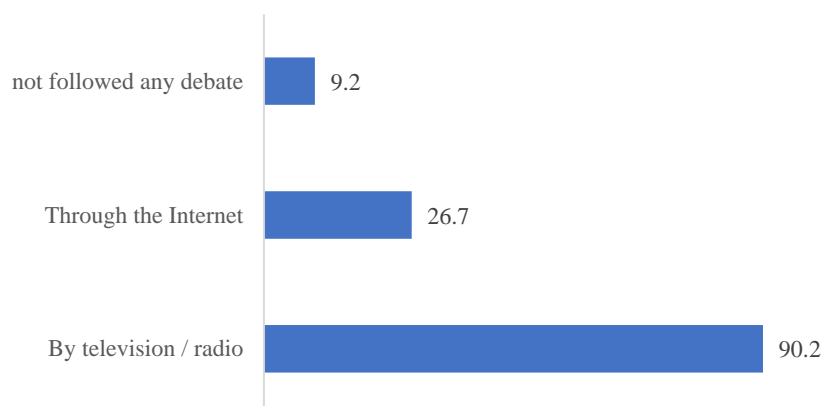


Figure 4: Ways of monitoring debates between candidates in the 2016 legislative elections (in percentage)

Source: Field survey, 2016.

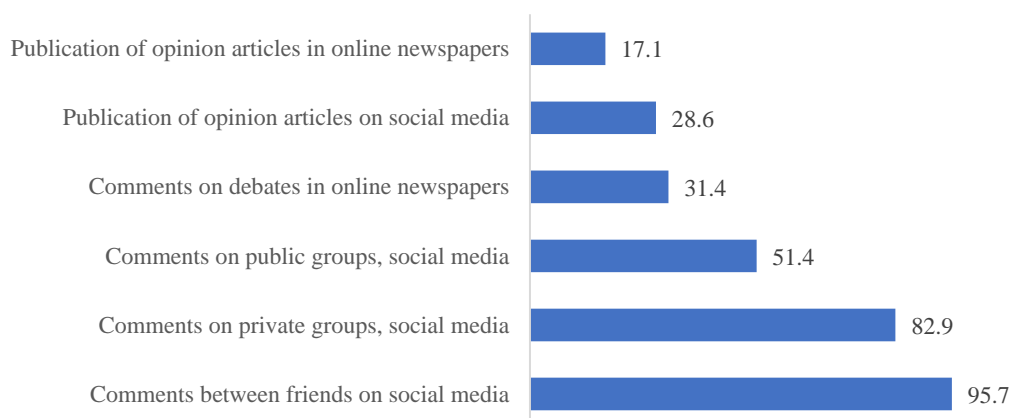


Figure 5: Monitoring / participation in debates via the Internet with or without candidates, promoted by various entities in the 2016 legislative elections (in percentage)

Source: Field survey, 2016.



Influence of the Internet / Digital Social Media Platform on the Voting Decision

Intending to understand the influence of the use of the digital political marketing strategy in the voting decision, the participants were asked about the influence that the contents conveyed or actions developed on the internet / digital social media platforms had on the vote in general, as shown in Figure 6, only 10% of the subjects surveyed assessed having been influenced in the 2016 legislative election by this action, while 27%, expressed an intermediate degree of influence and most of them (63%) reported that they did not feel influenced. However, when a set of items is indicated to assess the degree of influence in the vote, by the result, in all items, more than 50% of the participants say there was no influence or little influence. On the other hand, it appears that the items, “Publication of opinion articles made by policy experts”, “Publication with answer / argument from candidates on Facebook”, “Publication with answer / argument on the websites of the parties”, were the who had the highest influence score, pointed out by 20.6%, 14.5% and 13.8% of the participants, respectively, as having been decisive or with a lot of influence in the vote in the legislative elections of March 20, 2016. See Table 7.

