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SCHOOL OF GRADUATE STUDIES & RESEARCH**

**SOCIAL MEDIA USE IN POLITICAL CAMPAIGN: A CONTENT ANALYSIS OF
GHANA'S 2020 PRESIDENTIAL ELECTIONS.**

BY

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(MAPR19020)

**A LONG ESSAY SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES AND
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OCTOBER, 2020

DECLARATION

I, **Ernestina Glikpo**, hereby declare that, with the exception of unique references to other people's work, which has been properly recognized, this study is of my original work carried out under supervision. I also claim that it has not been submitted in full or in part for any degree at this university or elsewhere.



02/10/2020

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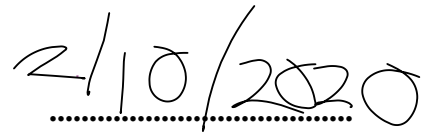
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SUPERVISOR'S DECLARATION

I hereby declare that the preparation of this dissertation was supervised by me in accordance with the guidelines of supervision of long essay as laid down by the Ghana Institute of Journalism.



RABIU K. B. ASANTE, Ph.D.



DATE

DEDICATION

This work is whoheartedly dedicated to my parents, Mr. & Mrs. Glikpo, who have been my source of inspiration and gave me strenth when I thought of giving up, who continually provided their moral support, spiritual and emotional support.

To my loved ones, friends and colleagues who supported me financially and shared their words of advice and encouragement to finish this work.

And lastly I dedicate this work to the Almighty God, thank you for the guidance, strength, peace of mind, protection and for giving me a healthy life. All of these I offer to you.

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TABLE OF CONTENTS

DECLARATION	II
DEDICATION	IV
ACKNOWLEDGEMNT	V
TABLE OF CONTENT	VI
ABSTRACT	1
CHAPTER ONE	2
INTRODUCTION	2
1.0 Introduction	2
1.1 Background of Study	2
1.2 Statement of the Problem	4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Hypothesis	5
1.6 Significance of the Study	6
1.7 Organization of the Study	6
CHAPTER TWO	7
LITERATURE REVIEW	7
2.0 Introduction	7

2.1 Social Networking Sites	8
2.2 Usage of Social Media.....	9
2.2.1 Datafication	9
2.2.2 Social Media and Political Communication	10
2.3 Social Media and Political Participation.....	11
2.4 Social Media and Western Political Engagement	13
2.4.1 United States Presidential Elections and Social Media	14
2.5 Political Engagement in Ghana and Social Media.....	15
2.5.1 Source of Political Campaign Messages.....	16
2.5.1.1 Facebook and Twitter Campaigns	17
2.6 Theoretical Framework.....	18
2.6.1 Functional Theory.....	18
2.6 Conclusion	20
CHAPTER THREE	22
METHODOLOGY	22
3.0 Introduction.....	22
3.1 Research Design	22
3.2 Content Analysis	23
3.3 Sources of Data Collection	24
3.4 Sample Size and Sampling Method	24

3.5 Data Analysis	25
3.6 Ethical Consideration	25
CHAPTER FOUR	26
CONCLUSION	26
4.0 Introduction	26
4.1 Summary of Findings	26
4.2 Limitations	28
4.3 Recommendation	28
4.4 Conclusion	28
REFERENCE	30

ABSTRACT

The purpose of this project is to uncover the use of social networks in political campaign, analyzing Ghana's 2020 presidential elections. Social networking has been a significant component of our everyday lives, and it is important to recognize the potential effect that these instruments might have on our democratic process and its impact on politicians' actions. Building on existing literature on political engagement and social media, as well as on the use of social media in election campaign, this study hopes to provide a Ghanaian perspective on the issue. This use of social media greatly surpassed its use for interaction and dialogue with voters, and the issue of whether and how this balance will shift in the future present exciting opportunities for research in this field. Content analysis will be used for this study in order to analyse the use of social media by presidential candidates and political parties during election campaigns. The study will also help determine the extent to which presidential candidates use Facebook and Twitter for their campaign messages and how social media users engages political candidates online as well as the relationship between social media use of candidates and election results.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter addresses the background of study, the problem statement, the research objectives, the research questions, the hypothesis and the importance of the research.

1.1 Background of Study

Traditional media, throughout the years has assumed a significant part in disseminating data, news, stories, conclusions, political campaign messages, commercial, among others being it nearby, public or worldwide. Nonetheless, the advent of the internet in the twentieth century changed the function of the media (Kung, Picard, and Towse, 2008). The world has changed completely due to the emergence of new media coordinating over the Internet (Wang, et al., 2011). This has brought about an upset in data innovation development called informal communication destinations, otherwise called web-based media networks. These platforms allow users to communicate easily and express themselves rapidly (Larson & Acheaw, 2015). Before the information technology revolution, society was limited to certain types of sources such as television, radio and printed media. However, with the advent of social media, society can keep up with news and events, occurring worldwide through a variety of platforms.

