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## **Political Campaign through Social media:**

### **A Qualitative and Quantitative Analysis of**

### **Oslo Arbeiderpartiet Facebook Page**

**Rohail Ashraf**

**Candidate number:21**

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**Department of Media and Communication**

**University of Oslo**

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## **Abstract**

Facebook and other social media sites offer suitable forums for political parties to express political views and ideas through their social media accounts and pages. This thesis determined to understand how the political parties utilize Facebook for their political activities and what are the ideas and concepts posted on their pages. This research analysed the Facebook posts of the Arbeiderpartiet Oslo section (Oslo Labor party/ Oslo Arbeiderpartiet) to elaborate on the research question. This study aims to perform a mixed approach of qualitative and quantitative analysis of the Facebook page of Oslo Arbeiderpartiet party to analyze the type of posts they use, the strategy of the 'post content', and what political or non-political topics are presented on their official Facebook account. The type of posts describes as the 'subject of the respective posts' whereas the strategy of the posts is explained in the 'thematic analysis of the gathered data'. Data analysis was conducted by using NVivo software. The data from Facebook posts were collected and organized individually to identify the theme or subject discussed in the posts. The codes were assigned and then grouped together according to their similarity. The results showed that the Oslo labor party's leading posts were relevant to health (45.6 %) and corona management concerns (28.5%). The reason for that is because the selected timeframe falls in the corona pandemic. The political agenda and electoral campaigns, voter engagement and jobs counted for 13.8% and 7.5%, 10.44% and 18.38% references respectively.

# Chapter 1– Introduction, Background and Research Question

## 1. Introduction

This dissertation explores an in-depth analysis of the Norwegian Arbeiderpartiet Party's Oslo section (The Oslo Arbeiderpartiet/Oslo Labor party) use of social networking in politics in Norway between October, November and December 2020. Social networking is described as internet-focused applications which enhance personal and people-to-people interaction by creating personal profiles and exchanging pieces of information with different users on the internet (Morrison & Weaver , 2008). Lately, social networking like weblogs, Facebook, Twitter, and wikis are becoming increasingly relevant in influencing international political interactions. Social media capacity appears to be more significant in political settings as it can promote greater engagement and accountability. Networking sites are "internet services that enable users to (1) create a public or private account within a bounded framework, (2) communicate a database of many other consumers with whom they connect, and (3) display and navigate their list of contacts and those created by many others in the system" (Boyd & Ellison , 2007). In Norway, Facebook is the most popular social network website. The social networking application has 5 million users registered with it. Facebook, Twitter, LinkedIn, Reddit, etc. are tools for personal expression and connecting with friends and relatives (Donath & Boyd, 2004; Ellison et al., 2007). The users have accounts, which contain pictures, likes, interests, and so on. On Facebook, every user has a personal weblog, as well as features for uploading photos and videos. A comment may be left on another member's profile for anyone to see.

The election campaign, peculiarly in industrialized democracy, has arguably evolved into phases and evolved in a progressive stage (Dalton et al., 2002; Norris & Norris, 2000). These three phases of campaign growth are transitional which have evolved over time with different technologies and their uses. The first phase also known as a Pre-modern era, from the mid-19<sup>th</sup> century to the mid-20<sup>th</sup> century, involves decentralized and local party members organizing campaigns with the help of partisan journalism. The second phase (modern era), from the 1950s to 1980s, organized campaigning with the effective use of television as a mode of communication between voters and

campaigners. Politicians in the third phase (post-modern era), the post-1980s era, have utilized digital communication like websites and the internet for their campaigns (Norris , 2000). This perspective is like that of Westernization as it implies that politics in most countries would aggregate around the US example, and Norris further explains that this evolution is evident in developed countries.

The inconsistency in how political forces speak about communication technologies related to their real campaign activity is a paradox (Karlsen, 2009). A few studies have revealed that personal interaction with citizens is one of the key reasons for political groups and legislators to utilize social networks (Enli & Skogerbø, 2013). The online world is becoming a prominent traditional banking medium for political communication throughout election cycles, and especially, social networking sites have been praised for their communicative and interactive potentials. Political groups and independent candidates may utilize social media to circumvent traditional media and engage directly with voters via blogs and social network channels such as Facebook. But considering the opportunity for stronger relations with supporters, political parties and leaders are progressively trying to take advantage of the immersive and social elements of social networking. Loss of power, insufficient time, and finances are some of the explanations why parties are hesitantly utilizing modern interactive networking technologies (Lüders et al., 2014), the contrast among political parties' communication policy and experience on social networks. A lot of people are using social media to connect nowadays. Every week, over two million people join Facebook. Social networking sites are an interesting platform for publicity and election efforts due to their large and growing user base.

## **Background**

Social media has seen rapidly growing usage over the last few years and have been the subject of statistical research. Social networking transformed the interaction between individuals, organizations, and investment in advertising budgets. Social media has changed how citizens communicate. In recent decades, Facebook Inc. (FB) has been a dominant force in social 1 networking, with former competitors Twitter Inc. (TWTR) and LinkedIn Company in terms of customers and revenues.



This mass acceptance of social media technologies has altered the ways of communication. The cost of reaching out to too many citizens via technological resources was the main barrier for anyone who needed a piece of knowledge to be disseminated into society a few years ago. This limitation has now been eliminated through universal Internet connectivity. Personal modalities like social network sites (SNS), microblogs, and weblogging have been prevalent in this sense. The practice of locating, organizing, and coordinating groups of people with the same preferences, the quantity and scope of relevant evidence, and news outlets with the capacity of recalling and sharing thoughts and ideas on a variety of subjects has all experienced drastic changes as the social media grows.

### **Social media and politics**

As rapidly as social media has been influencing politics, the economy, personal life, and everywhere else, it is continuing to grow at a great speed, rendering it tricky to anticipate how it will change. In 2006, 7.3 million active Facebook users allowed Facebook to make an offer of a buy-out for \$750 million. The corporation could claim 2.38 billion active customers in the first quarter of 2019, with a market capitalization of about half a trillion dollars (Ethics et al., n.d.).

Social networking means the use of the internet to connect with people by socializing their profiles and forming individual-to-individual connections. It is not restricted to socializing, but it also involves the communication between leaders and voters through different platforms (Boyd & Ellison , 2007). There is increasing research on the influence of social networks in political deliberation. Political deliberation is a process where an individual weigh one's options thoughtfully before casting the vote (Rosenberg, 2007). Current research demonstrates that deliberation can greatly affect major outcome variables, such as attitudes to legislation, citizens' awareness, and the political participation that comes with it.

The most recent political elections of Norway (2017) demonstrated the growing importance of social media technology for public discourse and persuasion (Kalsnes & Olof Larsson, 2021).

Facebook and other social media sites offer suitable forums for people to express political views and ideas through their social media platforms. Social media are therefore the perfect medium for evaluating the public perception of legislation and policies, as well as for creating community loyalty to public office candidates. Social media platforms help political parties convey their agenda to the public. Agenda setting means parties portray certain issues and narratives more

frequently to their audiences that it starts to dominate the perception of targeted audiences (Coleman, McCombs, Shaw, & Weaver, 2009). So, these communication platforms also serve the purpose of agenda-setting which simply means that it also provides an opportunity for certain organizations, opinion leaders, and politicians to influence their target audience. In these platforms, carefully designed content for the target audience becomes the tool of influence on these social media networks. The finest example of this notion is “a direct interaction between followers and their leaders”, direct communication can be in the form of a post or an image on the social media of an opinion leader. Moreover, by following this straightforward interaction notion, Opinion leaders or politicians post on their social media platforms to remain intact with their followers, they discuss several issues with them and respond to queries which further push followers to shape opinions accordingly.

The political parties have quickly adopted modern technologies and political conditions to succeed. Communication platforms, such as Facebook and Twitter, are becoming more commonplace, particularly for political figures in general (McNair, 2012). In general, social media, builds a global network, connect, share information, and allow people to engage (Donath & Boyd, 2004; Ellison et al., 2007). Nowadays, political participation can result in easier and frequent involvement of the public in political participation and interactivity (Kruikemeier et al., 2013). The use of social networking is to help the parties bind, engage their followers, collect money, and exert influence on the news agenda are some of the strategic advantages the parties have discovered when they pursue online strategies (Johnson & Johnson, 2011). In summary, social media may be seen strategically by candidates in political campaigns. For purposes of political engagement, it may be most often achieved by social networking, as well as editorial, or face-to-to-face media. When elections are close, the parties intend to rally their people behind them and to gain others that are still unsure (Karlsen, 2009). This is the reason why political parties create their outreach plans well before they intend to invest in the media (such as television, radio, and newspapers) as well as paying venues like Facebook, Twitter, and YouTube. Hypermedia politics has been referred to as the fusion of traditional and modern political methods and communications channels (Lilleker et al., 2015). In 2009, 43% of all politicians in Norway used Facebook in their political campaigning, and in 2013, all political groups had Facebook accounts (Karlsen, 2016). More than a decade ago, leaders and political groups in the West started to use Facebook for political contact (Lilleker et al., 2015; Vergeer, 2013). The technologies and the

campaign of Barack Obama in 2008 showed the possibilities of online networking. It has been seen to be inspiring to other leaders from across the globe that this election to see what can be done through social networking in organizing and voting campaigns (Vergeer, 2013).

### **Use of Facebook for political influence and election campaigns.**

Politicians all over the world have started using social media enthusiastically in a very short period to engage their electorate, enter direct dialogue with their people, and encourage vibrant political discourse. In this regard, American politicians have a dominant position, with Barack Obama's consequentialism of actively leveraging social media during his last electoral campaign. Moreover, social media can increase political engagement and dialogue among people. This trend is also very resonant in Norwegian politics where voters get political information through social media. A study has found that politicians and even traditional media houses on social media platforms influence voters. These social media posts help rally people around an agenda promulgated by politicians and parties like immigration was the most discussed issue on social media platforms in the 2017 elections in Norway (Kalsnes & Olof Larsson, 2021). So, social media is an important mode applied by politicians in election campaigns and setting agendas. Facebook's political message in setting agenda follows a distinct trend and method, one that is markedly different from the standard style of political debate as seen on television or as published in newspapers. To begin, the tone of political messages exchanged through Facebook is casual, at times conversational, and any effort by a political agent to communicate political messages using structured language is destined to meet a feedback perspective (Feezell , 2018).

Social media not only help set agenda and to convey political message but also helps in political campaigns by gauging public opinion. Social media is utilized in a political campaign in two ways i.e. it is used to convey the political message and secondly, use of data to cognize the public opinion and attitude. (McGregor, 2020). Studies have demonstrated that the state organizations and official departments' political content from social networking sites is continually gathered, tracked, analysed, and visualized to facilitate communication with voters. For instance, it is essential to note prominent users or (political) leaders to monitor the discussions among their peers, especially during elections. Other related issues that are addressed include recognizing new concerns and developments, as well as the potential to predict future issues. The ultimate objective is to obtain

a concise and detailed overview (e.g., in daily publications or in actual monitoring systems) of the research findings from various social media channels (Andersen & Medaglia, 2009a).

## **Research question**

The development of the Internet has created huge curiosity about the effect on the political sphere of digital platforms, like Facebook. As a result, researchers can now concentrate on a growing body of research that examines the various links between social media and politics from a variety of perspectives. There is also consensus that the Internet has produced modern networking platforms that have drastically altered knowledge processes relative to the conventional established media (Calderaro, 2018). Facebook plays a vital role in spreading news through social, political, and cultural niches across digital channels outside national boundaries.

Different publications on the impact of social media on real-life political involvement have been written over the last decade. Many claims that social networking boosts political activity online and offline (Ahmad et al., 2019b). Likewise, in Norway, the Oslo Arbeiderpartiet has been significantly active online on Facebook throughout the year. A reason to choose this party is that this party has a significant number of voters in Norway, and it has well defined political presence in Oslo and the whole country. I conducted an extensive analysis of Facebook posts of the Oslo Arbeiderpartiet Party in the span of three months i.e., October 2020-December 2020. This timeframe was chosen specifically because it presents the current activity of their Facebook account. Moreover, this is a post-election time so in this timeframe, both political and non-political posting ‘strategies’ can be obtained.

Therefore, this dissertation aims to answer the following research question.

I- What are the main strategies used by Oslo Arbeiderpartiet on its official Facebook page? And what kind of information is disseminated by this party?

## **1.3 Aim and scope of research**

This project explores the content and main ideas of interactions posted on the Facebook page by the Oslo Arbeiderpartiet for social media users. In recent years the usage of Facebook has increased substantially in political messaging strategies. The campaigns of prospective election campaigns would often be much more important as it creates two-way coordination and commitment that

promotes ties between politicians and their backers. This study intends to analyse the political parties and social media platforms like Facebook. This study aims to prove that Facebook is used by political parties for different purposes. For this, a qualitative analysis on the Facebook page of Norway Oslo Arbeiderpartiet party to analyse the types of posts, subjects of the posts, and presented agendas on their official Facebook account. Oslo Labor party is selected because it frequently uses Facebook, and it is one of the largest, well-organized party in Norway. Moreover, the Oslo Labor party utilize Facebook posts as a 'strategy to promulgate their political purposes and to highlight various issues'. Strategy is chalked plan or method to achieve particular goals with provided resources over a period of time. In this research paper, the strategy will be explained through thematic analysis of the data. The thematic analysis of the data will explain the 'pattern of data' posted by Oslo ArbeiderPartiet. So, the Oslo Labor party use Facebook posts for political reasons, and this study will analyse empirical data to confirm its hypothesis about the use of Facebook by a political party. In regard to scope, this research will assist analyse and comparing respective political parties' strategies on their respective official Facebook accounts. It would give them insight and understanding that what type of topics are mostly highlighted by the parties, Furthermore, with the understating of their agendas through their topics, researchers would be able to explain the strategies used by the political parties on their Facebook page.

## **Chapter 2: Conceptual Framework: New Media Evolution and Theories:**

This chapter examines various stages of social media developments and their usage in electoral campaigns ranging from simple websites to advanced digital technologies and social media apps and sites like Facebook. Categorically, media can be divided into two classes; one is conventional media, and the other is digital media or new media.

Before the emergence of digital media, every kind of mass communication that was accessible, like Radio, television, journals, books, and newspapers, all fall under this category. Traditional media, such as tv, radio, and print, do not utilize the internet. Letters, phone conversations on a cable, in-cell TV, plus face-to-face meetings are all examples of offline media. Any single thing or collection of elements that depend solely on physical form to communicate information that results in insignificance in the mind of the user. The term "traditional media" refers to a collection of media outlets such as radio, newspapers, television, and journals. This term refers to organizations and methods often referred to as "mass media" that reach the broad public or certain sectors of it through electronic methods, organized, schedule-based programs, and little public input. While traditional media may be accessed through computers other computational devices, it is intended around specialized medium devices such as TVs and radio receivers (Yoon & Kim, 2001).

The new media election campaigns, as well as how these digital electoral campaigns affect voter participation and attention, are discussed in this chapter. In the modern world, research to tackle and develop innovative methodologies is crucial for new media or digital technology campaigns. This chapter discusses first the processes that were involved in the rise of media from rudimentary websites to more sophisticated social media and, secondly, the social media theories involved in capturing audiences. It will identify the type, form, and content that is required for new election media campaigns and how such campaigns ultimately transform the voter interest, engagement, thoughts, and knowledge (Owen, 2017a).

Social networking channels that support the creation, dissemination, and exchanging of content are becoming crucial elements of today's campaigns. Candidates use a wide-ranging combination of new technology approaches with traditional media practices. New media has also enhanced

the scope of information and campaign monitoring by professionals involves regular people's opinions and reviews on Facebook as well (Owen, 2017a).

## **2.1 New media world**

The New media world is a place where a variety of communication approaches and tools are utilized for election campaigns. Social media has gained a wide medium of communication by politicians as it is a two-way communication where input and output heavily influence voters' behaviour ( Zhuravskaya, Petrova, & Enikolopov, 2020). For instance, Obama successfully used a new medium of communication (internet) in the 2008 election campaign by enhancing political communication with voters through email and websites (Bimber, 2014). Moreover, it has a detrimental effect on voters' behaviour and preferences as new social media provides the voters with a sheer number of new platforms and exposure to different political content. Not only does it influence their voting behaviour, but it also helps them in the selection of their preferred media for information to adapt their media preferences according to their thoughts and beliefs (Schmidt, 2014).

The media landscape has shifted dramatically during the last decade. Traditional media outlets such as radio and television distributed material in a one-way fashion, conveying material and advertisements or political views from the parties. Alternatively, new media – often referred to as social media or digital media – provide individuals limitless options to engage as both voters and producers of media, which are, in this case, political parties ( Zhuravskaya, Petrova, & Enikolopov, 2020). Two-way communication involves feedback by the audience through comments, questioning, liking, and sharing of posts. The public engages with their political leaders on social media and politicians are cognizant of the impact of social media on their campaign. Therefore, political parties actively take social media platforms' feedback to reach out to more audiences in a fragmented society. Interconnectivity on social media platforms might take the form of uploading a new picture to Facebook, leaving a remark on a clip, or "downvoting" material. Digital media are often susceptible to manipulation, networkable, complex, compressible, yet interactive (Rogers & Niederer, 2020). Moreover, social media is vulnerable to hacking which attracts some criticism on its utility

## 2.2 Media evolution

There are different categorization of media evolution and their impacts on political discourse. It may be divided into three phases. These phases are pre-modern, modern, and post-modern eras where different modes of media are influenced differently on political discourse and electoral campaigns (Norris , 2000). The classification, provided by Diana Owen, have divided media evolution in recent history into three arenas (Owen, 2017a). Both have highlighted the evolution of media and the utilization of different modes of communication by parties over the period. So, this part of the paper has fused both models to enhance the horizon of understanding related to the media arena.

**Table 2: Media Evolution**

Eras	Characteristics	Examples
<b>Pre-modern era (1850s to 1950s)</b>	Media was usually associated with bi-partisan narratives	<ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Pamphlets</li> <li>• Radio</li> </ul>
<b>Modern era (1950s to 1990s)</b>	The politics started involving non-political media platforms for communication and electoral campaigns	<ul style="list-style-type: none"> <li>• Talk shows Radio</li> <li>• Television</li> <li>• Talk shows</li> </ul>
<b>Post-modern era and digital media (1990s to present)</b>	Internet and digital media platforms have enhanced the membership of news readers. Multipole sources of news exist.  Two-way communication has been established between voters and leaders due to social media platforms.	<ul style="list-style-type: none"> <li>• Political websites</li> <li>• Social media platforms like Facebook, Twitter etc</li> <li>• Blog websites</li> <li>• Online availability of news</li> </ul>



	<p>Television narrow casting.  Mass subscription to political ideologies and enhanced membership of political parties.</p>	
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**2.2.1 Pre-modern era (1850s to 1950s)**

This period of evolution is associated with old modes of communication among people. Media was very much restricted to newspapers, short-ranged radio services, and pamphlets. Since these communication sources were limited, they had also limited reach and communication between voters and people (Norris, 2000). Media was usually divided into partisan narratives as media was heavily influenced by rival parties. Moreover, politics was limited to constituency-based interaction between leader and public. Constituency-based priorities dominated over national priorities as political campaigns were localized and decentralized. Political culture, in European countries, was cleaved with class, ideological and religious divisions (Lipset & Rokkan, 1967). Thus, reassuring of partisan loyalties by voters was usually reinforced by partisan media.