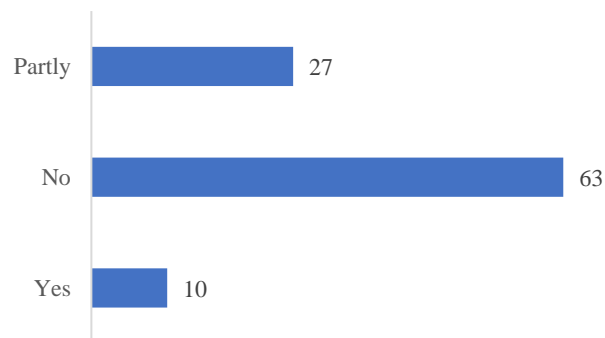


Figure 6: Influence of the contents conveyed or actions developed on the internet / digital social media platforms in the vote (in percentage).

Source: Field survey, 2016.



Table 7: Influence of a set of (pre-indicated) actions developed on the internet / digital social media platforms, in the voting decision (in percentage).

Parameter	No influence	Little influence	Moderate Influence	Lot of Influence	Determinant	Total
Number of likes on the party page and / or candidate page, on facebook	81.7	9.2	5.3	2.3	1.5	100.0
Number of likes in posts made by the party / candidate on facebook	80.9	10.7	3.8	3.1	1.5	100.0
Candidates' responses / arguments on facebook	51.9	11.5	22.1	12.2	2.3	100.0
Publications with answers / arguments on the parties' websites	51.9	14.5	19.8	10.7	3.1	100.0
Photo / Images / Flyer on the page / profile, on social media	67.2	16.0	10.7	4.6	1.5	100.0
Publication of opinion articles made by friends on social media	59.5	18.3	14.5	5.3	2.3	100.0
Publications of opinion articles by policy experts	47.3	12.2	19.8	15.3	5.3	100.0

Source: Field survey, 2016.

CONCLUSION AND RECOMMENDATIONS

Among other things, this study revealed that study participants very often use the internet and digital social media platform for various purposes, and they attach great importance to the use of this network and platforms to obtain information about the policy, including candidates, parties and elections. It is also noted that the importance of using digital media as a strategy to win voters nowadays is becoming more and more important, and even the result of the study pointed out that the participants considered that the strategy of communication and interaction by means of digital channels it is proving to be more effective than used by traditional media such as radio, TV, rallies, outdoors etc., to contact and persuade voters. This information, even if it is descriptive (the methodology used does not allow estimating for the population), is a clear indication of how it has been and how it will be the future trend in relation to the use of political marketing strategy, as there is an expansion of the widespread use of internet and social media platforms. Specifically, in the 2016 Cabo Verde legislative elections, the results showed that Facebook, Online Newspaper Sites and Viber were the digital channels that most served to establish rapprochement between candidates and voters, with a positive satisfaction score. Even with this positive note, it is concluded by the results pointed out, that the actions developed both on the internet at a general level as well as on the specific digital social media platforms, have residual influence in relation to the decision of votes, despite some items (“publications of opinion articles made by policy experts”, “publication with answer / argument from candidates on facebook”, and “publication with answer / argument on party websites”) have presented an influence score that awakens for a more careful analysis, at the same time that they give a clear indication of what the future may look like with regard to electoral campaigns in the digital environment. Thus, taking into account the strong widespread use of the internet and social media by the Cabo Verdean population, it is recommended that all political actors, specifically political parties, adopt the strategic plan of the electoral campaign in the digital environment, similar to the what



happens with campaigns using traditional means. It is necessary to define a political digital marketing plan in which the parties clearly delineate the content to be approached, the form of interaction with the electorate and the measurement of every action taken. Further studies and a different approach will be needed to determine the effectiveness of using the internet and digital social media platforms (mainly digital marketing tools) in politics in Cape Verde. Studies focusing essentially on the effectiveness of the use of social media on the results of votes, with the adoption of a research methodology that allows to extrapolate the results and to project the results of the future elections, constitutes the field of research that propitiates to follow in the future. The focus would be mainly on the content developed and which allows defining which the best content should actually be posted or exchanged in the digital environment to attract votes. Finally, political parties / political authors must be increasingly prepared to face the future electoral battle for the digital name, which, by existing studies and data, can become a determining phenomenon to win voters and win elections, as has happened elsewhere.

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