The beginning of web-based media has additionally changed the manner in which individuals retain and present information about their public activities. These stages have changed the manner in which individuals associate, draw in, and share their perspectives on various issues. Web-based media professionals characterize "online media investment" as being adequately open, connected and applicable to the objective market in their condition to draw their consideration (Falls, 2012).

Social media use has become so popular in the United States that a reported 82 percent of adults utilize it (Hitlin, 2018).

This plays a major part in transforming people's lives in society due to the features that social media platforms allow such as the ease of accessibility, fast content dissemination, real-time interactivity (Siddiqui and Singh, 2016). The use of social media channels is an important tool in political engagement strategies to achieve success and promote positive contact between political parties, their candidates and supporters (Austin, 2008). This can be attributed to the Cambridge Analytica study during the 2016 U.S. political campaign. The direct availability of online media locations allowed Cambridge Analytica, subject to the customer's personalities, to run targeted advertising to Facebook clients. By surveying different ads on related subjects, individuals were encouraged to vote in favor of Trump.

The Cambridge Analytica has been influential in various elections across the globe. Countries like Europe, US, Kenya, Nigeria, India, Mexico, Brazil, Malaysia among others has benefited from their works. Specifically, the function of online media in elections was stressed, given that the utilization of long range interpersonal communication destinations (Facebook) and micro blogging site (Twitter) is seen to be able to arrive at citizens, prepare allies and significantly affect political investment (Stieglitz and Xuan, 2012).

Cambridge Analytica's strategy in helping their clients win their elections was influenced by the behaviour of online users, data analytics and innovative advertisement technology. These platforms are different from past media sources as content can be exposed to a large number of users, which was the biggest strategy for Cambridge Analytica to gather the data of Facebook users which sometimes exceed the volume of viewers television, a conventional media source, is capable of reaching (Robinson, Zeng, & Holbert, 2018).

1.2 Statement of the Problem

The advent of social network sites and its features has now become the medium for instant communication and interactions. This permits people to remain updated on public and global occasions, speak with others progressively, and disperse content quickly (Smith 2011). These qualities make online media broadly appealing and subsequently, acknowledged and vigorously used by individuals. The utilization of online media for political campaign has executed an advanced model that gives new roads to politicians to deliberately push political inclusion and cooperation around the globe so as to accomplish their objective of setting up and continuing associations with their constituents (Emruli & Baca, 2011). This influences their citizens' democratic choices, mentalities, contemplations and conduct (Victor, et al., 2017).

Several research including the Cambridge Analytica report on the use of social media in political campaigns have been carried out. A review of these research on social media and political campaigns shows that most studies on the subject tend to look at the impact of internet on political elections (Anstead & Chadwick, 2008), how political campaigns happen, how candidates are fused into contact organizations (Boulianne and Jungherr, 2016) and the influence of microblogging and social networking sites on political communication in the western world (Stieglitz & Dang-Xuan, 2012). The above studies confirm the strategy used by the Cambridge Analytica in helping their clients win their elections which was influenced by the behaviour of online users, data analytics and innovative advertisement technology

However, the African background of social media use and political elections, especially Facebook and Twitter, has received very little attention. Facebook and Twitter are enthusiastically used by activists, politicians and researchers as an electoral advertising tool. This revolution in the election campaign has led to a new age in the genre of political communication. However, the pervasive

use of Facebook and Twitter as a means of political communication is still at an experimental stage in the field of marketing and communication research (Vesnic-Alujevic & Van Bauwel, 2014).

This study, therefore, seeks to contribute to literature and fill the gap identified by analyzing the use of Facebook and Twitter as a medium for political campaign messages in Ghana.

1.3 Research Objectives

The main purpose of the analysis is to examine the usage of social media in political campaigning. Specifically, the study hopes:

1. To identify how social media is used by presidential candidates and political parties during election campaigns.
2. To determine the extent to which presidential candidates use Facebook and Twitter for their campaign messages.
3. To examine how social media users engages political candidates online.
4. To determine the relationship between social media use of candidates and election results.

1.4 Research Questions

The study shall be driven by the following research questions;

1. How do political parties and candidates use social media during election campaigns?
2. To what extent does presidential candidates use Facebook and Twitter for their campaign messages?
3. How are social media users engaging political candidates online?

1.5 Hypothesis

H1: There is a relationship between candidates' social media use and election results.

H2: Social media candidates' Facebook and Twitter messages and online users engagement.

1.6 Significance of the Study

This exploration would hold any importance with Ghanaian pioneers, campaign managers and planned pioneers as it will disentangle the benefit of utilizing web-based media devices to prevail during and after races, empower them to comprehend and welcome the increases and adequacy of utilizing online media instruments and how best to utilize them to extend the picture of political candidates. In the same way, this investigation will help specialists and other data searchers in this vast learning region, as it will include writing on the trend of the use of online media in political campaign.