**2.2.2 Modern phase (1950s to 1990s)**

At this phase, the politicians had started the national level and centralized political campaigns. This development was escorted by the development of new technologies in media industries. Televisions, political programmes, and news shows supplemented the political discourse and campaigns (Swanson & Mancini , 1996). During this phase, the politicians started to utilize non-political and entertainment platforms for campaigning. In this way, the common barriers in communication and delivering messages to the public were significantly reduced. The candidates in electoral campaigns tried to search for the users who were less engaged in television and print media. A more targeted appeal was made for such users to increase their interest in campaigns via exploring their interests in the types of media they used frequently. The era of new politics having a targeted approach equally persists in today's world where electoral candidates seek the most widespread, frequently used media that can deliver their agendas effectively to the general public (Baum, 2005). This kind of media for electoral campaigns laid the basis for more personalized

news coverage and media campaigns. The innovative electoral campaign utilizing old media technologies like rudimentary websites printed flyers for campaigns, and digital repositories of the document first started in 1992 (Davis, 1999).

### **2.2.3 Post-modernist era and digital media (1990s to present)**

Postmodernism features diversity, cultural pluralism, the scrutinization of social relations, and more diverse sources of information (Roy & Rattansi, 2017). With the development of new media technologies, these features were reinforced in the political and societal arena. In the modernist era, media communication was dominated by national media houses which provided a limited platform to diverse opinions, various parties and their voters. With the privatization of television, new media technologies like websites and the internet, the horizon of the political arena broadened, and it gave chance to more parties and enhanced voters and leaders interaction. So, the nature of political campaigns also changed drastically which now involved the hiring of professionals for election campaigns by political leaders (Norris, 2000). These professionals aggregated socio-economic relations and measured their impact on political campaigns.

Next generation voting technology opened the doorways for modern political techniques that facilitated new methods of delivering accurate and comprehensive communications about the results of the election campaigns. The new technology revolutionized the concept of political campaigns, and by the presidential campaign of the year 2000, everybody had comprehensive blogs and websites where rivals and contenders promoted their campaigns (Bimber & Davis, 2003). Moreover, Norwegian politicians have also mainstreamed their political campaigns on social media platforms like Twitter and Facebook to reach out to their voters. In the 2017 elections in Norway, all parties posted on their social media platforms regarding political campaigns and highlighting their political agendas (Kalsnes & Olof Larsson, 2021). Elsewhere in the world like in the 2008 elections of the US, news sites and social media resources such as blogging, promotion, debates, and digital campaigns played a key role in the success of President Obama. The digital media had quite an impact on voters' choice and electoral agenda of candidates as the feedback mechanism helped them realign and adjust their priorities (Wattal , Schuff, Mandviwalla, & Williams, 2010) The media started evolving after the US presidential election of 2008. It was during this time that digital communication technologies began to promote interaction among voters, teamwork, and community development. The process of getting active participants

involved in the election process is used for the creativity and success of electoral campaigns. It also allowed voters to post and reflect on such posts. One of the most noteworthy changes in 2008 was that new platforms, such as Facebook and YouTube, were used for group exchanges and voting peer-to-to-peer communications (Nickerson & Rogers, 2014).

## **2.3 Significance of new media in election**

Today's new media has played a significant role in voting outcomes by introducing E-campaigning and convincing voters online through social media (Owen, 2017a). Technology continues to improve and diversify social networking channels that lead to advanced election applications. Numerous websites, including Facebook, have promoted digital electoral campaigns through their social media platforms (Owen, 2017b).

Traditional and digital media have shifted from being antagonistic to being synergistic as the new outlets of political information have evolved into competent ones. An average voter has been a major supplier of election commentary, from pieces that range from mere brief statements to full reports to first-hand experiences. The mainstream press is embedding online media innovations into their distribution mechanisms, such as internet, podcast, and political video material on Facebook feeds. Digital media now determines which issues to be pursued in a campaign (Pavlik, 2008).

### **2.3.1 Campaigning Parties and Movements**

The candidates of different election parties have incorporated new media advancements in their electoral campaigns for capturing, informing, and mobilizing their supporters using new media. Online campaigns that utilize a wide range of technologies, from a single-purpose website to campaign brochures and social media pages, have gone further in terms of providing people with personalized information (Hendricks & Schill, 2017). The political leaders focus on increased communication with different populations from the various digital channels and enhancing internet connectivity. One of the methods used by political parties is microtargeting which focuses on providing targeted messages to specific ethnic or political groups that are beneficial for the campaign (Hillygus & Shields, 2008). This means targeting those voters who are indifferent to political parties' vision and they are targeted by specific political messages so that their interest could be developed towards the campaigning party.

Norwegian political parties have utilized social media platforms for political campaigns and agenda-setting (Karlsen, 2016). More than 75% of Norwegian people were using Facebook in 2011 which had a significant impact on their exposure to political content, and they are actively engaging on political pages for the source of information (TNSGallup Norway, 2011). Moreover, with these changing realities and more consumption of social media by Norwegian people, the politicians across the country had established their Facebook accounts before the elections of 2013. The social media platform had also an impact on the electoral campaign of Norway which is usually party-dominated. Though the Facebook pages are party-based, like Oslo Labor Party's official page, the electoral campaigns more are becoming more personalized and run by individual politicians (Sara Enli & Skogerbø, 2013). The Democrats and Republicans in the US have established new media strategies that help them to connect with their voters. Internet portals that attract voters' attention during elections and maintain interest are important tools for politicians to reach their target demographics on social media.

## **2.4 Theories of Social Media**

In this section, social media engagement theory and the public motivation to use social websites are explored. The principle of knowledge acceptance was previously used to describe why people readily embrace new technologies. Research has shown that the factors that drive people to action include extrinsic motivation (motivation due to external forces) and personal motivation (aspirations created by the individual.) An extrinsic motivator looks for reasons to execute an activity, whereas an intrinsic motivator seeks to be motivated by the behaviour itself rather than by an extraneous incentive like a reward (Deci & Ryan, 2010).

Davis (1999) concluded that extrinsic and intrinsic motivators both impact the use of social media technology among users. For individuals, it depends on how these two intentions interact through the application of technology. The application of information technology is greatly influenced by two main influences, which are cognitive gain and attitudinal benefit. Whereas the use of social media in human beings was also urged by two components, perceived utility and satisfaction (Kim et al., 2007).

Politicians use different platforms to advance their agenda and influence their audience. Social media can act as the conduit for agenda setting as it gives users incidental information about

politics. This process is known as political agenda which means that politicians promulgate a specific set of preferences and get people's attention toward these preferences(Wolfe, Jones, & Bamugartner, 2013) .

These theories relate with the current research paper in regards to the quest for information that brings people to social media and respective pages of their choices and likes. These theories also explain that people use social media politically to engage, communicate and support their ideal political leaders. Their leaders, in turn, influence their preferences and political behaviour by targeting them with their constant political agenda. The empirical data analysis in this paper will prove that leaders use media platforms for promulgating their political agenda on Facebook and users consume it.

## **2.4.1 Motivation theory**

The theory of motivation explains the tendency of individuals to accept social media technology (K.-Y. Lin & Lu, 2011). The users of social media do not function as passive recipients of communication in conventional broadcasting, but also as active contributors and interlocutors. By using social media, users contribute and participate in a campaign that gives them more satisfaction, and consumers are psychologically engaged while using this technology (Ashley & Tuten, 2015). Not only do they consume political information but they also give feedback by commenting or interviewing their political leaders because social media is two-way communication (Steir, Bleir, Lietz, & Strohomeir, 2018). Social media users actively utilize social media platforms to gain information and build their political opinions. A study has found that more use of social media renders more volatile political opinion among audiences due to widespread exposure of voters to different political content (Diehl, Weeks, & de Zúñiga, 2016).

### **2.4.1.1 Why do people use social media**

Social media users behave in a psychologically predictable manner where they are more likely to interact with similar people like them to get information of their interest (Birke, 2013). For example, a person supporting one specific political party is likely to follow the pages and people who speak in favour of that political party. It is also important to recognize what information in a post attracts readers' attention such that their mates can connect and continue to see it (Andersen & Medaglia, 2009b). Concerning this research paper, this theory shows the motivation that

accelerates the public to use social media to contribute their part through active commenting. The different motivations are getting information about politics, acquaintance with social issues, and interacting with political leadership by actively giving feedback by commenting or liking the political pages and posts.

## **2.4.2 Self-representation theory**

Self-representation theory is utilized to suggest user activity on social networking platforms (Walker Rettberg, 2017). Erving Goffman investigated why we act differently in various social settings. When we are around our close acquaintances, we behave in a particular way but when we are around people whom we hardly know we behave differently. Additionally, Goffman asserts that we are more honest when we have a subconscious reaction particularly while doing an unplanned act, we are more candid as opposed to the times when we formulate our reaction during a discussion (Goffman, 1966). On Facebook, users can schedule their responses according to the scenario and content. As the Facebook user views information, they have the opportunity to decide whether or not to react to a particular post. In this regard, they have enough time to prepare and reflect before giving a response like, posting, or sharing. Goffman describes how in the first meeting with anyone we might not be able to express our true feelings. When we gain a clearer understanding of the other individual only then we can start expressing our true feelings regarding political topics (Arkin et al., 1986). Facebook users generally do not know other users in their friends' list. On Facebook, users have varying numbers of acquaintances (connections). Some people have 20 followers only including their friends and families, while others may have 2000. Their Facebook friends can include individuals they hardly meet to work colleagues and people they have encountered just once, in addition to their real friends. As individuals take their chances and want to react to content, they can keep in mind that their reaction activity might be visible to someone they vaguely know in their Facebook Newsfeed. This could influence whether they react truthfully, or if they react at all. Some people may have Privacy Issues because posts made by Facebook groups or fan pages are public, which implies that their responses to these posts are presumably visible to everyone. Again, this may cause users who are mindful of this to think twice before responding (Debatin, Lovejoy, Horn, & Hughes, 2009). According to research conducted on political blogs, attitudes continue to polarize—many who support a candidate develop favourable attitudes, and those who oppose the candidate get even more hostile (Meffert

et al., 2006). Thus, it is reasonable to assume that people who support the candidate (by including the candidate in their social network) may establish a positive outlook and impression about their choice of candidate, while the same people who have rejected or criticized certain candidate may provide a pessimistic attitude toward a certain candidate.

### **2.4.3 Agenda Setting theory**

Agenda setting is the process whereby a special priority is given to a particular issue of political agenda. Mass media's role has been central to the development of agenda-setting and on the views of public opinion. This agenda-setting theory emphasizes the relationship between the impact of mass media on any issue and the public's reaction to these issues (Gilardi, Gessler, Kubli, & Muller, 2021). This theory states that mass media influences on audience's choices and prioritize the availability of the different type of news to viewers. By setting media agenda, political parties get favourable electoral results because they rally around those issues which are close to the public and thus this ultimately benefits the political party. Social media plays important role in political communication as politicians, political parties or candidates use social media to communicate with journalists and the public. The important aspect of social media is that political actors are more at freedom in setting political agenda as compared to traditional media because it lacks gatekeepers that filter the nature of news or information (Proksch & Slapin, 2015). Political parties use different methods like posts about issues, sessions with the audience, and microblogging on social media are important ways to set political agenda and attract more audience to their narrative (Jetter, Lewandowsky, & Ecker, 2020).

### **2.4. 4 Facebook highlights social issues**

Facebook is one of the most important platforms used by political parties to raise various social issues. These social issues are diverse and by posting them on their pages, political parties enhance their audience and exposure to their political agenda. Facebook posts highlight various issues which are then shared by the users. Facebook was instrumental in highlighting various social issues in Norway elections 2017 where health accounted for 17% and school and education accounted for 21% and immigration accounted for 28 % of the topic discussed during election campaigns (Aardal & Bergh, 2018). Social media campaigning aims to gain votes, and young people who use social media more frequently as compared to older people are the target of political



parties. It means that these young people are particularly open to the political messages sent out on the Internet (Kaid et al., 2007). Youth is the primary target of political parties and that is why they engage them by highlighting those issues which are faced by youth. Unemployment, education, and health are common issues faced by youth. So political parties engage them through Facebook posts either by highlighting statistics or policies about these issues.

## **2.5 Facebook as a source of political information**

Internet and particularly social networking, the field of communication has opened new gateways by which information can be transferred. Norris and Curtice indicated that political websites were useful for establishing communication with audiences whose opinions mattered (Norris & Curtice, 2008).

The general public studies show that these website viewers are discussing politics with their friends and family more often. One of these websites is Facebook, where the discussion takes place via comments on posts on political pages or on individual posts on Facebook, which explains the major impact of Facebook on politics. It has been a crucial channel for people to create and deliver political content. For regular people, the scope of contact on Facebook has gone beyond belief. There is no limit on the amount of correspondence that can be established on Facebook. Whatever is done publicly on the platform can be monitored by all online observers of Facebook, including friends and family members as well. Facebook has provided a platform to smaller political groups who were neglected in traditional media and now the information and agenda of these groups can be heard through the Facebook platform (Bene, 2017).

## **2.6 Facebook for election news**

Traditional and digital media have been amalgamated as the former has assimilated digital media into its operation to target a broad audience. Like news channels and entertainment, channels have created their social media pages to disseminate their content online (Baraybar-Fernández, Arrufat-Martín, & Rubria-Gracia, 2021). These social media outlets now deliver content generated by websites, Facebook feeds, journals, and political films. Consequently, communications generated by digital media progressively set the tone for campaigns (Pavlik, 2008). Nonetheless, existing news organizations continue to play a leading role in the national election debate (Fenton, 2009).

Although some citizens still get their election news from cable, but internet outlets are gaining prominence (Smith, n.d.). The internet and media platforms have transformed from a secondary source for obtaining voting results to a primary source of information. The usage of social media as a primary source of election news in presidential elections has increased from 3% to 47% during the period of 25 years. The majority of mainstream coverage and hard-format coverage of the print media also decreased (Owen, 2017b).

## **2.7 Facebook interaction and audience reach**

The content on our Facebook feed is heavily prioritized by the Facebook computation algorithm mechanism. The visibility of certain posts on our social media feed is generated through the filter “Top News”. The top news filter shows the most interesting and informative information shared by our friends and the most engaging activity. However, in 2011, two new settings were introduced. One set stated that the contents on our Facebook feed would be the activities derived from friends and pages one follows. And second setting stated that the Facebook feed would show contents derived from activities followed by friends and most interacted pages (Bucher, 2012). The first setting was optional and if they cannot default to the first setting, the second setting automatically operates and all contents on the newsfeed would be contingent on the second setting. This leaves the Facebook feed full of exclusive content and user cannot reach to other content from different sources. Overall, this means Facebook fills one’s Facebook feed with those contents that are related to friends’ activities and exclude information from other sources.

Bucher clarified how Facebook's computational editorial expression, named EdgeRank, ranks any conversation on the Facebook platform and "decides" which content will be prioritized in users' News Feeds. How should we present ourselves to the News Feed? It relies on what we see as noteworthy or important stories. Then the Facebook user would get those contents on the newsfeed with which they have interacted the most. She discovered that the proportion of messages from the selected "Top News" list appeared in her personal Facebook Newsfeed, but far less from peers and Pages she did not engage with. Therefore, how EdgeRank processes the information that users provide is largely dependent on the person and his interaction with his friends in the social network. By serving as a gateway for user-generated data, EdgeRank establishes that exposure cannot be taken as a notched income. So in order to attract the most visibility by any organization or individual, they must assure that their content is viewed by all followers and their content must

be very attractive and compelling so that their followers keep going with new updates (Bucher, 2012).

Since the Facebook newsfeed would show those contents that are top news, the political parties must make their electoral campaign most inspiring and compelling so that their Facebook profile and posts could attract the most likes, comments and feedback to enhance communication with voters (Tuten, 2008). Keeping the political message two-way is also a part of spreading the political message out there. Facebook allows people to engage with content by allowing them to either tap on the articles like icon, post a comment in the comment section below, or press on the post's sharing icon (Ahmad et al., 2019a). The user's prominence with its network mates has an impact on how many of their contacts view their activity. Successful content captures the user's interest, motivates them to engage with it, and spreads the data through community interactions within the social platform. When a piece of material is considered uninteresting by a recipient, contact stays one-way (Ahmad et al., 2019a). So, in order to attract most followers and audiences to their political campaign and messages, the political parties must give compelling content and this content must be followed by all their followers so that it could become a suggestion for other friends. Only in this way, the interaction between public and political party would be two-way and broad.

## **2.8 Hypotheses building research**

Facebook was designed for the college population, but it has now grown to be relevant to everyone in the general population. There are 700,000 new users registered every day, and about half-million status alerts are generated daily. Unlike the statuses seen on the social media feeds, they appear without word limits. The Facebook page offers the opportunity to create a specific image and connect with your followers in a “personal” way. Instead of setting up a profile, you get a page, and then you can add as many people as you like as fans or friends to it. It is a limitation to the number of friends it can allow, which is problematic when a large, targeted number is hit. Each page on the Facebook network has eight key styles of resources to help a brand accomplish its goals (Vonderschmitt, 2012)

A newer profile style was unveiled in March 2012 that included a picture cover, posts, the action bar, and a post creator. It is a big image that shows customers and potential fans what you are like.

The campaign may use this platform to encourage followers to post photographs of the nominee or the family alongside other public figures they wish to identify with. The profile photo is picked that would be included in a newsfeed and any Facebook advertising. Since one can either use an image of yourself or a political logo to attract the attention of supporters to the Facebook page. In addition to providing good content, you can show good things next to your profile image, such as page titles, to encourage users to like your page. To a large extent, it is a look at the total number of supporters of the campaign page, but also the number of people asking about the vote. Again, this increases the chances that people would enjoy your campaign and allows users to stay on it and learn more about the candidate. (Vonderschmitt, 2012)

An ongoing analysis looks at Facebook data collected by (H.-C. Lin, 2017) discusses the effects of politicians' usage of the social media platform on their performance in campaigns. Due to this, there has been a significant increase in the usage of Facebook in electoral politics during the last few months. As it also provides, the opportunity for two-way dialogues between candidates and the public during the elections, which resultantly strengthens their relationship. With this understanding, The results of this study showed that candidates' Facebook pages and the number of supporters greatly determine the electoral campaign results (H.-C. Lin, 2017). This explains that politicians are constantly utilizing digital and social media to distribute their knowledge and information to their current and potential supporters by creating vibrant, engaging communication on their respective social platforms to win elections. Facebook serves as the platform of communication between voters even during the absence of respective candidates profiles. In this regard, Andersen & Medaglia, (2009) created an online poll about the two contestants contesting for parliament seats, the purpose was to identify the 'use of social media and Facebook by voters' to provide information of their respective candidates. This survey explains that online platform is populated with supporters who knew their candidates through traditional ways and worked as sources of information about the candidates. These candidates did not use Facebook to create policy awareness or to provide with their agendas, rather Facebook acted more like a piece of information channelling media for these candidates. Conclusively, Facebook users consider this platform as a source of knowledge dissemination (Andersen & Medaglia, 2009a).

Williams & Gulati, (2013) did an investigation to analyze the use of Facebook tools adoption in election campaigns. The study determined how politicians used new technologies in the 2006-

2008 polls, measuring their initial use and rate of success on Facebook. The ideas to be advanced in this research mainly stem from diffusion theory. It was also found in previous studies that the number of members and the size of the campaign has a major influence on how Facebook was adopted. It was found that the adoption of Facebook diffused rapidly to keep up with the competition. The research also revealed that in 2008 the educational level had an impact on how Facebook was used. Candidates were often early adopters, but rivals are even more often on Facebook. The study concluded that two factors were important in the rapid adaptation of Facebook among political parties. One is the increased use of this social media platform by competitors and peers while the second main factor is the propensity to acquire advanced technological platforms for future success (C. B. Williams & Gulati, 2013).

Facebook, Twitter, and other social networking outlets have long been analyzed for their use in election campaigns. A vast number of researchers have demonstrated good testimonies about the impact of Facebook and other social media platforms. But many even concluded that these social media channels do not serve to change candidate choices, changes in voters' perceptions, or the outcome of the referendum. Polls reveal that more recently, social media has generated new ways for people to become interested in politics and vote. This 'impact' was further tested by the research of Sandoval-Almazan & Valle-Cruz, (2018), they gathered the data from Facebook's messages and emoticons regarding local government problems in Mexico's central state of Guanajuato to show some sort of feeling or viewpoint. The study concluded that parties had a significant effect on social media activity, but the strongest sentiment results failed to attract the majority of the elections (Sandoval-Almazan & Valle-Cruz, 2018).

Pew's study explains the shift of trend from conventional ways to advanced platforms, often referring to political usage of social media. About 46% of the US public had used the internet regarding election activities (Smith, 2008). However, the report claims that in the 2008 US presidential race, Obama and the Democrats profited from social networking while the Republicans suffered a public relations disappointment. For instance, by the end of November 2008, Obama had more than 2.5 million followers which were more than 4 times to John McCain (Chang, 2009).

## **2.9 Hypotheses**

Facebook is one of the common types of web-based social network that allows users (1) to establish a shareable profile that can be publicly visible or private, (2) group together with others and build a social network where you can share your thoughts, and (3) navigate a list of the people whom you relate to, and you can also view the activity of your social circle. This social network allows you to make many connections in a semi-popular environment (boyd & Ellison, 2007)

Facebook is used to promote yourself and to establish and sustain contact with friends and associates (Donath & Boyd, 2004). Users maintain accounts, which typically contain their photos and details about their background, interests, favourite music, and literature, and so on. Each consumer on Facebook also can share photos and videos. You can type texts on other account holders' profiles, which is one of the benefits of the Creative Accounts feature.

In comparison to other social networks, Facebook users can connect with their friends by sending a request for friendship. When the other person agrees, the engagement is reflected in the form of friends. While 'friend' can be used in the context of real-life friends and family members, sometimes it is used to connect with celebrities, politicians, and people you do not know in real life (boyd & Ellison, 2007).

Most of the previous analysis of social media has focused on why individuals use social media, how they introduce themselves on social media, and how social networking use impacts social interactions (Donath & Boyd, 2004). Campaigns on social networking sites such as Facebook may be classified as soft campaigns because making a profile on Facebook and using this platform to address citizens is like talk shows or other television programmers. However, Facebook offers more opportunities to communicate with the voter base than entertainment shows do.

### **2.9.1 Engagement in Political Posts**

In a political campaign, the aim is to get as many votes as possible. The campaign must captivate the interest of voters and inspire them to form a favorable impression of the leader. People under the age of 30 are using the Internet at higher rates than older people (Rainie et al., 2004). Such policymakers try to engage young people through the Internet. Since too many people in their 20s

use social networks on a regular basis thus it is used as an extension to Online and email campaigns (Steinfeld et al., 2008).

In politics, social media is often used to present ideas and to connect with people having the same thoughts (Donath & Boyd, 2004). The first hypothesis is presented to predict the use of Facebook by political parties in presenting their political agendas.

### **H1: Facebook is used by political parties to deliver their political agenda.**

Facebook helps political parties in conveying their political agendas and it is a more convenient mode of communication due to wider acceptance or utilization of social media by people. The core premise of the current section is that Facebook can hit even other classes of users since they facilitate users with wide connections to the profiles of politicians. Moreover, the scrolling Facebook feed has been a routine for several people and this feature plays keep role in wider exposure of different political content to users (Tang & Lee, 2013). As a television viewer, one can see a candidate or politician only in specific talk shows whereas on Facebook you can search for them anytime and there is also a range of Facebook suggestions that shows important political figures in your feed to be followed. According to Sunstein, democracy “requires both a variety of shared perspectives and unanticipated, unchosen exposures to complex topics and ideas” (Sunstein 2001). In a broken culture, these shared interactions are absent because people only absorb their own news compilation. Facebook may reverse this pattern by supplying individuals with these unanticipated exposures so vital for democracy. So, Facebook provides a platform for political parties to deliver their agenda, and empirical data in this paper would prove this hypothesis.

#### **2.9.2 Facebook Use and Party’s Profiles**

Political parties have Facebook profiles that provide information about party activities. These activities are related to electoral campaigns, posts highlighting social issues etc. The Facebook profiles of political parties centralized and channel these pieces of information to their audience in a cohesive form. So, the party profiles play a key role in approaching their viewers and disseminating party activities. Research has found that Facebook usage raises primarily bridging social capital (Ellison et al., 2007). Social media networking has been seen to be especially beneficial in providing useful information, exposing people to new experiences, and fostering the spread of innovation (Westerman, Spence, & Van Der Heide, 2014). As a result, Facebook could be the first medium to successfully address individuals having political interests. A large network

on Facebook is therefore expected to project the attention to the campaign outside the usual markers of political involvement. The public existence of a political party's Facebook page enables them to explain their ideas and express their democratic rights. In this regard this hypothesis will be examined:

**H2: The political parties use their Facebook profile to deliver political ideas and demands.**

### **2.9.3 Facebook and social issues**

The commitment to a social issue is an essential yet insufficient prerequisite for progress. One of the ongoing arguments in the literature is about historical engagement in social issues and how it influences political activity. Some researchers contend that social issue debate may inspire personal political convictions, or even result in political party polarization. One striking example of this is the rise of radical party ideologies and a focus on social issues in electoral politics during the postwar era in the United States (Matlin, 2012). Social issues are a big concern for the general public and posting on such issues can be helpful for political parties in terms of their public success. Posting these social issues on social media websites like Twitter and Facebook by political parties has seen an upward trend since 2016. For instance, Congress members use tweeter more than 80% as compared to the 2016 elections and it has detrimental effects on their success. Democratic candidates had more followers than Republicans and it helped engage voters on party narratives (Van Kessel , Widjaya, Shah, Smith, & Hughes, 2020). In this regard, this hypothesis will be tested:

**H3: Political parties frequently use Facebook to discuss social issues**

A valuable characteristic of social networking platforms in particular is giving awareness regarding social issues; and analysis has demonstrated that this increases political awareness and leads to a more favorable appraisal for the party (Sundar et al., 2003). Numerous scholars have distinguished different forms of social media interactions and social issue discussion (Stromer-Galley & Foot, 2002). The use of social media in Norwegian politics has seen a drastic rise in the 2017 elections where different social issues were articulated by politicians on their social media platforms. And due to wider subscription to social media platforms, exposure to political content is very high in Norway (Kalsnes & Olof Larsson, 2021). So, in this paper, this hypothesis will be tested by analyzing empirical data from the Facebook post of the Oslo Labor Party.



#### **2.9.4 Political interaction with voters**

Interaction with voters is a very effective way to communicate the political aspirations of political parties to voters. This interaction says Tedesco, of political parties with the public, enhances the effectiveness and validity of political news. The political parties use different types of interaction models but user-to-user interaction, such as web polling or account sign-ups, is mostly used in the current era. (Tedesco, 2007; Warnick et al., 2005). Political parties interact via different techniques such as online meetings, comments, posts, and online polls which is a type of user-to-user interaction in which real two-way contact occurs, but the sender of the message retains greater power (Chesher, 2002). Candidates also use election websites as a one-way contact channel and disable the comment feature (Jackson, 2006). However, certain politicians not only accept feedback but also reply to them. Thus, analyzing the results of reactive communication becomes realistic. Communication with supporters and getting feedback are supposed to have an even greater impact (Warnick et al., 2005). Facebook has efficient features which not only assures the feedback mechanism, but it also maintains the policy of assuring credible sources of information (Thorson, 2014). Since the majority of political groups have interactive elements in their elections thus people appreciate why real responses are unpredictable and should thus be highlighted. Therefore, a constructive conversation could result in a more favorable assessment of the political party. In this regard, the hypothesis is tested whether political parties interact with their supporters and what impact they leave.

**H4: Public health issues are strongly intertwined with the politics and the political parties frequently highlight these issues in their social media posts.**

#### **2.9.5 Political Party's concerns with Health issues**

The government system is the instrument through which public health authorities will effect systemic reform at the population level. And, from a political standpoint, every community's vitality and financial impact are heavily contingent on the population's wellbeing and the reliability of its health services. The role of political parties is very central in channelling all issues related to health in mainstream political discourse in the country. And social media platforms like Facebook are affected mediums for highlighting these issues. In general elections of Norway 2017, public and political parties debate revolved around health issues and health issues accounted, according to the survey, about 17% of political debate during election campaigns ( Aardal & Bergh, 2018).

These statistics highlight the importance of health topics in mainstream political debate. And all political parties use social media platforms to highlight public health issues. In this regard, this hypothesis will be tested through empirical data collected by posts of the Oslo Labor Party.

**H5: Political parties interact with voters via online meetings that supporters can follow live from their homes, videos, and public greetings or messages.**

### **2.9.6 Facebook in Electoral Campaigns**

The usage of digital communication in political campaigns in connection with the nationwide elections has fast been rising globally. In other nations with the greatest prevalence of Information and Communications Technology among people (Petty et al., 1998). Facebook is being employed in national political campaigns. The use of Facebook is thought to be more likely to occur in environments that are less influenced by the challenges of the digital divide. Engaging voters by live communication sessions and sharing the details of the political campaign via the Facebook platform is an effective tool of electoral campaigns (Leippe & Elkin, 1987). Consequently, political parties utilize Facebook for delivering their political agenda and convincing their supporters to vote for them (Meffert et al., 2006). In this hypothesis, we will analyze the Facebook contents to verify if Facebook is being used for electoral purposes or not.

# Chapter 3- Methodology

The study applies a mixed method of qualitative and quantitative content evaluation of Oslo Labor Party's Facebook account for three months. This research aimed to understand the type of information that the Facebook page of Oslo Labor Party is posting, the researcher is required to have enough data to obtain a result after analysis. The researcher did not aim to obtain the type and subjects of the post during or before the election, but rather analyzed the posts which are generally posted by Oslo Labor party. A content review is a thorough study of human communication or the systematic, analytical, qualitative analysis of message content (Bauer & Gaskell, 2000). The Facebook posts of the official party page of the Labor Party are analyzed by utilizing the qualitative analysis software NVivo. In this section, the case study is presented with detailed methods of data analysis. The techniques for valid, reliable, and consistent data are also presented. Ethical considerations are also made in this chapter to extract and analyses the data.

## **3.1 Embedded explanatory Case Study of Oslo Labor Party**

Feagin, Orum, and Sjoberg characterized the term case study as an in-depth, multidimensional examination, utilizing qualitative analysis techniques, of a particular social trend. The analysis also makes extensive use of multiple data outlets and is meticulous in its execution (Feagin et al., 1991). The research is often seen as a manifestation of a wider problem, as one of a larger collection of related cases, and they suggest that certain case studies also combine qualitative and quantitative approaches (Feagin et al., 1991). Additionally, Yin suggested that a case study can incorporate both qualitative and quantitative approaches, and he described it as an analytical investigation that delves deeply into a contemporary phenomenon and its real-world framework, particularly when the limits among phenomenon and its factors are not readily apparent (Bickman & Rog, 2009). Stake argued that when clarification, propositional information, and policy are the objectives of an investigation, the case study always falls short. When the objectives are comprehension, expansion of knowledge, and strengthening of confidence of what is learned, the downside vanishes (STAKE, 1978). According to Stake, a case study has a weak ground for generalization when it examines a single object or incident since a case is generally considered as a constituent part of a target group (STAKE, 1978). He justified this criticism of the system by stating that:

Often, however, the situation is one in which there is a need for generalization about that case or generalization to a similar case rather than generalization to a population of cases. Then the demands for typicality and representativeness yield to needs for assurance that the target case is properly described. As readers recognize essential similarities to cases of interest to them, they establish the basis for naturalistic generalization. The case need not be a person or enterprise. It can be whatever "bounded system" (to use Louis Smith's term) is of interest (STAKE, 1978).

As previously mentioned in this thesis, Facebook is a dynamic entity that can be called a contemporary phenomenon. The quality and contents of Facebook posts change from time to time. Thus, the data analysed will not be the same as it was in last year, and they will not be the same in the coming times as they are now because of the dynamic nature of current affairs (Steinar,2020). However, the findings of this analysis may be indicative of Norwegian politics associated with Facebook accounts, where readers may notice significant parallels with their case. This research aims to present a qualitative analysis of data by utilizing coding method and thematic analysis to give the interpretation within the context of an explanatory case study. According to Scholz and Tietje, Explanatory case studies assist in gaining insight into the dynamics of a hypothesis in order to establish explanations, prototypes, and theories (Scholz & Tietje, 2002). The case study in this dissertation can also be referred to as a descriptive or explanatory case study as these case studies can be used to assess the characteristics and cause-effect phenomena. This analysis examines what are the characteristic of the content reported on the selected Facebook page. It also describes what Scholtz and Tietje refer to as an integrated or explanatory case study, which entails the investigation of one unit, or topic. The existence of several social issues and political themes are highlighted in subunits, which take on specific facets of the investigation (Scholz & Tietje, 2002). This thesis examines one module, specifically an official political party page within the time frame of three months.

### **3.2 The unit in the case- Official Facebook page**

Political parties, as indicated in the introductory portion, demand socialization to gain voters. They face competition from other political parties on different forums of the broadcasting and entertainment industry. In this regard, social media has played a significant role in enhancing communication among politicians and their supporters. Facebook is used by a variety of political parties, and the rules for effective usage of Facebook pages vary according to the political strategy,

agendas, and their position in parliament. If the analysis query had been "What attributes of posts on Facebook pages affect the success of a political party," omitting the aspect of mainstream politics, it might have been imperative to examine other political parties in the sample. This research aims to determine how political parties use Facebook pages and what thoughts or agendas are expressed on this platform to engage supporters. We expect that the findings of this thesis would provide advice to politicians and political parties. Given the growing need for studies on social media, the fact that Facebook is the largest social media networking platform, and the fact that advertisers are constantly using it, this study would ideally shed further light on the content that is being posted on political Facebook pages.

### **3.3 Oslo Labor Party (Oslo Arbeiderparti)**

The official Facebook page selected for this thesis is Oslo Labor Party. The Norwegian Labor Party is selected for this study because it is Norway's main political party, having garnered 27.4 percent of the popular vote in the 2017 general election and won 49 of the country's 169 parliamentary seats. The Labor Party of Norway is a socialist party dedicated to economic equality (Arbeiderpartiet, n.d.). The Labor party is selected for this study because it is generally considered the most active and socially influential political party in Norway. The qualitative analysis of the Facebook contents of this party will provide us with a case study that can be used as a reference to estimate other political organizations' Facebook activities and social media involvement.

Formally, the Labor Party remained loyal to social democratic values. Since the 1930s, the party's motto has indeed been "everybody shall participate," and the organization has historically advocated for a robust welfare state supported by taxation and duties. After the 1980s, the party also incorporated many social market economical concepts into its agenda, calling for the acquisition of state-owned goods and resources and decreasing income tax brackets, in response to the 1980s surge of financial liberalization (Andersen & Bjørklund, 1990) . During the first Stoltenberg administration, the party's strategies were influenced by Tony Blair's New Labor policy in the British Isles, and the government implemented the most extensive privatization program in Norwegian history. Since the 1980s, many political scientists and critics on the left have often characterized the group as being steadily neoliberal. Labor party positions itself as a revolutionary organization committed to national and foreign cooperation. The Workers' Youth Club is its wing for youngsters. The party is a participant of the Progressive Alliance and the Party

of European Liberals. The party was a member of the Communist Party from 1919 to 1923, the Global Radical Marxist Centre from 1932 to 1935, the Labor and Democratic International from 1938 to 1940, and the Socialist International from 1951 to 2016. The Labor Party has long been a firm advocate of getting NATO membership for Norway and voted two times in favour of Norway entering the European Union. At the peak of the Cold War, the party was in power for the majority of the period, it strongly allied Norway with the United States globally and pursued an anti-communist domestic strategy in the wake of the 1948 Krkery address, resulting in Norway's founding membership in NATO in 1949(*History & Overview of the Labor Party*, n.d.).

The party was established in 1887 and gradually grew in popularity until it became the biggest party in Norway in the 1927 parliament elections (Lange, 2020). The party has retained its status ever since. It elected its first government in 1928 and it has guided it for sixteen years since 1935. Between 1945 and 1961, the group had an overwhelming plurality in the Norwegian Legislature, the only time this occurred in Norway's history. The Labor Party's political dominance in the 1960s and 1970s was immediately challenged by opposition from minor left-wing groups, most notably the Socialist Party (Petrick & Scholz, 1994). The Labor party has been in opposition since 2013 after losing 9 seats(*Norwegian Labour Party Political Party, Norway*, n.d.).