1.7 Organization of the Study

The chapter outline of the dissertation are as follows:

Chapter one consists of the background of study, the problem statement, the research objectives, the research questions, the hypothesis and the importance of the research. The next section, which is Chapter two, will reviewed literature on social media use in political campaign and analyze it theoretical framework. Chapter three will cover methodology which consist of the research design, sources of data collection, sampling size and analysis of data. The last section, which is chapter four comprises of the summary, conclusions and recommendations. References and appendixes follow after this chapter.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

A decline in the use of ordinary media as the critical medium for political campaign has seen the world transform into a global city. The growth of the Internet and the usage of the portable Internet did not contribute to a rise in the level of public commitment, nor did it offer an extra boost to the use of online media. For example, political parties are currently trying to remain aware of this changing environment as online media organizations are becoming more participatory and interactive.

The review will concentrate on social networking sites, with the goal of understanding the use of online media and data fiction. Online media and political communication, as well as political engagement, will also be taken into account in order to provide a hypothetical environment to help write. Political engagement and political campaign will be talked about in the following segments and how candidates as well as political parties have utilized online media in their campaigns and a review of the western political discourse, specifically the US presidential elections. In light of this, the center will be restricted to Ghanaian settings and how politicians have utilized online media in their political campaigns.

The aim of the review is to add on information to the research work, as well as to condemn the open writing of the matter and to show the flow of writing holes that require further exploration of the study.

2.1 Social Networking Sites

Person to person communication is explained as the number of online applications that extend the political and mechanical structure of Web 2.0 and allow the material generated by the client to be delivered and dispersed. (Inton and Hjorth, 2013). There are many person to person contact destinations, but a significant number of clients have been drawn to platforms like Facebook and Twitter. These premises encourage clients to interact, inter alia, on the basis of common values, political views, a well-known language, ethnicity, sexuality, race or practice. The beauty of the local interpersonal organization is not that individuals are having data or communicating yet the way clients make their informal communities visible.

With more than 1 billion clients around the world, Facebook and Twitter permits clients to peruse and submit short messages. In their examination, Baumgartner and Morris (2010) investigated youthful grown-ups' political utilization of Social Network Sites in the beginning phases of the 2008 presidential essential season. They also discovered that, while the local contact person to person is viewed by young people as a possible source of news, and that many receive a portion of their news from these destinations, the types of news obtained are likely to do little to illuminate them or contribute to majority rule speak. In line with these results, Vitak et al. (2011) further

reveals that college undergraduates like to take part in an unusually light political engagement on Facebook and Twitter.

Past analysis has shown that the social links created in informal communities have social capital-characterized properties, openings and income (Finkbeiner, 2013). As a result of this skepticism, organizations and associations, for example, may use the informal contact phases to extend their compass and manufacture their respect.

2.2 Usage of Social Media

Statcounter Global figures show that over three billion individuals are web-based media clients (January 2020). Facebook has over two billion dynamic clients, the highest among online media, twitter, records over three million users a month, YouTube, records two million clients, WhatsApp, over one million, Instagram, five million, Pinterest, ten million, and Snap Chat over three hundred million users (Statista.com January 2020). Additional review suggested that Facebook customers expend 33 per cent of their online resources on Facebook and that individuals typically spend about 25 per cent of their online time on various open web-based media destinations (Rauniar et al., 2014).

2.2.1 Datafication

The evaluation of customer activities on a web-based media network is a knowledge assessment, as per Cukier and Mayer-Schonberger (2013). Wherever an online media network is used, clients leave computer tracks (Jungherr, 2015) that can be retrieved by designers for a number of purposes, including corporate ads, market research, or internal improvement of webpage calculations. The

information overview shows that keeping up an online media presence during efforts has little to do with creating ties among legislators and individuals. Ordinarily, web-based media intuitiveness levels are low between these two players (Graham, Jackson and Broersma, 2016).

The upside of ideological groups that use online media during races is that they track and collect advanced client hints and fit them into power and assembly choices. For example, the 2016 Trump campaign used Twitter details vividly with an application which allowed allies to comment, tweet, and like his articles.

2.2.2 Social Media and Political Communication

The variety of ways that ideological organizations can communicate with people is made up of web-based media. It is understood that it was usually used either to gather or raise awareness among government officials. (Austin, in 2008). The use of computerized specialized equipment, in particular online media networks, has become critical in the political circle. These interpersonal organizations motivate the advancement of an adequate character that represents the thinking, initiative or candidates of an ideological party that sends a message to the electorate to win their vote (Sikanku 2016). Advertising was carried out by conventional media prior to the presentation of web-based media. There is another heaven in all accounts, in any case, with the effect of modern computerized progress in political correspondence. In several nations, where individuals are more convinced to make their political assumptions, the basis for interaction has passed into political circles (Abdelhay, 2012; Howard and Parks, 2012).