Considering this historical background of the Oslo Labor Party shows that this political organization has deep roots in the country's political structure. The Oslo Labor party of Norway is one of the political parties that have more than 50000 membership in the last decade. The party congress consists of its members which selects senior party leadership. Party leadership consists of a leader, two deputy leaders and a secretary-general. Currently, prime minister Jonas Gahr is the leader of the party and the highest office-bearer in policymaking. This party leadership is assisted by the executive board which is comprised of 17 members including four members of party leadership. Both these party bodies are elected by the party congress. National Delegates' meeting is a body between Congresses which is comprised of two members from counties and executive board of the party. The grassroots structure of the Oslo Labor party has strengthened its vote turnover as it got 27% of total voters in 2017 (Skogerbø & Karlsen, 2021). Its session is held after every two years which give legitimacy to party policies. The investigation of such political organizations will allow us to understand the strategies and methods that political organizations use to interact with the community.

### **3.4 Official Facebook Page of Oslo Labor Party**

The official Facebook page of the Oslo Labor party (Oslo Arbeiderparti) was created in October 2010. The page is categorized under the genera of political organization. A political organization is an organization that involves itself in governmental, legal, and political affairs. Facebook is an application where anyone can create an account and start interacting with their social group. This platform allows organizations and companies to create their accounts for communication purposes as well. The total number of followers and likes determines the popularity of a Facebook page or account. Clicking a like button shows that a person is interested in the content provided by that specific page whereas the following button will allow you to regularly see the content posted by that organization. There were 18,466 likes on the Oslo Labor Party page with a following of 18,833 people in December 2020. The page provides an official link to the political party's website with an official email address in the about section. The Facebook page of Oslo Arbeiderparti clearly states its agenda that is a greener, warmer and creative city with room for everyone (Arbeiderpartiet, n.d.). The page also provides an option to sign up as a member of this party that conveniently allows the supporters to be a part of the Oslo Labor community.

### **3.5 Content analysis**

A high-quality study, according to Grønmo, may be quantitative or qualitative. Qualitative science, in contrast to quantitative research, is focused on critical thinking or human interpretation, rather than research instruments or numerical analysis (Grønmo, 2019). The term "content analysis" refers to the process of examining textual, verbal, or visual contact communications (Cole, 1988). It was first seen in the nineteenth century to analyses hymns, newspapers, journal stories, and political speeches (Harwood & Garry, 2003). Content analysis may be succinctly characterized as the systematic, analytical scrutinization of text (Neuendorf, 2017). Currently, content analysis is widely used in communication media and its usage has increased steadily over the last few centuries. Content interpretation enables the researcher to evaluate analytical hypotheses in order to improve data comprehension. It is necessary to synthesize terms into less text-related divisions using content analysis (Cavanaugh, 1995).

Content analysis is a study technique that entails inferring replicable and true relationships between data and their meaning to include information, fresh observations, a representation of evidence,

and a realistic guide to action. The objective is to arrive at a concise and comprehensive definition of the phenomena, and the study produces definitions or categories that describe the phenomenon (Elo & Kyngäs, 2008). Typically, certain definitions or divisions are used to construct a model, conceptual chart, or category. The methodology entails the use of computational models to infer from context-relevant correspondence and critically classify specific features inside a document (Neuendorf, 2017).

### **3.6 Qualitative/ Ethnographic Content Analysis**

The usage of qualitative content analysis often referred to as "ethnographic content analysis," which is used to analyze the symbolic creation of cultural and social values and focus on political statements contained in databases has evolved significantly (Altheide & Schneider, 2013). Qualitative researchers use the term "databases" to refer to any printed, verbal, and visual information that is reachable and can be preserved (Altheide & Schneider, 2013). According to Schreier (2012), a qualitative content review is contextual, naturalistic, descriptive, and case-oriented and places an emphasis on credibility. The approach is based on the identification of thematic trends within data. The themes are not placed on the document externally but appear during the researcher's deep understanding of the text. After identifying themes, the analyst searches for thematic trends in the language. Ethnographic content analysis is a synthesis of analytical content analysis with the aim of gathering insights about how an investigator engages with available content (D. Altheide, 1996).

Sampling is purposeful and logically informed in qualitative methods. Additionally, it is influenced by the meaning, composition, procedure, and format of the political speech. For instance, political statements in reporting, websites, tweets, speeches, and advertisements are influenced by institutions and the contextual limitations of the medium (e.g., newspaper, cable television, talk radio, public radio, internet news outlets, and social networking, among others).

According to Miles and Huberman, qualitative data are helpful when augmenting, validating, explaining, or reinterpreting the collected data (Huberman & Miles, 2002). Since this thesis is also concerned with collected data and interpretations of texts, the qualitative approach has a significant capacity for the evaluation of theories and determining the validity of predictions (Huberman & Miles, 2002). Qualitative content review, according to Hsieh and Shannon, is a structured method



of coding and defining trends or patterns (Hsieh & Shannon, 2005). In this thesis, this approach is referred to as "qualitative content analysis." This approach entails delving further into a subset of the posts analyzed for the characteristics of their posts. The qualitative content analysis in this study entails categorizing and coding the collected data, which I will formally describe in the section on Coding. This is to identify trends, like the quantitative method, but with less coded information. One might claim that it is less scientific and more contextual in nature. Hsieh and Shannon distinguish three distinct methods of qualitative analysis. A summative approach is one of the methods (Hsieh & Shannon, 2005). In a summative approach, the qualitative knowledge processing, data analysis starts with manual or automated searches for instances of known terms. The frequency of use of each defined word is determined, along with the source or speaker." (Hsieh & Shannon, 2005). The qualitative content and answer study in this study investigates the instances of the defined core concept and calculates the frequency distribution for each of the specified content characteristics concerning Facebook use. The qualitative content findings could reflect the overall nature of Facebook posts. Although the amount of content evaluated is restricted, the findings can aid in assessing the quality of the content presented by political pages.

### **3.6.1 Quantitative Content Analysis**

Quantitative content analysis is the method of research that systematically categorize text-based data so that that it can be analyzed which involves quantification or coding of different themes in the text (Schreier , 2012). The text involves any kind of reading or visual material which can be classified, and definite conclusions are drawn. This classification is done by a structured coding scheme that organizes different themes or patterns in text systematically so that conclusions are drawn easily. Coding can be carried out by humans or computers which arrange data into a codebook that highlights themes of selected text or data (Coe & Scacco, 2017). Before coding careful selection of data is carried out by a researcher who selects data related to the research topic and test hypothesis. Then after coding themes of selected data, the data is analyzed, and hypotheses are tested according to the code book. This quantitative method is usually applied in content analysis in social sciences, politics, and communication fields where the text of a different kind is analyzed.

The application of a mixed approach involving qualitative and quantitative content analysis help in widening the methodological scope of the paper (White & Marsh, 2006). Qualitative content

analysis involves understanding and analyzing particular words or themes in a context and interpreting it according to that context. Meanwhile, quantitative content analysis involves the quantification of a particular theme in a text and categorizing that theme or patterns in a coding book. So, both these approaches are interdependent and useful. That is why this thesis adopts both methodologies as qualitative content analysis means understanding and interpreting the text of Facebook posts by the Oslo Labor Party, and quantitative content analysis involves quantification or coding of particular themes in Facebook posts of the Oslo Labor party.

### **3.7 Content analysis applications to political communication**

Although a broad spectrum of messages may be called "political," this description of the content analysis application would concentrate on the term's standard definition, which includes news regarding elections and public leaders, political opinions, and election campaigns.

The qualitative analysis of media content is performed to determine how online political communication works in the light of everyday governance, campaigns, and public participation in democratic societies. Content interpretation is often used as the primary tool for framing research, as shown by a large number of studies in the literature. Political communication researchers have used content review to understand how complicated political topics are framed and packaged in open formats or as "clusters of messages" (Entman, 1993). Whereas, from the viewpoint of the receiver, researchers have used content analysis to demonstrate how such interpretations are chosen over competing meanings, thus affecting popular sentiment and voting behaviour (Semetko & Valkenburg, 2000). Analyses of news coverage in research on the dissemination of news sources and news frames have shed light on how government representatives and authoritative sources communicate and establish themselves as key definers of political issues (Bennett et al., 2006).

### **3.8 Sampling Frame**

Three months period was an adequate time frame for this analysis because the party posts 2 to 3 posts on an average week, which allowed me to collect a reasonable amount of data that I analyzed later. The selected three months for data collection were October, November, and December 2020. All the posts excluding videos and images during this time frame were selected for analysis

purposes. The time frame selected was of the post-election time that provided further insight into the post-electoral campaign element with other political subjects as well. The selection of timeframe does not relate with the 'impact of a certain type of posts on voters during or before election time' but rather an overview of the general information posted by the Oslo Labor Party on its page. This time was suitable for this qualitative and thematic analysis because the post-election period covers a variety of posts including election outcomes, social issues, current affairs, and political engagement can be observed. Whereas choosing a pre-election time frame would majorly include data from electoral campaigns thus leading to fewer themes for analysis. It provides a decent sample size for our study to work on thematic analysis by producing enough codes. The data collected was originally in the Norwegian language. The researcher has availed the credible facility (a native resident and speaker of the language) for the translation of posts that were in the Norwegian language. The researcher has attached the Norwegian posts which are taken from the Oslo Labor Party's official page (Refer to Attachment 2). Facebook translator and Google translator were also used to cross-check the data. And both methods produced the same and accurate translation of Facebook posts in English from the Norwegian Language. The analysis was performed on the data obtained from Facebook posts. The overall results generated 89 codes which are further categorized for analysis purposes. A range of codes was designed to categorize the data more sophisticatedly and generate themes that are presented in Figure 1.

### **3.9 Unit of Analysis**

A unit of measurement in content analysis is the smallest thing that the analyst records as they came across it (Wimmer & Dominick, 2011). For this research, the unit of research was various Facebook posts by Oslo Labour Party. After studying the document, the researcher established motives and forms of motives (intrinsic or extrinsic).

The other variables in this investigation are how many views we have on our Facebook profile, what kind of information the post delivers and what are the common issues presented in the posts. The researcher used qualitative data generated by Facebook to evaluate these findings. For example, the posts might have a political agenda to capture the interest of supporters or other information regarding social issues to create awareness among supporters and followers.

### **3.10 Coding procedure and scheme**

A content analysis was performed using Facebook posts as the data source. The coding categories (Refer to Table 1) were chosen based on previous research surrounding social networking (Rodgers et al., 2007), and each Facebook post fell within one of the codebook's classes. A code is a word that is assigned to the text, images, or other data having the same meaning. A set of codes can be generated manually by analyzing and observing data text one by one or it can be generated automatically via software like NVivo. In this study, the researcher fabricated a set of codes and subcodes to categorize the collected data. The detailed coding and sub-coding of data are represented in Annex 1.

The qualitative analysis was conducted by using NVivo software. The data was firstly organized by assigning each post a specific number. This organized data was then subjected to software analysis. The software analyses the data based on the frequent words and phrases used. Basically, the software tries to find out the keywords that are being repeated in the data and then uses such words to determine the topics or subjects that are present in the analyzed data. Following that, preliminary codes were obtained that classified data according to post number and time of posting. It was recorded in a codebook as shown in Annex 1. Following that, the codes were used to create themes and subthemes. The produced themes and sub-themes were then examined considering the information designed to ensure that they have a similar sense. The themes were modified, listed, and validated after reflection, as shown in Figure 1, which depicts the final graphical representation of defined themes. Hypotheses were analyzed by extracting the politics-related data from the posts. The objective was to determine if the defined themes or codes explained the developed hypothesis. To analyze the posts, the researcher designed a thematic analysis and studied each theme independently (Wimmer & Dominick, 2011). The coding of this thesis adhered to all these guidelines. Concerning classification variables, each Facebook post in the survey was coded according to its purpose and content for example what is the subject or topic of the post and what kind of message it delivers.

### **3.11 Data analysis**

The thesis used a qualitative, case study approach. One way to summarise the analysis approach is as an attempt to create a detailed, rich overview of the cases using data gathered from various

sources. Qualitative analysis is regarded as the best approach for this research since it best suits the detailed essence of the analysis issues and provides the most accurate description of the data under examination. According to Eisner, We develop our abilities by understanding developed through the use of qualitative methods of investigation. It takes the immense work capacity of the researcher and his time and negates the uniformity and standardization qualities of quantitative research. It also involves flexibility and adjustment by the researcher with the context of the research (Eisner, 2017). Since this research is examining the characteristics of Facebook content and their significant themes with a certain percentage, qualitative inquiry works well within this context along with quantitative analysis. Facebook posts from the political party were used to collect data. In terms of data interpretation, the interpretive science methodology served as the study's theoretical basis. This comprehensive approach to data processing and a technique that could be defined as "reflective-interpretation" is well suited to NVivo use. The software program does not compel investigators to use specific data analysis techniques, but rather offers a variety of resources from that they can select depending on their study objectives and methodology of their data.

The data is evaluated using a qualitative data processing software named QSR NUD\*IST (Nonnumerical Unstructured Data Indexing Searching and Theorizing) Vivo 1.4.1, also known as NVivo, which was released in May 1999. Before doing the data analysis, the researcher analysed many other software sets, including Atlas-ti, Ethnograph, and WinMax, and NVivo was selected as the ideal choice for the study due to the researcher's ease of usage and the easy interface of NVivo software.

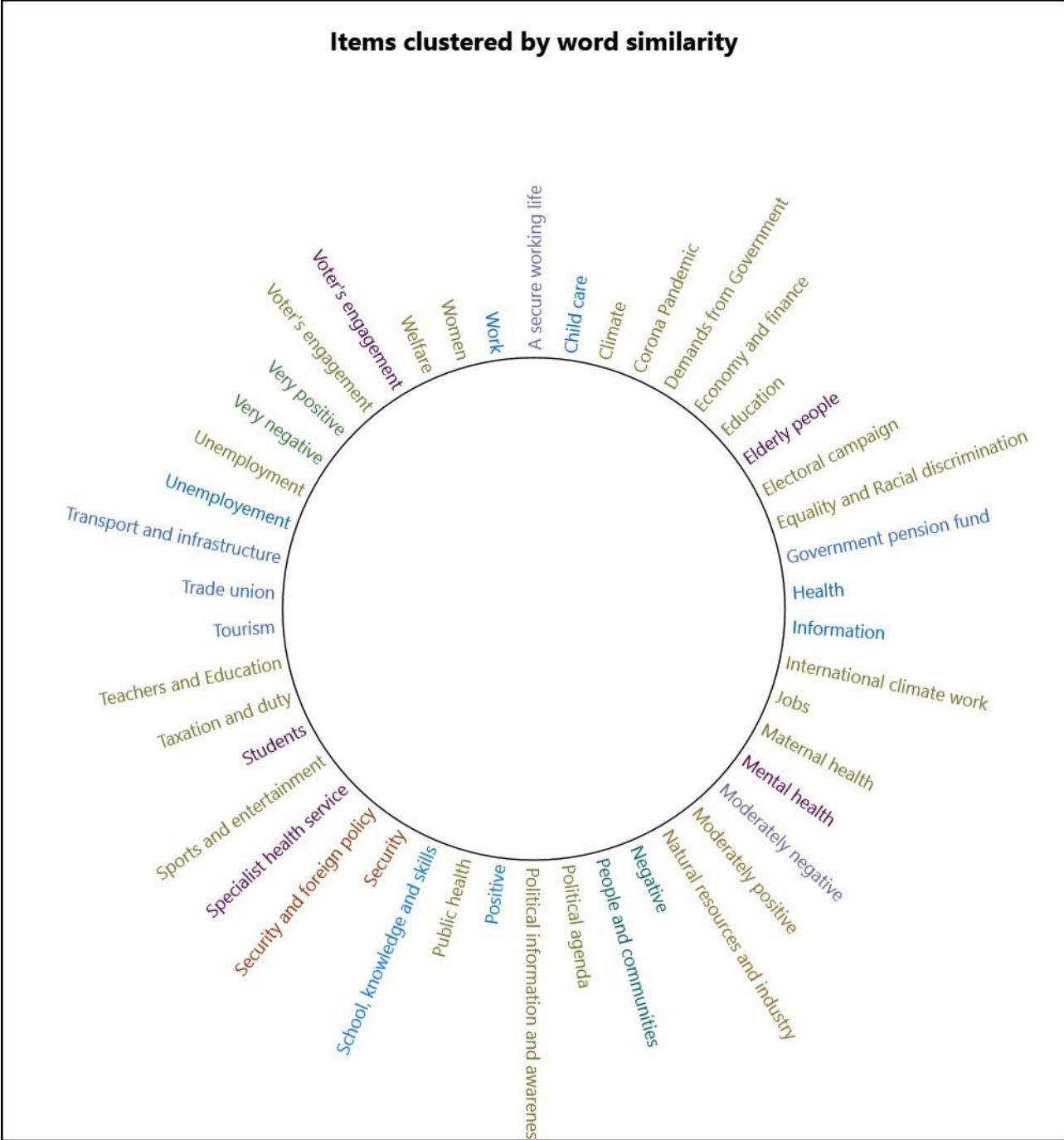


Figure 1- Graphical representation of defined themes

### 3.12 Generalizability

This dissertation seeks to discover ways by which political organizations can use Facebook pages in their overall campaigning strategy. It is a qualitative case study that examines the content

characteristics of political party posts in Norway. This research aims to contribute information and knowledge regarding a specific case i.e., Oslo Labor Party. According to Stake, the safest application of case studies tends to be to supplement current practice and humanistic interpretation. The concrete nature of a research study is one of its benefits, since it leaves audiences with plenty to consider rather than less, as it expands rather than contracts (STAKE, 1978). He contended that While sound generalizations help in the comprehension of general situations, they can lead one to view situations more generically than one should. Stake cited William Blake, who wrote: to specialize is the only distinguishing characteristic of merit (STAKE, 1978).

This thesis examines the specific case of Facebook post characteristics of the Oslo Labor Party in Norway. Other political parties can take advantage of this study's specificity since it does not generalize. This case study can be used as a standard tool to analyze the Facebook posts and contents of other political parties as well. The study will determine what characteristics of the content are frequent in a leading political party's Facebook account that can be used by any other relevant political parties to analyze its social media content in comparison

Norway is a multiparty political system that has a proportional representation electoral system. Thus, this system contributes towards the plurality of the society (Skogerbø & Karlsen, 2014). Amid this political system, the role of media communication is very pivotal in shaping the political discourse of the country. More exposure to media channels has rendered the political campaigns and politics more personalized character. Norway is a welfare state which relies on party-based politics where personalization of politics is not a very dominant model, but the personalized mode of politics is strengthening in Norway in the last decade (Enli & Skogerbø, 2013). And the invention of social media platforms like Facebook, Twitter have strengthened the personalized character of politics in Norway. Social media platforms provide opportunities to politicians and political parties to effectively promulgate their message without having many gatekeepers (Skovsgaard & Van Dalen, 2013). Moreover, the role of social media platforms is resonant among the public who post about social and political issues. For instance, in 2017, more than 240 most shared posts, around social media in Norway, were related to political and social issues (Kvittingen, 2020). The role of Facebook is very central in communicating with the voters and contemplating their electoral behaviour by the feedback system. A study has found that politicians prefer online communication with voters due to various factors including have two-way

communication with voters, feedback mechanism, and preferring new media over traditional media, which is limited, and one-way communication mode (Karlsen, 2016). This research will provide knowledge and information to other similar political parties on how Facebook is being utilized for political purposes and what kind of posts a political party can utilize for engaging their supporters.

### **3.13 Intra-coder Reliability**

Investigators use intra-coder reliability to check the consistency within a coder's own encoding procedure (Wimmer & Dominick, 2011). Intra-coder reliability is developed using a single code. A single coder is deemed suitable for a master's thesis (as opposed to a doctoral dissertation). To determine if the coding procedure is reliable, the coder usually codes a portion of the data under research at one point in time and then codes the same material again at a later point in time, when the data from the initial coding is typically overlooked (Wimmer & Dominick, 2011). According to Neuendorf, reliability scores of 80 percent or greater are usually expected, studies view reliability scores of 70 percent or greater to be satisfactory (Neuendorf, 2017). Intra-coder reliability was critical in this analysis because it quantified the relative accuracy of the coder's own coding decisions for the same material at various points in time.

There are several types of reliability. Stability is among them. If the outcomes remain consistent as data collection is replicated at various intervals, the research design is called robust. Additionally, where the phenomenon is unpredictable, the research design can be accurate. That is, if the research structure remains constant but the phenomenon varies with time.

Equivalence is yet another type of reliability. This is a measure of reliability that considers whether the research methodology will have produced the same findings regardless of who performed the test. The codebook's guidelines are specific, informing the data collector precisely what information to search for in the material to determine if a variable appears in a post or not. The laws governing the definition of each element are unlikely to be confused or miscoded. The variables' laws are explicit.

The test-retest approach of durability is used where the same research template is used on the same results at various periods. This approach is used in comparative information processing where the same data is coded at various points in time by the same coder utilizing the same codebook. The



author of this study recounted three times the material characteristics used in each of the selected posts. As discussed previously in this segment, pictures were not captured the first time but were taken before data collection in the following two times. When the test-retest approach is used in a quantitative information study, the content being analysed should remain constant and not vary with time 56 percent. Where there is a discrepancy between the data obtained during repetitive coding of the same data, in the same manner, there is a concern with the study design's reliability. When the posts were screenshot, the text remained stable, and when they were collected a third time, there was no change in the outcome.

Reliability is often a concern in qualitative analysis since the laws governing the variables are open to interpretation and can vary between investigators. The qualitative study in this study is focused on the qualitative data gathered. There are guidelines for the qualitative study of this research's post-collection. The guideline was to compile the written posts on the Oslo Labour party's official Facebook page. Considering this the sample layout for the qualitative studies performed in this thesis can be considered equivalently accurate, if not inherently secure.

The researcher used the codebook to select 10 random posts from the data to check its inter-coder reliability. After several months, the same 10 posts were re-transcribed, and their reliability was reassessed. (Lombard et al., 2002) advises the use of the Scott's Pi statistic to check intercoder reliability in this content analysis. Using Scott Pi's methodology, the researcher observed that each variable's reliability was 1.00. Since the researchers coded the 10 posts using the same parameters, both experiments produced the same results. They were able to preserve a constant degree of accuracy throughout the lapse of time.

### **3.14 Validity**

Validity refers to whether the study tests what it is intended to assess and whether the calculations are adequate (Neuendorf, 2017). Validity is deemed to be strong when the study design and data collection provide findings that are pertinent to the research issue and conclusions stated in the thesis. To achieve a high degree of legitimacy, the study's units and terminology must be described extensively, both functionally and logically. The terminology between these must be described logically, and the procedure for selecting variables and collecting data must be compatible with these meanings. This study aims to determine which content characteristics are present in the

official Facebook page posts of the Oslo Labor Party. To counter this, this study employs qualitative material (Huberman & Miles, 2002). There is only one official page for the supporters of the party to follow. Nevertheless, the account has the most politics-specific Facebook page in Norway. Using the two methods of sampling and study, the findings are important to address the hypotheses and identify the research topic. Each hypothesis is presented clearly and effectively. Thus, it is concluded that the study was measured to be what it was meant to evaluate. I would say that the study in this thesis has metrics that are adequate to provide a clear response to the research query.

### **3.15 Ethical approval**

The University of Oslo granted approval for thesis research in July 2020. While the authors note that the data included in this analysis was available publicly, they agree no informed consent was obtained (Eysenbach & Till, 2001). Passive research was used to obtain posts. It is a research process in which data is collected without the direct involvement of participants or subjects. The data after the collection was submitted to a Google and Facebook quest to decide if they could be tracked back to their source. While the searches returned no results, to preserve posts' privacy and minimize the possibility of surveillance, no demographic details or other potentially identifiable information was collected, and the details of the Facebook open communities were omitted from this publication.

# Chapter 4- Findings and Analysis

In this chapter, the results are presented and analyzed in detail. The results from the qualitative analysis are presented using the thematic analysis technique. The results obtained from the NVivo software are presented graphically to explain each code and develop themes. Each chart is interpreted with its respective theme. In order to explain hypotheses, themes were discussed. The initial coded categories were obtained directly from the collected data and the frequency of each code was recorded in the form of percentages.

## 4.1 Results

The data from posts were collected and separately classified to identify the theme or agenda discussed in that post. The codes were assigned and then grouped together according to their similarity. The data was analyzed by utilizing a qualitative analysis software i.e., NVivo. Graph 2 represents the percentages of sub-codes. The parent codes are the collective of all codes or sub-codes that fall under one category. The results show that the Oslo labor party's leading posts were relevant to health (45.6 %) and corona management concerns (28.5%). The reason for that is because the selected timeframe falls in the corona pandemic. The political agenda and electoral campaigns counted for 13.8% and 7.5% references respectively. Though content analysis is advantageous for tallying frequency, it has been proposed that researchers risk overlooking data ramifications in order to avoid losing meaning. While researchers have suggested that frequency of incidence may indicate a higher level of topical significance in qualitative evidence, it may also indicate a greater disposition to address a specific subject. Given the background of the results, which concerns mental health problems and is publicly available, the topic could be relevant for this report. Cluster analysis was performed according to the code and word similarity of data. Figure 3 was obtained by applying Jaccard's coefficient on the coded data by utilizing NVivo software. Figure 4 is the cluster analysis according to the word similarity by applying Pearson's correlation coefficient. Following that, the data collection was thematically analyzed. Inductive thematic interpretation elucidates the data in a more dynamic manner.

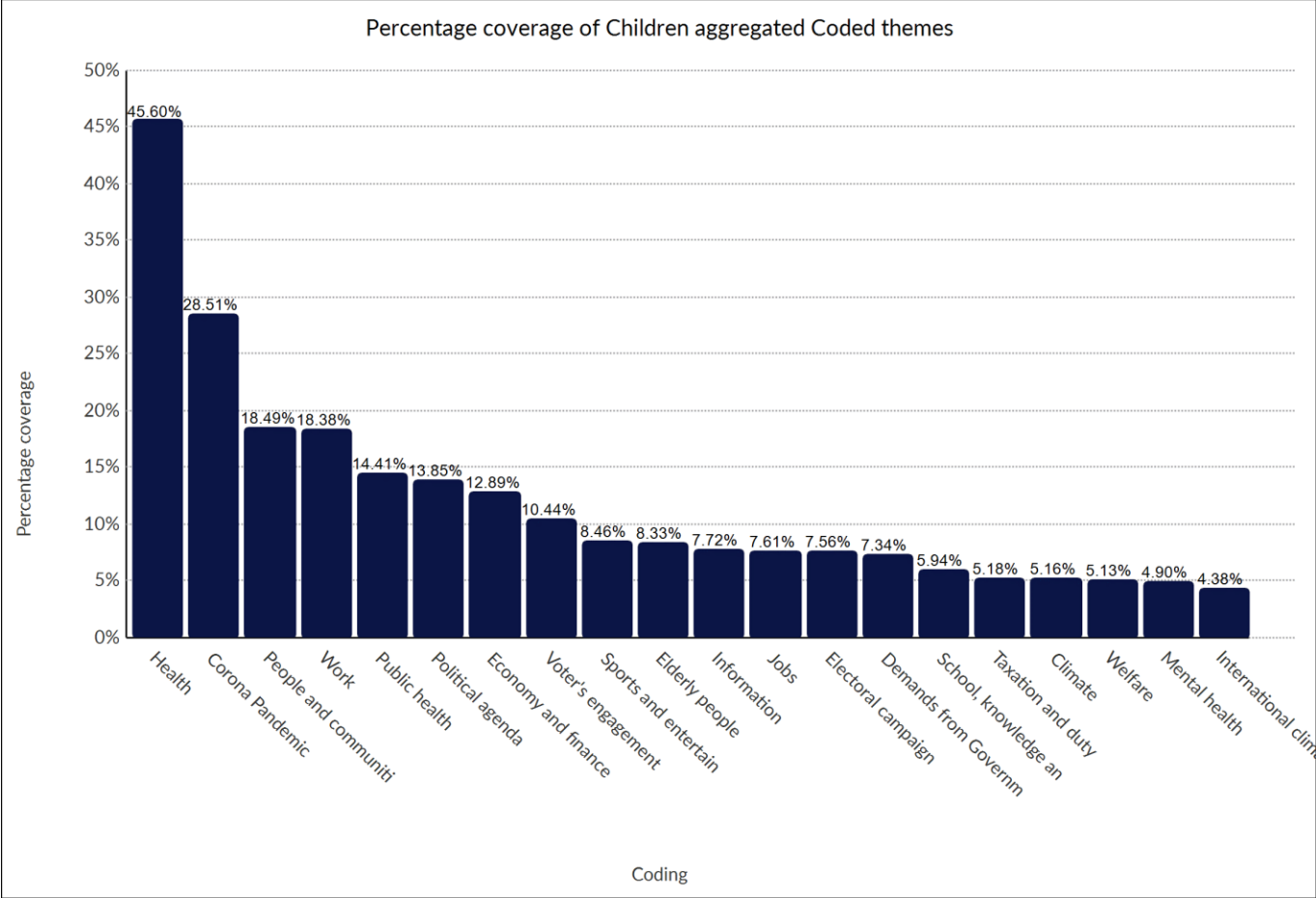


Figure 2 GRAPH 1

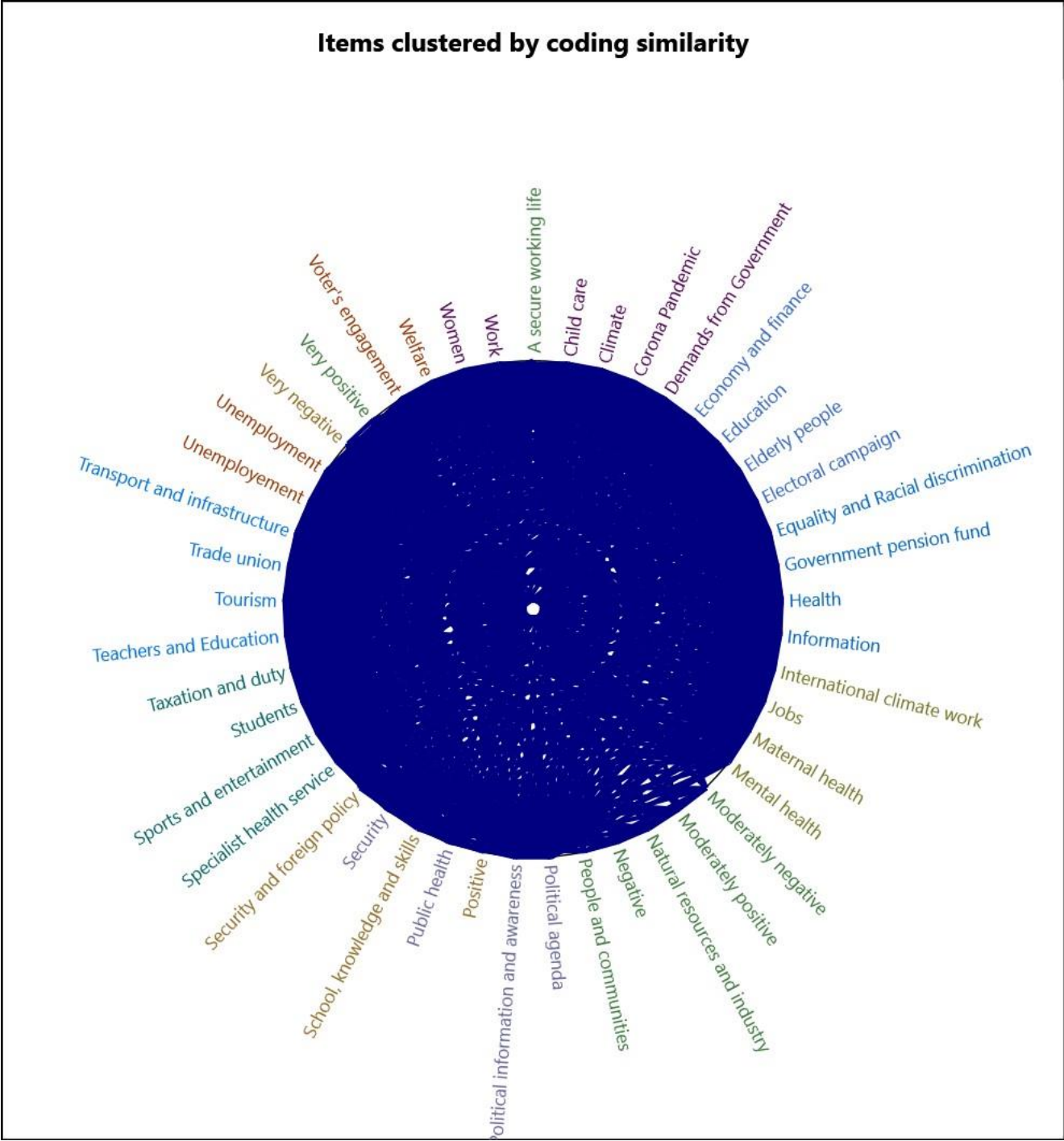


Figure 3- Cluster Analysis by Jaccard's Coefficient

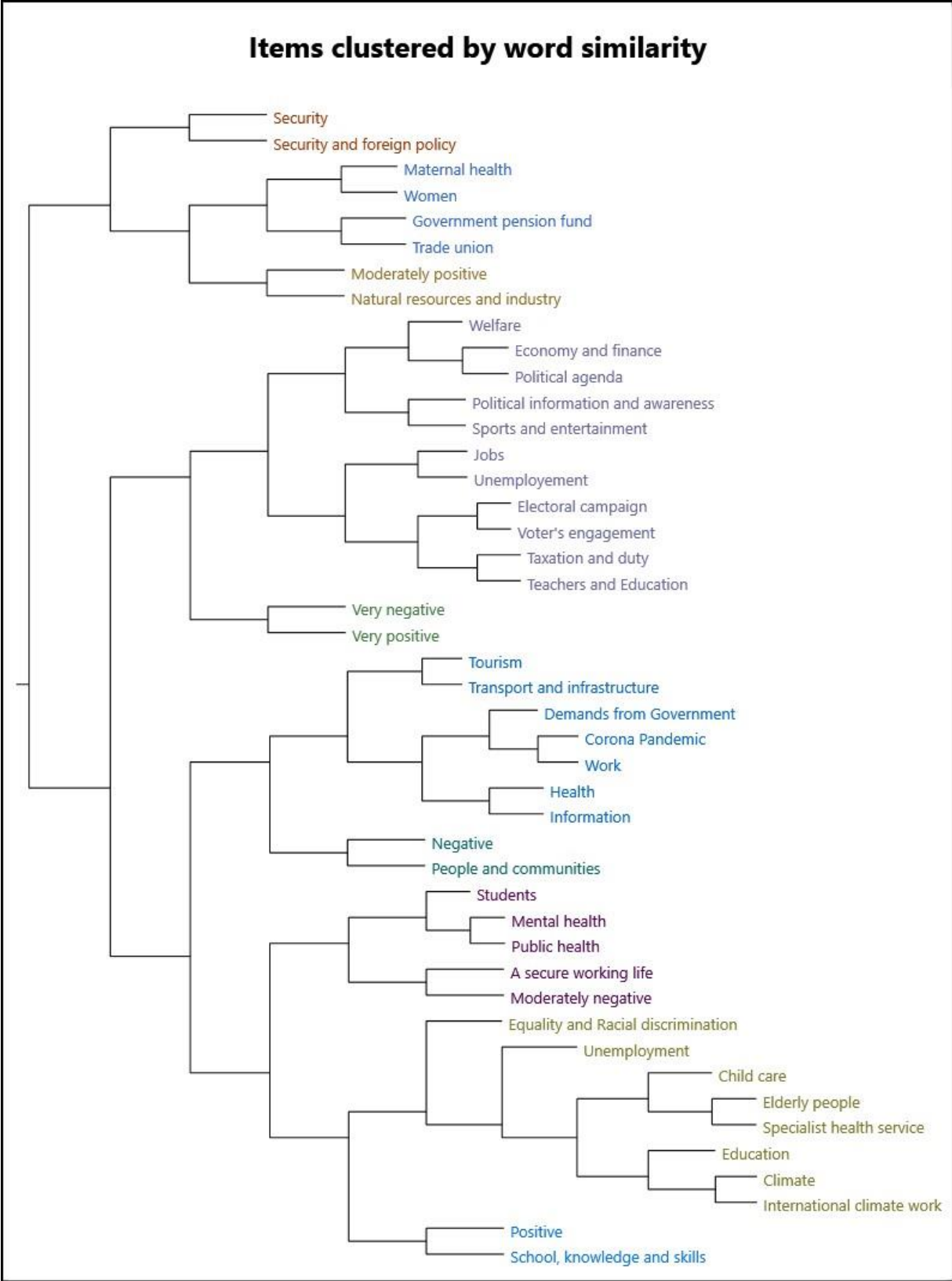


Figure 4 Graph 2- Cluster analysis by applying Pearson's Correlation coefficient

**Table 2: Code Summary**  
**Facebook Posts of Oslo Labor Party**

<b>Code</b>	<b>Number of Files</b>	<b>Number of Coding</b>	<b>Number of Words Coded</b>	<b>Number of Paragraphs Coded</b>	<b>Duration Coded</b>
<b>Climate</b>	1	2	51	2	Oct 2020-Dec 2020
<b>Climate\International climate work</b>	1	4	140	4	Oct 2020-Dec 2020
<b>Economy and finance</b>	1	4	215	17	Oct 2020-Dec 2020
<b>Economy and finance\A secure working life<sup>0</sup></b>		0			Oct 2020-Dec 2020
<b>Economy and finance\Government pension fund<sup>1</sup></b>		1	32	1	Oct 2020-Dec 2020
<b>Economy and finance\Taxation and duty</b>	1	6	175	7	Oct 2020-Dec 2020
<b>Health</b>	1	1	44	1	Oct 2020-Dec 2020
<b>Health\Childcare</b>	1	1	27	1	Oct 2020-Dec 2020
<b>Health\Corona Pandemic</b>	1	21	893	40	Oct 2020-Dec 2020
<b>Health\Elderly people</b>	1	6	262	8	Oct 2020-Dec 2020
<b>Health\Maternal health</b>	1	1	56	1	Oct 2020-Dec 2020
<b>Mental health</b>	1	3	153	4	Oct 2020-Dec 2020
<b>Health\Public health</b>	1	8	463	9	Oct 2020-Dec 2020