It has likewise been noticed that electors may utilize online media to fabricate enough foothold to impact the political framework and organizations. Web-based media's intuitive, collective and client produced content abilities have made new resident related types of political correspondence.

In contemporary discussions about web-based media and client cooperation, the idea of participatory culture has quickly procured a solid traction (Benkler, 2006; Jenkins, 2006; Leadbeater, 2008). To comprehend what majority rule government do, who partakes, who votes on political decision day, is clearly vital in light of the fact that who votes chooses who serves in open office. Essentially, understanding who is keen on different sorts of political activity is noteworthy.

2.3 Social Media and Political Participation

There is a wide assortment of practices in political commitment wherein people make and convey their perspectives on nature and how it is managed, endeavor to participate in and impact choices that sway their lives and fates. Along these lines, an aberrant mental agreement will in general exist between the ideological groups and the electorate. Government officials show their consciousness of their political subjects so as to fabricate and continue this association by communicating plans that the electorate may have confidence in. Two standards of political contribution examined by Lawrence (1975) are association as contact and interest as instrumental activity.

Lawrence (1975) recommends that the component of political commitment among people and gatherings of a similar network intrigue depends on interactional association, and cooperates to accomplish a typical target. Facebook, for instance, permits clients to make Facebook bunches dependent on close to home interests and participate in the commitment of online media to this type of investment. Then again, contribution as instrumental activity is associated with the

guideline of picking up impact with leaders and rehearsing nationality through the removal of supremacy. As citizens practice their entitlement to choose the assignment of intensity, picking a gathering or applicant based on their own inclinations, casting a ballot can be viewed to act as an illustration of this sort of contribution. For this exploration, this kind of instrumental force is predominantly significant on the grounds that the accentuation is on political missions and how web-based media is utilized to impact the manner in which individuals vote.

In this manner, the writing of commitment has since quite a while ago had a prescriptive string, elevating public strategies to impact political support. So as to implement arrangements proposed to affect political commitment, a nitty gritty comprehension of who is included is significant. In accordance with Coleman's (1987, 1988) proclamation that social capital supports explicit acts, an individual who is more dynamic politically would have more political activities accessible in their collection. On the off chance that individuals are arranged inside more extensive interpersonal organizations, they are frequently bound to take part in the mission. The list of the quantity of associations to which the respondent has a place additionally creates a detectable effect, as anticipated. In line with the numerous analyses of political engagement, individuals who are delegates tend to build skills that make them obligated to engage strategically in a broader variety of political exercises (Coleman, 1988; Verba et al., 1995).

Unprecedented for U.S. decisions, online media has taken a major position of reporting on overt gatherings of people with custom-made publicity and phone news of order to upset popular support for political candidates; baffling and destabilizing their allies' gatherings and suffocating real conversations through computerized bot posts (Clement, 2019). Numerous state legislatures have disparaged the influence and adequacy of web-based media as a stage for complex political collaboration (Stoker, 2017). As indicated by an investigation by Bond et al. (2012), the utilization

of web-based media, particularly any semblance of Facebook and Twitter have the ability to make an expanding influence in arriving at clients, the clients' companion and companions of companions. With this relational informal organization, messages not just spread quicker, they enter further at less expensive expense. The social association between beneficiaries additionally makes a social impact that makes more individuals engage in the political cycle or aggregate activity as the case perhaps. Casting a ballot is viewed as the most significant type of cooperation around political decision time, and not exclusively are gatherings and legislators urging individuals to vote on political elections day, likewise attempting to persuade citizens with their policies.

2.4 Social Media and Western Political Engagement

Before the emergence of online media, parties and candidates were also faced with the test of coming to the grassroots through a viable and efficient medium of communication. These political entertainers have recently made use of digital media to reach out to their audiences (Druckman et al. 2014). Rules about who can cast a ballot, enlisting to cast a ballot, just as when and how applicants, ideological groups, and others can battle additionally fluctuate from nation to nation. Most applicants utilize their mission messages to convince electors to pick them over adversaries. Independent of how unique one political framework might be, online media is utilized a significant specialized apparatus to impart to the majority. Researchers have contended that, an advanced stage's design can impact, the probability to order popularity based beliefs (Freelon, 2015).

2.4.1 United States Presidential Elections and Social Media

During the US presidential elections of 2008 and 2012, Barack Obama's presidential mission exhibited the utilization of online media as a huge preferred position for governments and gatherings to prepare their partners (Ndavula and Müni 2014). Barack Obama, a reasonable gathering applicant, vanquished John McCain, a Republican alliance that sought to a U.S. presidential political race in 2008, with an outright vote of more than 65 million. This victory was credited to the genuine edge of Obama through online media (www.penplusbyte.org). Pew research revealed that, Obama had more than two (2) million American users on Facebook and 100,000 fans on Twitter, while McCain had only 600,000 Facebook partners and 4,600 followers on Twitter. As demonstrated by Pew Internet and America Life adventure, 35 percent of Americans relied upon online video for political race news while 10% of Americans used individual to individual correspondence objections to get some answers concerning the political choice.

A second term in the White House for Barack Obama was moreover credited to the gigantic usage of electronic media. In the 2012 presidential political race, the mission bunch for Obama spent a wide proportion of \$2.23 billion on relational cooperation regions, for instance, Facebook, Twitter, YouTube and Pinterest, with the purpose of attracting more young age (Hickey, 2012). Electronic media was used to develop a trusted in voice of validness and the quick sharing of substance, posting and commenting between partners of the two political missions (Freelon and Karpf 2015).

Experiences in 2019 shows that, 187 countries were addressed through an official presence on Twitter, either by near and dear or institutional records run by heads of state and government and new ministers. During the conscious period, U.S. President Donald Trump was situated first, having gathered in excess of 61 million Twitter fans for his own. (www.statista.com). The successful use of electronic media in the United State presidential elections from 2008 to 2016

have developed a changed energy for the utilization of Facebook, Twitter, YouTube, among others by philosophical gatherings the world over.

2.5 Political Engagement in Ghana and Social Media

The concepts of governmental problems have modified the approaches used by Barack Obama in the 2008 and 2012 US races and Donald Trump in the 2016 decisions. Conventional media was the medium that transferred all campaign messages to citizens before the coming of online media. At the point when Ghana was discovered by the modern age of web and online media, political parties and candidates came about to the utilization of web-based media to disseminate their campaign messages and from that point forward constituent missions have been more about the utilization of web-based media stages than the customary media. In Ghana, online media has without a doubt uncovered dominant part of Ghanaians to various intuitive stages with a critical effect on political conduct, choice and judgment.

Today, web-based media has become the battle zone for what was ostensibly the most severe political decision in the history of Ghana, as it was exceptional to use web-based media resources in political engagement. Online media has opened up yet another wave of opportunities for citizens, politicians and common society groups to engage in an open, clear and dialog dialogue that is important to the entrenchment of equal qualities and desires. There are currently 14.76 million internet customers in Ghana, accounting for 48 percent of the population of Ghana. Of the 14.76 million web users, 6 million are web-based media users (www.datareportal.com/reports/advanced-2020ghana). Out of the six million electronic media customers, Facebook customers are 58.17% and Twitter customers 15.24%

([https://gs.statcounter.com/online media-subtleties/all/ghana](https://gs.statcounter.com/online-media-subtleties/all/ghana)). Surely, even before political campaign in Ghana showed up at the most raised peak in the 2016 political election period, electronic media stages were the key field for strategy driven issues, for instance, the State of the Nation Address, within battling of the greatest opposition, the lawful humiliation, save our data, among others.

2.5.1 Source of Political Campaign Messages

In Ghanaian legislative matters, two main parties, NDC and NPP, are overwhelming. Although each meeting, and the rivals who offshoot with these interactions, respond to electors and chronicled occasions, there are unique ideologies in the meetings and this has been found to affect the mission messages produced in presidential campaign. In Ghana, competitor for organization ought to at first win the task of one of the two critical philosophical gatherings before they have a sensible chance of winning the organization. This part of the political choice measure is named the fundamental mission. This occurs for two reasons. To begin with, individuals from a similar ideological group who are challenging the essential are probably going to have more strategy arrangement than competitors of various ideological groups who challenge the overall political decision. The competitor who wins the essential fight needs the help of different applicants of their ideological group and the electors who favored those different up-and-comers.

Analysts fights that, basic missions underscore less on methodology and more on character than general missions. Ghanaian elections have seen Candidates like President John Dramani Mahama and Nana Addo Darkwa Akuffo Addo in 2016; John Evans Atta Mills and Nana Addo Darkwa Akuffo Addo in 2012; President J. A Kuffour and John Evans Atta Mills in 2008 will all in all be

ideal known over various basic contenders. This suggests candidates have inspiration to contribute more vitality familiarizing themselves with the residents, underlining more on character in the basic than the general mission (Sikanku 2016).

A second applicable variable is incumbency. In various countries, a president, chancellor, or pioneer is allowed to search for a resulting office. In Ghana, presidents are confined to two terms in office. In any case, the Vice President generally searches for the organization after the president has served two terms in office, and the Vice President regularly runs as an officeholder with inclusion with the organization. The key differentiation between these two social occasions of contenders is that yet both typically have inclusion with elective office, simply the officeholder has association with the working environment being searched for in the mission. Presidential candidates dissipate their main goal messages through various standard media channels and online media.