Health\Specialist health service	1	1	53	1	Oct 2020-Dec 2020
Natural resources and industry	0	0			Oct 2020-Dec 2020
Natural resources and industry\Tourism	1	1	22	1	Oct 2020-Dec 2020
Natural resources and industry\Transport and infrastructure <sup>1</sup>		1	60	1	Oct 2020-Dec 2020
People and communities	0	0			Oct 2020-Dec 2020
People and communities\Equality and Racial discrimination <sup>1</sup>		1	37	1	Oct 2020-Dec 2020
People and communities\Sports and entertainment <sup>1</sup>		8	250	9	Oct 2020-Dec 2020
People and communities\Students	1	2	73	2	Oct 2020-Dec 2020
People and communities\Unemployment	1	1	27	1	Oct 2020-Dec 2020
People and communities\Welfare	1	6	152	9	Oct 2020-Dec 2020
People and communities\Women	1	2	47	2	Oct 2020-Dec 2020
Political agenda	1	11	415	21	Oct 2020-Dec 2020
Political agenda\Demands from Government <sup>1</sup>		7	226	8	Oct 2020-Dec 2020
Political agenda\Electoral campaign	1	4	243	9	Oct 2020-Dec 2020
Political agenda\Information	1	6	248	7	Oct 2020-Dec 2020
Political agenda\Information\Political information and awareness <sup>1</sup>		3	66	3	Oct 2020-Dec 2020



<b>Political agenda\Voter's engagement</b>	1	12	335	17	Oct 2020-Dec 2020
<b>School, knowledge, and skills</b>	0	0			Oct 2020-Dec 2020
<b>School, knowledge, and skills\Education</b>	1	3	90	3	Oct 2020-Dec 2020
<b>School, knowledge and skills\Teachers and Education</b>	1	4	143	4	Oct 2020-Dec 2020
<b>Security and foreign policy</b>	0	0			Oct 2020-Dec 2020
<b>Security and foreign policy\Security</b>	1	1	19	1	Oct 2020-Dec 2020
<b>Security and foreign policy\Trade union</b>	1	1	30	1	Oct 2020-Dec 2020
<b>Work</b>	1	10	367	10	Oct 2020-Dec 2020
<b>Work\Jobs</b>	1	9	241	10	Oct 2020-Dec 2020
<b>Work\Unemployment</b>	1	2	62	2	Oct 2020-Dec 2020

## 4.2 Thematic Analysis

Results from various posts yielded a range of 33 codes with 196 references. The data is divided into several themes and the results for each theme are represented graphically. These thematic findings strictly follow the theory of qualitative analysis. Studies also concluded that thematic research should be a basic tool for qualitative analysis since it teaches the fundamental skills necessary to perform a variety of other types of qualitative analysis (Braun & Clarke, 2019). It is a technique for defining, assessing, arranging, explaining, and reporting on the patterns that emerge from data collection. The thematic analysis also explains the strategies as it provides the ‘pattern of the data’ posted by the Oslo Arbeiderpartie on their official Facebook page. the methodology used in this thesis has affirmed the explanatory, assessing and thematic representation of data.

## 4.2.1 Engagement in political posts

Users' interaction in social media has been a developing area of focus for both researchers. This growing enthusiasm has been matched by the proliferation of several digital technologies enabled by Web 2.0, including a diverse array of social networking sites such as Facebook (Hussein & Mahrous, 2016). These social networking channels allowed politicians to engage with their supporters in a variety of different ways. For instance, the immersive aspect to maximize the effectiveness of social network ads is one way. Additionally, it is critical to consider how they interact on social media and what types of behaviors they adopt. By doing so, politicians would be able to address the demands of each segment more efficiently. Then, electoral campaigns and services may be adapted to the unique desires of these distinct groups (Hussein & Mahrous, 2016).

Rogers's model of invention acceptance serves as the fundamental theoretical basis to perform this analysis. Rogers' paradigm is focused on the invention-decision process, which he defines as "the method through which a person (or other decision-making units) progresses from initial awareness of a concept to developing a deciding attitude whether to accept or oppose it, implementing the new proposal and to confirming this decision" (ROGERS, 2004). This theme is divided into the following sub-themes:

- Political parties demand from authorities/ politicians and challenge the authorities to gain more attention of supporters and increase the number of voters.
- Stating political agendas create more awareness among people and supporters.
- Political parties utilize Facebook to make demands from the administration and highlight current flaws in the system.
- Political parties spread information on current political affairs to keep the supporters informed.

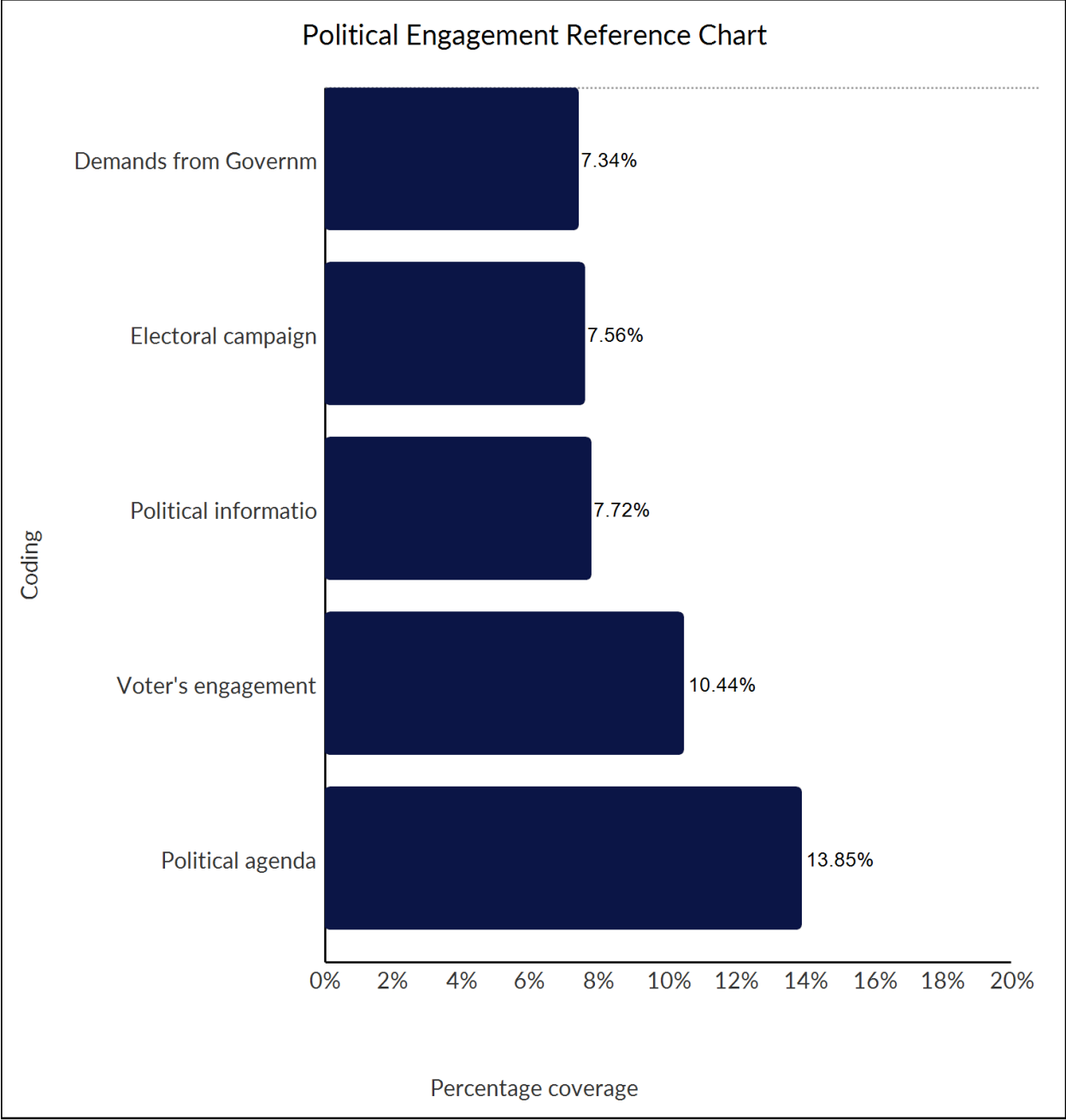


Figure 5: The figure was obtained from the NVivo software. The chart was obtained for one theme that included codes and sub-codes relevant to the political engagement of supporters. The percentage shows the frequency of code or reference in the collected data.

The qualitative analysis of the Oslo Labor party’s Facebook posts asserts the hypothesis (H1) of the paper that political parties use social media platforms like Facebook to further their political agenda. 13.85% of posts were related to the political agenda promulgated by the Oslo labour party from October to December 2020. The party tries to engage voters by capturing their attention with

useful political information. The party utilizes the Facebook platform for the electoral campaign as well.

Reference - 0.32% Coverage

*In 333 days, you decide which government Norway should have.*

Reference - 0.52% Coverage

*We cross our fingers that as many people as possible can vote on the other side of the Atlantic.*

Reference - 1.78% Coverage

*It is extra good to see that in Norway and Oslo in 332 days when we are going to elect a new government, we have two election days and a long period of pre-voting. Many people are working shifts, travelling, or for other reasons can't vote for a day. Getting to vote is not given, it must be properly facilitated for everyone. This weekend, AUF has its national meeting where 350 delegates sit in three different halls in Oslo, Bergen, and Trondheim.*

Reference - 1.20% Coverage

*We are rooting for our fantastic AUF from Oslo who here is gathered at Youngstorget before the meeting. Feel free to follow the meeting we organize together with Oslo SV and Oslo MDG on the admission scheme in high school: The Oslo City Council has set up a selection to assess today's intake scheme and suggest new models. Politics is about priorities and it matters who governs.*

The phenomenon of political discussion on the Facebook platform among the public is becoming very popular. It provides critical information related to issues and dynamics which influence public life. The data shows that out of total themes promulgated by the Oslo labour party's posts, about 12.89% were related to finance and economy, and about 7.72% of posts provided general information about the current situation in Norway. Political discussions are characterized as instances of political discourse between the public and supporters of a political party. Political engagement represents a means of providing knowledge on how to get active in support of local society. It also raises the number of voters by encouraging the supporters.

Reference 1 - 0.58% Coverage

*The Labor Party is heavily up in a new poll, and clearly, the red-green majority if the students could decide!*

Reference 11 - 0.97% Coverage

*In September Norway needs a new Labor Party government that prioritizes safeguarding the jobs of people, and where we stand up for those who are involved in the volunteer work.*

The results show that the wider the political network, the greater will be the chance to gain voters. About 7.56% of the posts data showed that the party posts were related to the electoral campaign and they used media platforms to attract the voters and to shape public opinion. This is evident from the fact that Oslo Labour Party posted about social issues and tried to shape public opinion. For instance, data findings assert that the main posts of parties were related to social issues. About 26.51% of posts were related to corona related issues and steps and health issues covered 45.60% of coverage. This is focused on the premise that a wider network requires proximity to individuals who are normally involved and could influence one's views and opinions. Another important aspect of political engagement is doing a critical analysis of administrations and demanding the public's best interests helps them to gain more supporters. The political part page influences their supporters by providing their needs and demands.

Reference - 0.52% Coverage

*The Labor Party requires straightforward measures to prevent unemployment and bankruptcies now.*

Reference - 2.80% Coverage

*Norway needs a new government that prioritizes the whole country. Today, the Labor Party presented its alternative state budget for 2021. We will:*

- Increase support for companies and jobs to avoid bankruptcy and leave.*
- A powerful boost for the municipal economy that is in the first line to fight infection*
- Cancel the cuts in the wealth tax and spend the money on measures to get the almost 200 unemployed people in Norway at work*

- *Cut away the cash support so more people go to kindergarten*
- *Fund for the green industry that provides more jobs throughout the country.*

Moreover, social relations were also found to be important when contemplating political discussions in connection with political involvement. It is necessary to distinguish between good and poor relations. Such posts highlight the need for new administration and demand solutions for social issues on behalf of common men.

Reference - 0.97% Coverage

*In September Norway needs a new Labor Party government that prioritizes safeguarding the jobs of people, and where we stand up for those who are involved in the volunteer work.*

Reference - 1.30% Coverage

*As says " The government is about to make the same mistake the Høyre City Council made the 18 years they ruled Oslo. During these years, they sold properties for NOK 11 billion. This is the property that is worth 28 billion kroner today. "*

Reference - 0.61% Coverage

*This is ideologically motivated politics from the government and shows why we need a new government in a year!*

Reference - 0.57% Coverage

*The government and Nikolai Astrup show how distant they are from ordinary people in the municipalities.*

The result indicates that participation in political conversations offers knowledge and opportunities that individuals do not encounter in their near environment with relatives and mates. The data finding indicates all themes that were extracted from these posts and all these themes of Oslo Labour Party's posts are the source of information for the voters. About 10.44% voter engagement theme shows that Oslo Labour party had reached its voters in two-way communication to enhance their audience. So, the Labor party effectively engages its viewership by providing news about current political affairs and other general information that they need to know in order to understand the political circumstances.

Reference - 0.78% Coverage

*The nomination meeting in Oslo Labor Party will be held at 18:00 The meeting will adopt the county party's list for the general election 2021.*

Reference - 0.67% Coverage

*Today, the city council parties have agreed with Red on next year's budget. The city council will be adopted on Wednesday.*

Reference - 1.27% Coverage

*The most important job next year will still be to manage Oslo safely through uncertainty because of the pandemic. 35000 is out of work in Oslo now. Business is bleeding. Safe management is necessary. We are facing tough times.*

*Only AP and FrP voted for mandatory testing at the airports. This happens the day after revelations that Bent Høie after pressure from a business made exceptions to quarantine for foreign workers. Now the government has to go on the court to prevent more infection.*

Reference - 2.51% Coverage

*In just 16 days, from 01.01.2021 there will be a pension from the first krone in Oslo municipality! The last decision to secure this was made at the Oslo City Council tonight. It gives low-paid and part-time employees a better pension scheme. This is about justice and equality. Pension from the first krone should become the new normal in the Norwegian working life. People should have a pension to live on! Høyre, Progress Party and FNB voted against.*

Reference - 1.04% Coverage

*Today at 12.00 Svein at Ellingsrudhjemmet became the first Norwegian to vaccinate against the corona. A historic day for all of us looking forward to when we can put the pandemic behind us.*

Hypothesis 2 (H2) stipulated that political parties use their Facebook platform to promulgate political ideas and demands to the government. The political parties discuss the social issues on a common platform and channel them to the government so that effective policy could be formulated. The data findings regarding the Oslo labor party's posts confirm this trend as 7.34%

data finding reflects that demands from the government are channeled through the Facebook platform. Hence, this data finding approves the credibility of the second hypothesis.