2.5.1.1 Facebook and Twitter Campaigns

During the 2016 political race, the contenders of the major philosophical gatherings flood their activities on Facebook, sharing substance, pictures and chronicles. The flagbearer of the National Democratic Congress John Mahama, introduced an adaptable application 'Meet JM' application which enabled occupants to join to meet the president for private conversations and discussions. The two rivals among various candidates have also passed on applications on Facebook to create responsibility with impending residents. The flagbearer for the New Patriotic Party Nana Addo, furthermore began his application 'I am for Nana' application which in like manner enabled people to join to a mailing overview to get firsthand information on the flagbearer's activities on the combat zone during the 2016 choices. Not only did these two enemies dispatched an adaptable application and used Facebook yet also achieved using Twitter with the hashtags @JDMahama,

@Flagstaff Ghana, @TransformingGhana, @NAkufoAddo to scatter their 2016 mission messages to their balloters.

2.6 Theoretical Framework

2.6.1 Functional Theory

Williams Benoit L. is credited with this theory of political correspondence and the speculation of picture fixation. As a father and a professional who drives these speculations. The rational speculation of the political mission perceives that the talk of the mission is a contraption appropriate for extraordinary limits, and hence acknowledgement, assault and safeguard. (Sikanku in 2016). Practical Theory of political talk is applied in investigating political mission messages having a place with the political mission field. Political talk is since perceived as a lot of public proclamations alluding to explicit branch of knowledge in strategy. Useful hypothesis appreciates a few favorable circumstances over different ways to deal with contemplating political mission correspondence. The suspicions of the hypothesis permit it to make expectations about the idea of mission messages. Contrasting useful methodology with other exploration on political publicizing, it is contended that TV promotions perform two capacities acclaiming the positive and assaulting the negative. In any case, the practical hypothesis perceives a third capacity, which is disregarded in different investigates which is "safeguard" (Benoit 2006).

Albeit Political Campaign talk was created and at first applied to American presidential mission talk, they merit considering on the grounds that they assume a valuable function in the forming and making of presidential mission manner of speaking (Sikanku 2016). Clearly, political missions, including addresses, TV spots, discusses, and, as of late, other media, for example,

competitor online media stages are being utilized far and wide for decisions. The aim of the Functional hypothesis is to better explain the definition of these task messages.

Useful political campaign discourse theory has been based on six primary presumptions (Benoit, 2007, pp. 32-61) in this way, (i) Voting is a comparative act (ii) Candidates must differentiate themselves from opponents (iii) Political campaign messages are valuable vehicles for distinguishing between candidates (iv) Candidates create preference by accepting, criticizing, and defending (v) Campaign Debate takes place on two subjects: Policy and Character (vi) A candidate must gain a majority (or a plurality) of votes cast in an election. The principal key argues that casting a vote is a relative demonstration that means an ideal candidate who is superior to his opponent's citizen ventures. To win, a candidate does not have to persuade all people to lean against him, but it is sufficient to accept casting a dominant part of the vote. It seems obviously clear on the off chance that a citizen projects based on correlation that opponent applicants must distinguish themselves.

Benoit Williams L. reveals that a couple of advertisements are just about game plan issues, or pretty much character (picture), various ads contain a mix of these two subjects. Some past assessment masterminds the subject of advancements according to the "overall focus" of the ad. Other investigation checks the amount of advancements that "notice" an issue. Portraying every point or declaration in the ad as either technique or character gives a more exact assessment of the substance of these messages than the procedure taken in other investigation. In Ghana, experts, for instance, Fordjour (2015) and Boateng (2014) have applied the possibility of the commonsense theory of political correspondence to electronic media correspondence and presidential conversations independently. Boateng (2014) revealed that, the officeholder John Dramani Mahama acclaimed and shielded more than his enemy Nana Addo Dankwa Akuffo Addo during

the presidential conversations. Both presidential up-and-comers were found to commit most of their appearances to technique rather than to character. Fordjour (2015) found in his usage of utilitarian speculation to Facebook use by President John Dramani Mahama and Nana Addo Dankwa Akuffo Addo that resembles the eventual outcomes of Boateng (2014). Gestures of recognition were their most standard usage of political correspondence regardless of the way that Nana Addo Dankwa Akuffo Addo's page contained no insurance post. The two candidates posted more on system rather than character (Sikanku 2016). Viable approach has been applied to a couple of different sorts of political mission messages, for instance, communicated political spots (fundamental and general), talks about (basic and general), live radio appearances (basic and general), pages (basic and general) and news incorporation of political missions Most political mission research revolves around TV spots and conversations - and dominatingly on expansive political race spots and conversations.

2.6 Conclusion

At the point when Leaders, Ministers, and Parliamentarians present and correct key strategies, political race matters, and Functional Theory perceives the messages from future office prospects. This investigation demonstrated that administration authorities and political associations would profit the by web-based media, by exploiting the capacity to connect with their individuals, the individuals in the organization of their individuals and other likely individuals. In utilizing online media for political advertising, this writing uncovered that government officials and political associations should know, oversee and exploit the communications that exist among the client of web-based media.

Web-based media additionally gives the stage to the legislators and political associations to socially connect, manufacture networks of enthusiasm around their picture and build online social links that can generate political social capital. In political cycles, this could offer increased brand awareness, political engagement, expenditure and drive aggregate efforts. Assaulting or providing information about the inconveniences of a competitor (strategy or character) appears to minimize the apparent idealness of the opponent. Shielding or invalidating an attack can help restore the perceived idealness of a rival. This literature also revealed that the use of online media for political missions is not only powered by the West but also in Africa and specifically Ghana.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This section focuses on the techniques and methodology, research design, research approach, research method, sample size, data collection approach and data analysis.

3.1 Research Design

A qualitative research approach shall be used for the study. Qualitative research approach offers a reference for the assortment, estimation and analysis of details (Barbara, 2006). With respect to discovery, there are many ways to deal with it. Both qualitative and quantitative have their focal points, in any case, it is important to state why qualitative methodology is regarded as the influential methodology for this study.

Becker (1996) clarifies that the two investigates attempt to take a gander at how society functions, depict it social reality and to respond to explicit inquiries regarding cases of social reality. Notwithstanding, there are contrasts between these two epistemologies. While qualitative is keen on breaking down social issues, practices or occasions by gathering non normalized information through content and pictures in a distinct, (Flick 2014, p.542), quantitative looks for the mathematical contrast between two gatherings of individuals to discover a clarification dependent on rationale. As far as information assortment, quantitative will in general be more open while quantitative technique will in general be more shut.

The advantage of utilizing qualitative approach for this study is to comprehend the human experience from epistemological perspectives, and interpretive procedures (Denzin and Lincoln, 2002). As indicated by Becker (1996), subjective strategies requests that we ought not develop the

perspective of the entertainer, and should just ascribe to entertainers' thoughts regarding the world they really hold, on the off chance that we need to comprehend their activities, reasons, and intentions. Member perception, unstructured meetings, direct perception, depicting records, content investigation are most generally utilized for gathering subjective information (Cohen, Manion, and Morrison, 2011). Past these points of interest, there are a few impediments that accompanies the reception of this approach. Silverman (2010), is of the view that, subjective methodology now and then forgets about logical sensitives and zeros in additional on implications and experience.

Qualitative strategy was picked for this study on the grounds that the goal of the examination is to comprehend the use of social media in political campaign subsequently from the purpose of those drawing in with it instead of seeing how frequently it is utilized. So as to comprehend why online media is utilized, and in what ways, content examination was received to break down writings and pictures.

3.2 Content Analysis

As per Hsieh and Shannon (2005), content analysis is an exploration strategy for the understanding of the substance of text information. The point is to take a group of correspondence and decipher what is found. This is a subjective undertaking and subsequently "the significance of the substance is controlled by the analyst's judgment" and this is obviously an abstract evaluation, as the scientist settles on the significance and estimation of the material.

Content analysis is valuable since it permits analysts to decipher text to make a substantial and replicable deduction. In relations to this study, content analysis shall be used to select content, code, analyze and interpret text and pictures.

It is significant for this study on the grounds that the analyst doesn't impact the outcomes since information can be dissected without direct association with the members. Content analyses follows a precise system that can be imitated when progressed nicely. Notwithstanding, the restriction of utilizing this strategy is that it tends to be tedious.

3.3 Sources of Data Collection

The information for this study shall be gathered from primary sources. The primary sources of data are Twitter and Facebook posts, videos and pictures. The unit of analysis for this study shall be texts, videos and pictures shared on the official social media pages of the presidential candidates.

3.4 Sample Size and Sampling Method

According to Best and Kahn (1989:10), to sample is defined as a small proportion of the population chosen for observation and study, adding that by analyzing the characteristics of the sample, one can make inferences about the characteristics of the population from which it is drawn, given that there are similarities.

The sample for this study shall consist of posts and tweets on Facebook and Twitter. Nonetheless, for the significance of this study and the necessary information required, purposive sampling was utilized to gather posts and tweets that best suited the study. With purposive sampling, posts and tweets with the hashtag, **#THEPEOPLES MANIFESTO**, **#4MORE4NANA**, **#2020ELECTIONS** shall be gathered. The body of communication to be analyzed are Facebook and Twitter official pages of all presidential candidates from 1 July 2020 to 10 September 2020.