## **4.2.2 Health issues**

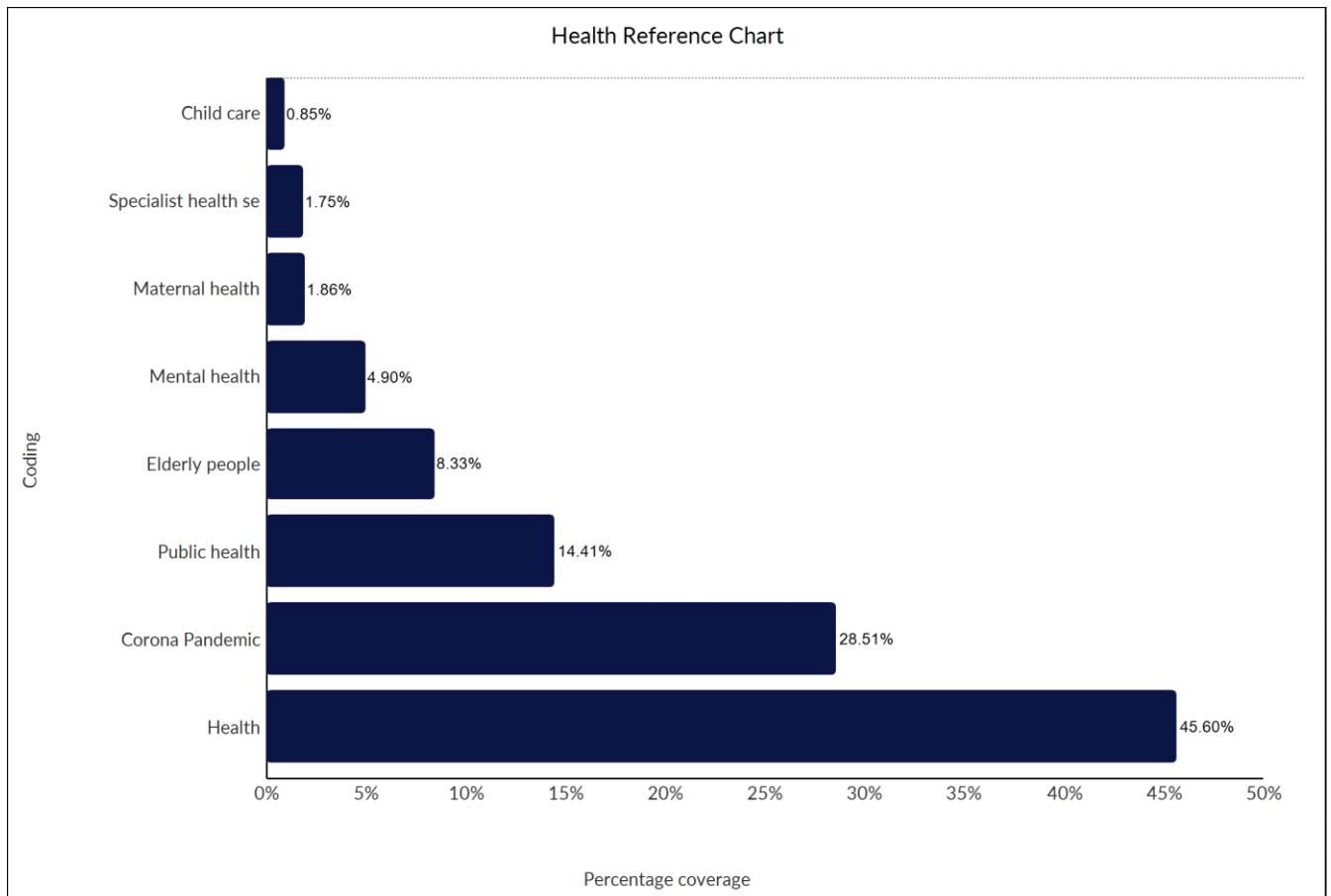
Public health is often associated with a political policy designed to achieve outcomes like disease reduction or health improvement that people are unable or unwilling to achieve on their own. According to Gostin, "a political system emphasizes a shared bond among representatives where structured government protects the mutual goods of health, wellbeing, and protection, while members submit to the community's overall welfare." Collective action rather than individual effort is needed to achieve public health" (Oliver, 2006). This viewpoint is profoundly rooted in most public health educators, scholars, and clinicians. When it comes to concerted effort for public welfare or some other common cause, Norwegian people demonstrate a clear affinity for charitable organization and engagement. Nonetheless, there are many explanations that the wellbeing of people and the general population can be a governmental concern rather than a private one. To begin, personal and systemic activities often have major spillover effects—what economists refer to as externalities—with some being positive and others being detrimental. To pay for the externalities involved with private acts such as smoking, vaccination, drunk driving, sexual activities, and the manufacturing and selling of drugs, government judgments on whether and how to restrict individual liberty or business interests are needed. A notable example is the Covid-19 pandemic that demands health care policies and treatment plans to be developed on a national level. The political party of Oslo engages itself in developing health care policies keeping the best interest of the public in mind. The sub-themes developed under health care policy posts of the Oslo labor party are following:

- Political pages mostly talk about current affairs and ongoing events in the world to keep the supporters and voters' updates.
- Management of prevailing health concerns during the Coronavirus pandemic is critical for the government as well as the public.
- The escalating health problems demand new policies and new laws that ensure public safety.
- Mental health issues among young people and patients due to isolation need attention.



- Maternal health and issues of children and Elderly people are also discussed under political party’s post to engage every niche of the population.

Figure 6 presents the graphical interpretation of coding references obtained from the Facebook posts of the Oslo Labor Party official page. The data analysis approves the fourth hypothesis (H4) of the paper that contended about the use of Facebook by political parties to highlight health issues faced by the public. Out of many social issues, 45.60% of coverage in Facebook posts of the Oslo Labor party was given to public health. So, data findings assert the credibility of the hypothesis that Facebook posts help highlight health issues and channel them towards the policy circle. Moreover, over 28.51% of posts coverage was given to the Corona pandemic which created debates around health, health facilities, and policies of government to tackle it. This is because the data collection timeframe marks the start of the globally widespread historical pandemic that affected every country. The impact of Covid-19 on Norway has led the politicians and administration to develop crucial strategies that will combat the rising health issues. We will discuss each subtheme that falls under the category of health below.



#### **4.2.2.1 Public health**

The first subtheme that widely concludes every health problem that concerns the public is discussed under this category. The Labor party of Oslo repeatedly emphasizes over public health strategies and policies. The data obtained from Facebook posts shows 14.41% coverage overall in the public health domain. The references obtained from health codes shows how political party targets their suggestions to improve public health.

Reference - 4.90% Coverage

*Today Americans are pouring to the polls to fight for health insurance for everyone, among other things. It shows that we must not take our health care for granted but prioritize it in politics and elections. Although a lot is good in Norway, there are several big holes in the healthcare system. After five years of Oslo City Council, we have finally got 100 more health sisters and health brothers in the Oslo School, almost doubling from earlier. It's important for many. We are focusing on school health care because we believe students in school should have someone they can talk to about health, about what is difficult and challenges in everyday life. The best investment for the future is to give children and young people good conditions for growth. A good and more accessible school health service is an important start that can take us to a school that is for all the students.*

Reference - 0.65% Coverage

*This is not a time for tax cuts to the richest, but a time when we have to spend the money safe jobs and healthcare.*

Reference - 1.42% Coverage

*As the health and elderly city council says: - We will do everything we can to avoid vulnerable groups being isolated from their loved ones and the outside world. It is a demanding balance - we must protect, but not isolate. Take care of each other out there*

#### **4.2.2.2 Corona Management**

The data collected from their official Facebook account shows that the party discusses the ongoing current affairs and problems most frequently. The Covid-19 pandemic pressed policymakers

worldwide to respond swiftly and aggressively. However, their policy reactions differed significantly across nations(Herrera et al., 2020). In Norway, the government swiftly implemented stringent lockdown measures to rein back the caseload. This trade-off between 'health and economy' has created much controversy in recent months. Nonetheless, there is also a dearth of systemic evidence about how the public analyzes various policy responses through several countries even across many months and how politicians are reacting towards thesis policies. COVID-19 has triggered a cascading public health, fiscal, and political crisis in several countries (Mykhalovskiy & French, 2020). The findings refer to fact that 28.51% of posts of the party were related to the pandemic situation. This usually discusses the information, policies, and the collaboration of party and government about Corona policies. The Oslo Labor Party presents its views and suggestion by utilizing the Facebook platform.

Reference - 0.88% Coverage

*When we stand together on measures of infection to get through the pandemic, the government has to line up with real crisis packages for working and business.*

Reference - 1.15% Coverage

*The city council today presented the additional budget for 2021. More to welfare, more to corona management and more to sports and upbringing are important areas to get Oslo safely through the corona pandemic.*

Reference - 0.34% Coverage

*City Council proposes 2.9 million for corona management.*

Reference - 1.89% Coverage

*City Council proposes: Our most important task now is to take the city safely through the pandemic. We therefore put large amounts to tackling the pandemic in 2021. The funds will, among other things, go to testing and tracking, but also treatment for those who are sick. This is about creating security in a troubled time, city councilor says.*

Reference - 5.56% Coverage

*The city council in Oslo is introducing a social shutdown of Oslo today. The numbers of infection in Europe have been very serious in recent weeks, and Norway is now at the start of the second wave of infection. This week the numbers have*

*continued to increase. Only in the last four days, 545 new infected people have been registered in Oslo. It's alarming.*

*Here are the measures that come into force from November 9.:*

- Closing all fitness centers, cinemas, theater, swimming pools, Lekeland, bowling alleys and others alike.*
- In order to protect children and young people, libraries are kept open.*
- Ban on all indoor events.*
- Stop in width sports for adults.*
- Limitations in width sports for children and young people.*
- Red level in high school and in adult education.*
- Requirements that shops, shopping malls and the like must make sure that it there are no more people present in the room than that 2 meters can be kept distance.*
- Request for using facemasks in taxis.*

Reference - 0.83% Coverage

*Social shutdown to stop the infection can be difficult for many. At the nursing homes in Oslo, it works hours to protect, but not isolate the elderly.*

Reference - 1.42% Coverage

*As the health and elderly city council says: - We will do everything we can to avoid vulnerable groups being isolated from their loved ones and the outside world. It's a demanding balance - we must protect, but not isolate. Take care of each other out there.*

Reference - 0.85% Coverage

*Great that so many people support the measures in Oslo. Together we are strong. If we follow the infection protection advice, we'll get through this well.*

Reference - 1.27% Coverage

*The most important job next year will still be to manage Oslo safely through uncertainty because of the pandemic. 35000 is out of work in Oslo now. Business is bleeding. Safe management is necessary. We are facing tough times.*

Reference - 2.40% Coverage

*We must be willing to use whatever it takes to get through the crisis and want to spend hundreds of millions of kroner to help companies affected by the general*

*corona measures, and who at the top have received local measures. This must apply to all industries, with gyms, outdoor life, serving, cinemas, and entertainment as clear examples. The government has a responsibility even nowadays after the corona measures and people's jobs.*

The division between political scientists and others who study public policy and health care is well-established and often lamented (Mykhalovskiy & French, 2020). Thus, there is a real danger that politicians and economists will write articles attributing mortality rates to politics and policy without fully comprehending the severe and highly political constraints on data on COVID-19 infections and attributable mortality (Mykhalovskiy & French, 2020). There is often a strong probability that public health scholars may repeat macro-level hypotheses of governance or will ignore the subtleties of legislation as well as social and political backgrounds, omitting mid-level hypotheses. The Oslo Labor party also presents its petition to control pandemics in terms of testing. The updates and petition agendas are explained by the party to general platform by utilizing digital technology of Facebook. Here are some examples:

Reference - 1.45% Coverage

*Only AP and FrP voted for mandatory testing at the airports. This happens the day after revelations that Bent Høie after pressure from business, made exceptions to quarantine for foreign workers. Now the government has to go on the court to prevent more infection.*

Reference - 1.85% Coverage

*4 out of 5 passengers do not test themselves when they land on Gardermoen from abroad. The Labor Party and FrP were the only ones at the Parliament who voted for mandatory coronate test at the airport. Just over the New Year, more than 80 flights are expected from Poland alone. Everyone should be tested, the government needs to flip.*

Reference - 1.02% Coverage

*While import contamination from abroad increases and the government does not want to tighten up, so everyone needs to be tested, the numbers of unemployed people in Oslo are increasing.*

Reference - 0.58% Coverage

*But it is important to remember that this is not over in what we receive vaccines.  
The repair job begins.*

#### **4.2.2.3 Other Health Care Areas**

The results show that the most highlighted health care areas by Oslo Labor Party include mental health and health services for elderly people. The data obtained from the official Facebook account of the Oslo Labor party shows that the health of elderly people is discussed with 8.33% references whereas mental health issues are discussed with 4.90% of references. Other health care issues that are discussed by the political party include Childcare, Maternal health, and specialized health care health services.

The talk about the legalization of abortion has always been a controversial issue. The take of the political party on this issue is discussed with this reference.

Reference - 1.86% Coverage

*Last week there was a ban on abortion in Poland. Criminalization of abortion does not prevent or reduce the number of abortions. It exclusively contributes to putting women's lives and health at risk, writes Katinka Riksfjord Sporseem, leader of the Women's Network in Oslo Labor Party and, leader of the Women's Network in the Labor Party.*

Mental health issue is prevalent among young students as well as in elderly people. The party aims to combat the mental health issues by taking a notice of these.

Reference - 1.99% Coverage

*After five years of Oslo City Council, we have finally got 100 more health sisters and health brothers in the Oslo School, almost doubling from earlier. It's important for many. We are focusing on school health care because we believe students in school should have someone they can talk to about health, about what is difficult and challenges in everyday life.*

Reference - 1.42% Coverage

*As the health and elderly city council says: - We will do everything we can to avoid vulnerable groups being isolated from their loved ones and the outside world. It's a demanding balance - we must protect, but not isolate.*

Reference - 1.49% Coverage

*For mental health issues, a time displacement has in it, which is not the case for physical injuries, says Steen, and sends a signal to the government that there is a need for economic " corona packages " for mental health even after the pandemic has been turned down.*

### 4.2.3 People and communities

News and current events media outlets are critical components of civic education, government, and cultural spirit. The advertising preferences and corporate structures have shifted dramatically because of digitalization. Numerous popular media outlets in Norway are confronted with significant obstacles in terms of funding responsible news and competing with foreign media players (Østbye,2007). We are especially concerned about the condition of women, student sports, and equality that take a more active role in ensuring freedom of speech and access to the news to fulfil their social obligations in the world.

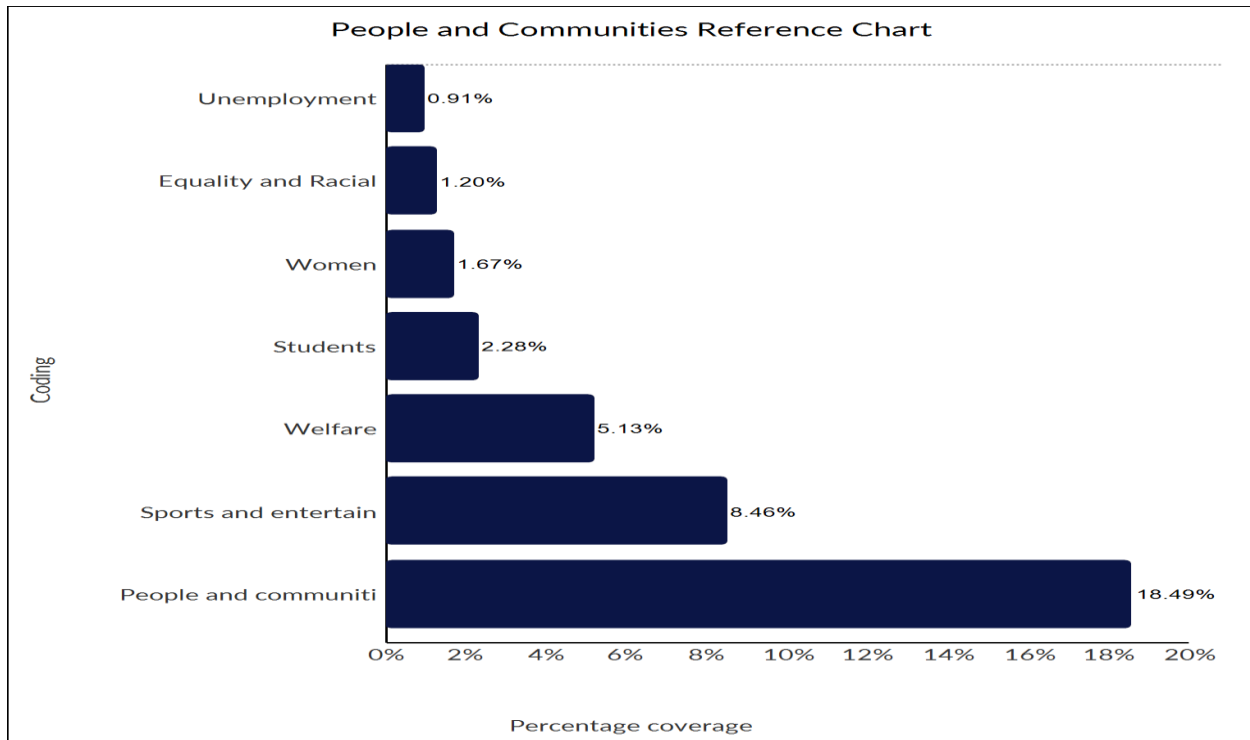


Figure 7

The result from collected data shows that the highest percentage of references belongs to Sports and Entertainment services (8.46%) then welfare (5,13%) and groups of people (students 2.28%, women 1.67%) (Figure 6). Oslo Labor party presents its aim to develop halls for sports and physical activities of young people.

Reference - 2.84% Coverage

*Our city needs many more sports facilities! Andreas Halse in Oslo AP writes well in Our Oslo about the city council's commitment to sports. Since 2015 Oslo has newly built or rehabilitated several artificial grass fields, opened a number of sports halls, soon two ice rinks, ski resorts, basic hall for gymnasts and put the shovel in the ground for new swimming pools. For the next four years we are talking about investments of over five billion kroner. Politics is about priorities and it matters who governs.*

Reference - 1.04% Coverage

*City Council proposes: Replacement of 8 artificial grass fields, construction / rehabilitation of Jordal ice rink, D ællenenga multi-purpose hall at Gr ünnerløkka and Mortensrud field hockey.*

Reference - 0.38% Coverage

*City Council proposes a new clubhouse and leisure club at Mortensrud.*

The political party talks about welfare and voluntary services that should be properly funded to obtain the best outcomes in the middle of crises.

Reference - 1.25% Coverage

*As Jonas says: " At a time of much uncertainty, I believe values as strong community, small differences and a welfare state that is there when you need it, are characteristics of the Labor Party's policy that student's value "*

Reference - 1.15% Coverage

*The city council today presented the additional budget for 2021. More to welfare, more to corona management and more to sports and upbringing are important areas to get Oslo safely through the corona pandemic.*

Reference - 0.12% Coverage



### *Tax cuts or welfare?*

Reference - 1.58% Coverage

*The city council parties have agreed with Red on next year's budget. The city council will be adopted on Wednesday. The agreement means, among other things:*

- 25 million in increased support for voluntary organizations and associations.*
- 123 million more for welfare in the districts.*

## **4.2.4 Economy and finance**

The Norwegian Labor Party aims for a successful public sector. Development in the public sector must occur by service creation, not by the administration. The Norwegian Labor Party is determined to rein back recent years' rise in bureaucracy. Reforms aimed at increasing bureaucracy would be suspended or phased out. The data collection from Party's political site requires a shift in the speed of public sector digitalization. The organization is increasing its commitment to digitalizing government services. In the public sector, management by priorities is limited. Fewer targets and a lighter reporting workload would free up flexibility for public service workers to do real work.

The Norwegian Labor Party talks about a tax and duty regime that promotes job growth and wealth creation, strengthens Norwegian businesses, and leads to equitable distribution and a healthier climate. The organization discusses the provision of a tax structure that enables the public to fund optimal social care. The third hypothesis (H3) of the thesis mentioned that parties use Facebook for highlighting social issues including economies and finance. The data analysis found that the Oslo Labour party's posts were highlighting various issues and topics. The most discussed theme here is about the economy and finances making a total of 12.89%. The welfare state exists as a product of collective effort. The data analysis shows 5.18% of references belong to tax and duty discussions whereas government pension funds account for 1.08% of references as shown in Figure 8.