3.5 Data Analysis

According to Babbie (2007), the analysis of the data is of importance. It is a single unit about which or against which descriptive and explanatory statements are produced. It's exactly what the researcher counts and categorizes. For this analysis, the data to be analyzed will include texts and pictures. A coding scheme shall be designed to help code texts which are line with the research objectives. The analysis shall adopt a manifest content approach where categories of content will be directly interpreted. These discoveries shall help to draw a general conclusion.

3.6 Ethical Consideration

Ethical considerations are very important in the research study and provide a framework for the researcher to report the truth and to ensure that the data is obtained in an acceptable and ethical manner (Robnett & Chop, 2013). All posts and tweets published on facebook.com and twitter.com are in the public domain and users have the option to post tweets privately, allowing only those who agree to read them. The only tweets accessible in the hashtags checked are those that have been posted to the public accounts and have thus been publicly read and used by any member of the public. As Burnham et al. (2008) explained, as the information is public, there are no problems of access and informed consent. All work and comments which is not from the researcher will be cited accordingly.

CHAPTER FOUR

CONCLUSION

4.0 Introduction

This chapter presents the summary of findings, recommendations and conclusion of this study.

4.1 Summary of Findings

The focal point of the study is to analyze the utilization of social media sites in political campaign, focusing on Ghana's 2020 presidential elections. The two most lively political parties in Ghana, the New Patriotic Party (NPP) and the National Democratic Congress (NDC), from 2012 has continually enamored Facebook and Twitter for their political crusading and the 2020 political race is no exemption.

There are (29) political parties perceived by the Electoral Commission of Ghana, nonetheless, it was uncovered that not all parties were driven by the new flood of web-based media. In responding to the exploration question, "how do political parties and presidential candidates utilize online media during election"? the information accumulated showed that, parties like NPP, CPP, PPP, and NDC brought about sharing of posts, pictures, video and on Facebook to pass on their messages to their individuals. His Excellency Nana Addo Dankwa Akufo-Addo, who serve as a sitting president and the NPP presidential candidate, use Facebook live, pictures, recordings and presents on disperse their proclamation to the online network. The Facebook page of the flagbearer for the National Democratic Congress (NDC), His Excellency John Dramani Mahama additionally came about to similar technique for utilizing recordings, presents and pictures on impart to the citizens online which certifies my hypothesis.

All campaign messages posted on Facebook and tweeted on twitter was shared, liked and commented by voters with the hashtag **#THEPEOPLES MANIFESTO #4MORE4NANA #4MORE2DOMORE #JMandJane2020 #JohnMahama2020** among other hashtags were circulated all over Facebook and Twitter. The official Twitter page of the NDC has 154.6K followers whereas the NPP has 182.3K followers.

Facebook posts and Tweets has offered more point of view and information thinking about how the general populace uses online media to share their viewpoints on administrative issues, political discourse, and to study whether people are truly secured. Nonetheless, it has likewise been discovered that, in spite of this expanding noteworthiness, traditional methods of campaign, for example, door to door, posters, flyers, billboards, radio, newspapers and TV, are as yet critical to winning a political election.

From the above findings gathered, this study will be of great importance to Ghanaian politicians, campaign managers and prospective politicians as it unravels the value of using social media tools to achieve success during and after elections and generating awareness of utilizing online media instruments particularly among younger generations.

Again, this study will be important to policy makers, electoral institutions and media advisors of political campaigns as it will allow them to recognize and appreciate the advantages and effectiveness of using social media platforms and how best to leverage it to project the image of their clients and increase the profile of political candidates. In the same way, this study will help specialists, other researchers and add to future academic studies as it will include writing on the trend of the use of online media in political campaign.

4.2 Limitations

There were, loop holes in this strategy, since the researcher could not conduct interviews during the time of COVID and the difficulty in organizing and analyzing data since it was time consuming. Also, contemplating the enthusiastic point of view on content assessment, the data gathered is only relevant to the Ghanaian political setting.

4.3 Recommendation

The next stage of the research will focus on collecting data to explore the research questions identified. Although the researcher has not been able to collect and analyze data, it is suggested that interviews be conducted with party executives, campaign strategists and politicians in the future when a similar study is to be conducted.

4.4 Conclusion

Online media have become a vital piece of public talk and correspondence in the contemporary society. During the outbreak of the novel Coronavirus, which rapidly spread throughout the world and affected every aspect of humanity, social media was the perfect way for individuals and groups to remain linked when physically separated. Facebook and Twitter provided personal and business alerts for companies, government institutions and workers. The presidential address on COVID-19 measures by His Excellency, Nana Addo Dankwa Akuffo Addo was streamed live on Facebook and Twitter which allowed users to comment live.

Globally, the utilization of online media in late decisions has fundamentally strengthened, particularly in connecting with a large number of citizens through Facebook and Twitter. Despite

the fact that TV, radio telephones, stickers, billboards and flyers are still utilized for political campaigns, online media offers a modest choice to convey a political message to constituents, making social media sites a basic political campaign medium.

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