Reference - 0.85% Coverage

*Property tax has been introduced to build kindergartens and 500 more people in the home care, while Oslo's business has been named the best in the country.*

Reference - 0.65% Coverage

*This is not a time for tax cuts to the richest, but a time when we have to spend the money safe jobs and healthcare.*

Reference - 0.68% Coverage

*Cancel the cuts in the wealth tax and spend the money on measures to get the almost 200 unemployed people in Norway at work.*

Reference - 1.02% Coverage

*Tax cuts or welfare? The government and Nikolai Astrup show how distant they are from ordinary people in the municipalities. Even Oslo Høyre is now budgeting with property tax in Oslo.*

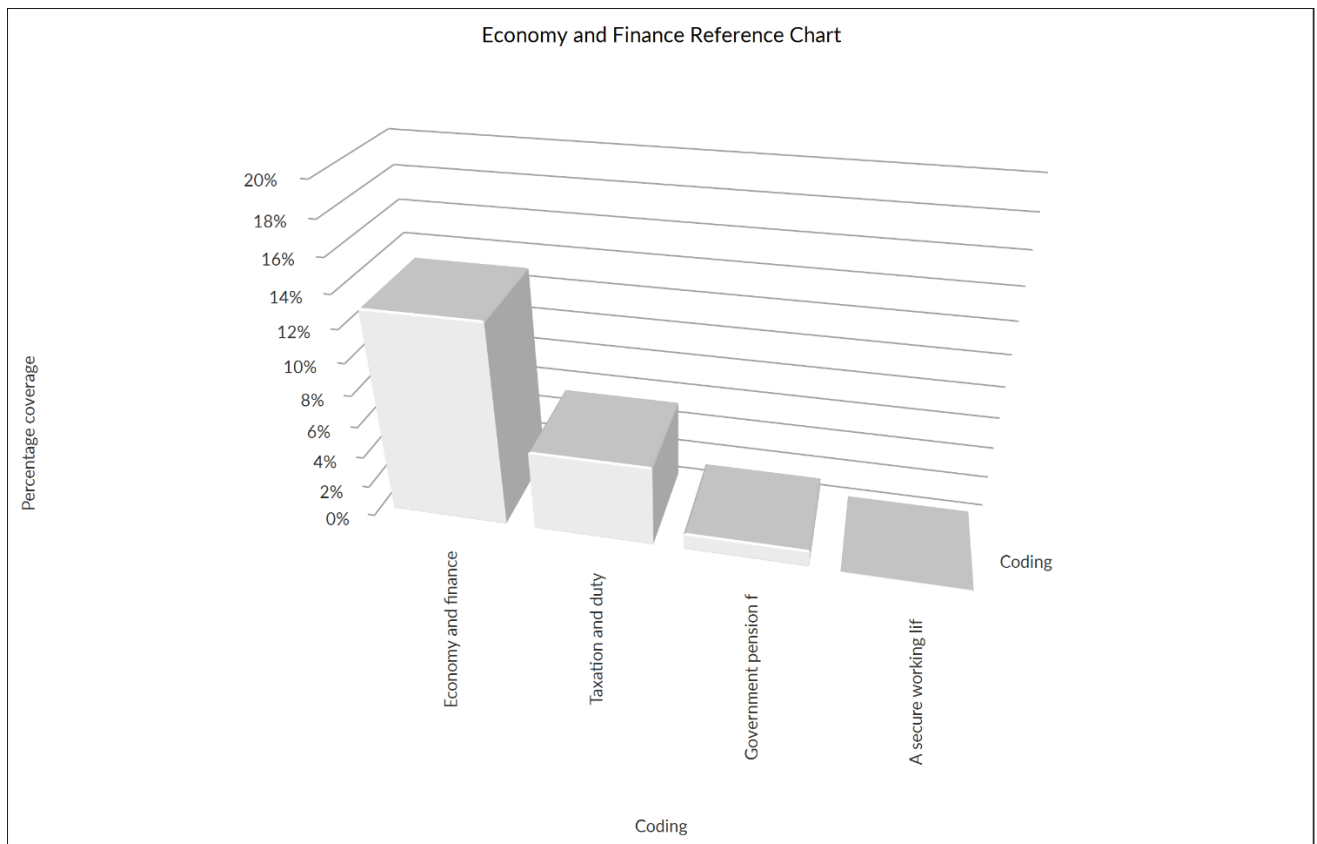


Figure 8

## 4.2.5 Work, Jobs and Unemployment

Work is critical to an individual's rights and liberty. Additionally, it serves as the foundation for a country's development and value generation. It is a necessary condition for the welfare concept to

exist. Everyone single person is important for the development of a sustainable economy. Thus, practice is the unifying theme of the party's program. The largest disparities in wealth and health exist between working and unemployed individuals. Thus, stability in obtaining jobs and security in the workplace are the most critical factors in reducing social and economic inequalities between individuals. Future development must be consistent with the terms of the two intergenerational arrangements.

Like finance and economy, the other social factors including jobs and unemployment are also the most discussed themes in Oslo Party's posts on the Facebook page. Hence, the third hypothesis is valid as a social media platform is a useful medium to highlight social issues. The data analysis shows a huge debate and discussion on providing secure sustainable jobs to people and elimination of unemployment from the country. Figure 9 presents 11.67% references for work, 7.61% references for jobs and 1.94% references discussing unemployment.

Reference - 0.87% Coverage

*Oslo has over 17 jobs in the outdoor life industry alone. Over 60 percent of companies now believe there is a real chance of bankruptcy by the end of the year.*

Reference - 0.97% Coverage

*In September Norway needs a new Labor Party government that prioritizes safeguarding the jobs of people, and where we stand up for those who are involved in the volunteer work.*

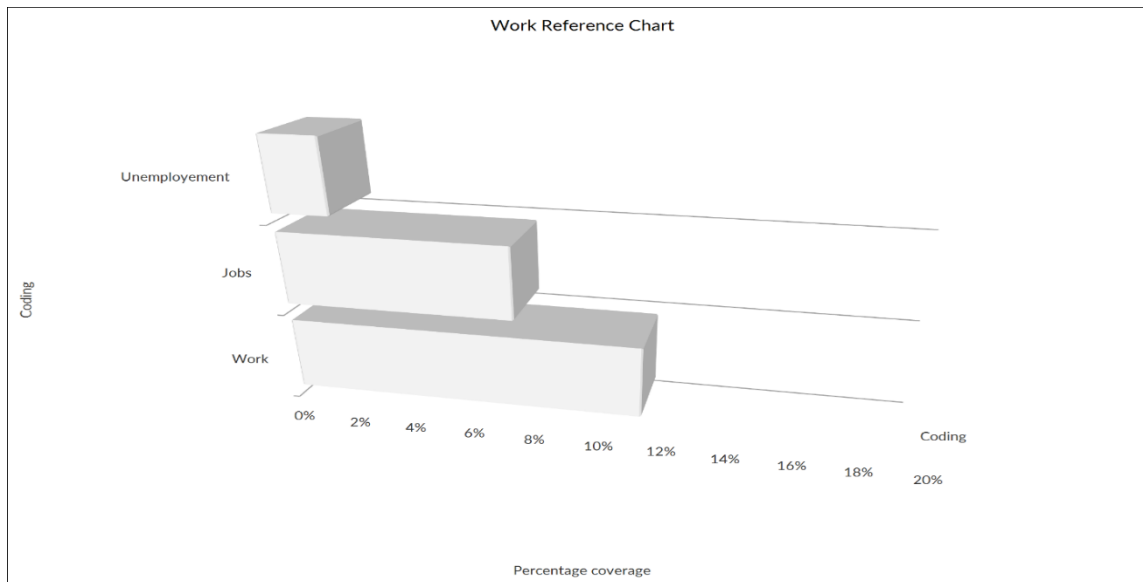


Figure 9

## 4.2.6 School, knowledge, and Skills

A high-quality universal comprehensive school and fair access to education are critical components of achieving equal opportunity for everyone. Common learning environments also lead to a society's success in terms of economic opportunity, diversity, and social inclusion. Providing equal access to information and expertise benefits everyone; it is critical for Norway's success in developing new markets, securing welfare, and developing the public and private sectors. In this regard, the Norwegian Oslo Labor party discusses education, schools, and information issues frequently. The data analysis shows 5.94 % references of school, knowledge, and skills and the rest 7 % shows engagement in education and teachers (Figure 10). The relevant codes obtained from collected codes are presented below:

References - 1.09% Coverage

*The report to the selection has been at a hearing, and we have invited several of the hearing agencies to present their thoughts on how to best organize the intake system for the high school in Oslo.*

Reference - 0.32% Coverage

*Cut away the cash support so more people go to kindergarten.*

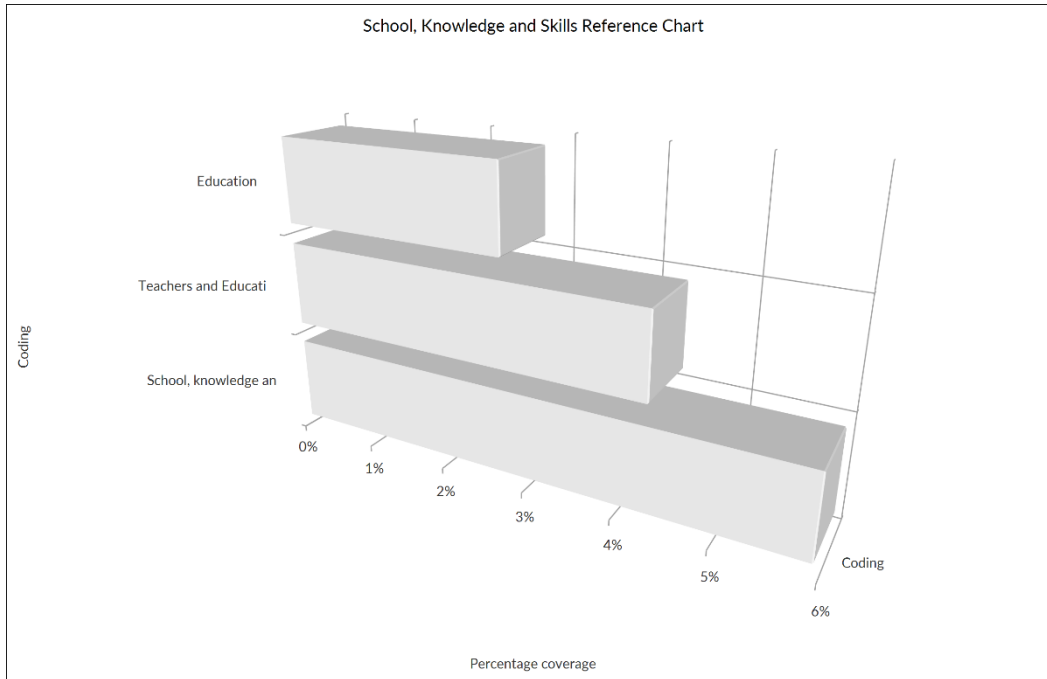


Figure 10

## 4.2.7 Miscellaneous Themes

In miscellaneous themes, data discussing other issues are categorized such as climate, transport and infrastructure, security, foreign policy, and tourism. The most important issue discussed by the Oslo Labor party is climatic condition. There is a lot of debate over international climate campaigns covering 5.16% and 4.36% of coding references, respectively (figure 11).

Reference - 0.48% Coverage

*Oslo has gone from being fined for toxic air to becoming Europe's environmental capital.*

Reference - 0.79% Coverage

*OSLO is the best in Norway on climate adaptation! There is a great motivation on the way forward. It is possible to win against climate change.*

Reference - 1.15% Coverage

*Recently Oslo was named by NHO to have the country's best business. Price for climate and business shows that growth and fewer emissions can be connected, and there is no necessary contradiction as many claims.*

Reference - 1.25% Coverage

*Today, the world's largest climate network, C40, announced that they are opening an office in Oslo. The goal is to spread the solutions we have in Oslo to the rest of the world. Oslo's climate work gets international attention.*

References - 1.50% Coverage

*Oslo will become a zero-emission city and in practice show that it is possible to reduce greenhouse gas emissions in a socially fair way. The fact that C40 chooses to open our own office in Oslo shows that we have come a long way in the climate work, says Raymond Johansen.*

Travelling and tourism is another important area of discussion for the Oslo Labor party and an example of this coded theme is presented below:

Reference 1 - 1.77% Coverage

*It is sensational that the government is now doubling the VAT for the tourism industry in the proposal for a state budget. In addition, the travel compensation scheme is very limited compared to what it has been in 2020. This is not good enough. We will not be able to secure jobs in Oslo unless the travel life is saved.*

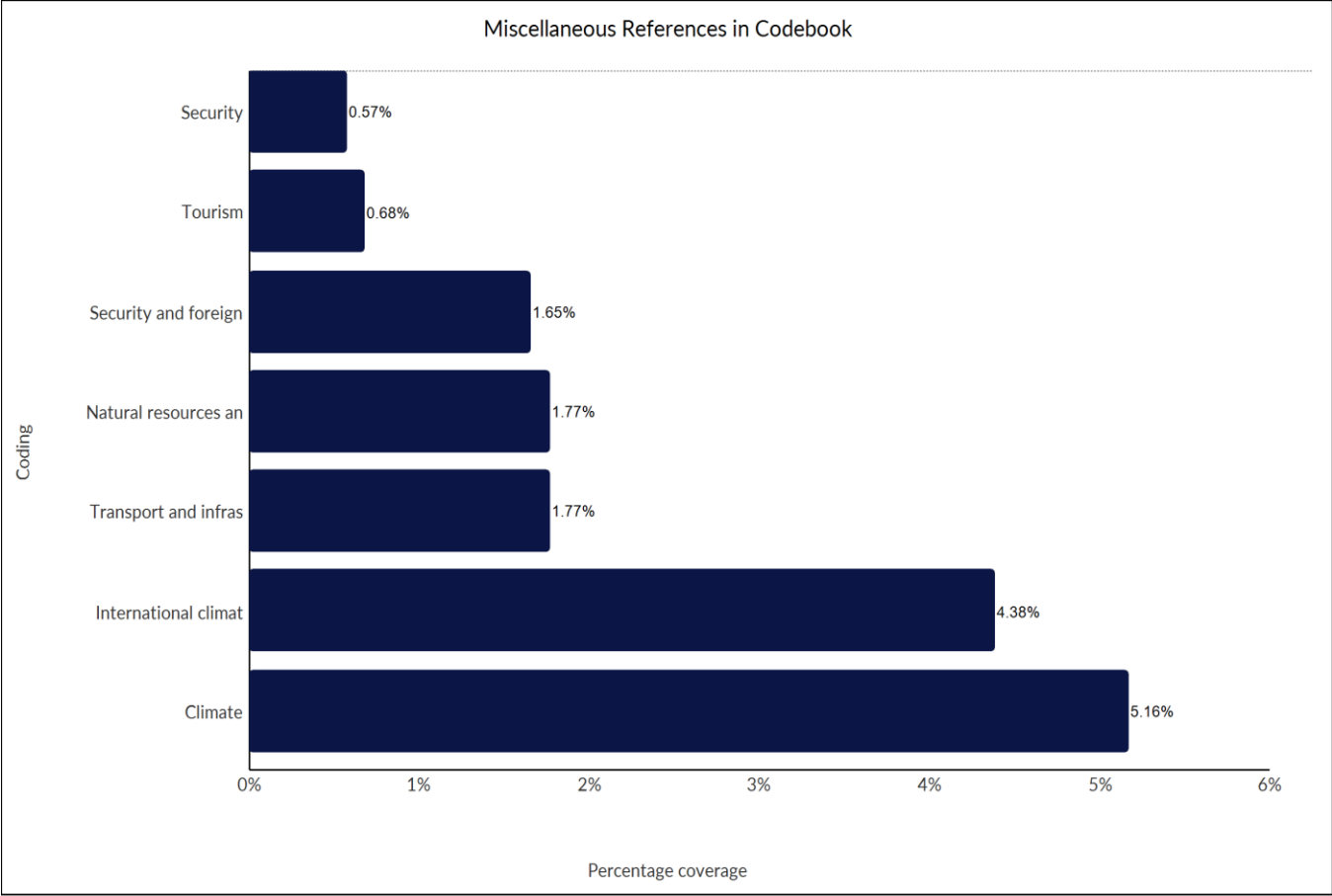


Figure 11

The data analysis and findings assert the effectiveness of all hypotheses mentioned in this paper. Empirical data ascertain the fact about the utility of Facebook by the political parties. Furthermore, the Facebook posts by the Oslo Labor party ranged from October to December 2020, and all extracted themed from these posts are contingent on the socio-political circumstances of that time. Political parties not only use Facebook for highlighting social issues, but they also help influence the electoral behavior of voters. The most discussed themes in the posts of the Oslo Labor Party were health (46.60%), issues and policies related to the Corona pandemic (28.51%), political agenda-setting (13.85%), electoral campaigns (7.56%), and other social issues. So, Oslo Labor Party not only utilized Facebook platforms for highlighting social issues but also used it for political campaigns and political agenda-setting.

# Chapter-5 Discussion and Conclusion

The effects of qualitative content and answer review were explored in this portion. The results obtained from the thematic analysis were analyzed about my hypothesis. Furthermore, the results obtained from this study were verified from the studies having related results. The validity of the hypotheses is examined in relation to the findings, which provides the foundation for addressing the study query. The findings have been presented chronologically in accordance with the order in which the hypotheses were proposed.

## **H1: Facebook is used by political parties to deliver their political agenda.**

The first hypotheses presented in the theory chapter highlights the political engagement of political party on their official page. The data analysis shows that the Oslo Labor party's Facebook pages keep the supporter and voters updated on current political issues. The thematic analysis showed that political parties deliver their political agenda in the form of demanding reforms and political news. Data findings have shown that 13.85% coverage in the post of the Oslo Labor party was given to the promulgation of the political agenda. Hence the hypothesis is proven accurate by the findings of empirical data. The findings of these are consistent with the study conducted by Conroy that showed Facebook allows the development of online political communities giving all of the advantages that we have experienced in face-to-face groups for decades, such as facts, inspiration for political action, and a platform for dialogue and conversational exchanges (Conroy et al., 2012). In this way, Facebook is promoting democratic participation. In the future, the full scope of the impact of online political groups on democratic activity needs to be closely investigated as the influence of online political groups may have highly significant implications for the political process.

## **H2: The political parties use their Facebook profile to deliver political ideas and demands.**

The second hypothesis aims to establish that the political parties utilize the Facebook platform to present their demands from the opposition government. The data analysis from Facebook posts of the Oslo Labor party showed that many Facebook posts content presented the ideas and legislation that need to be improved for the betterment of the public. Under the theme of political engagement, it has been ascertained that Oslo Labor Party is engaged in several political demands like



improving budget, pension budgets increment, and decrease of tax amount for low-income individuals. It has been found by data analysis of Oslo Labor party's Facebook posts that 7.34% coverage was given to demands from the government in online posts of Oslo Labor party's Facebook profile. So, the hypothesis is well tested and approved accurate by findings of empirical data. Facebook and social networking engagement tools aid in a significant amount of communication among politicians and voters (Nielsen & Vaccari, 2013).

### **H3: Political parties frequently use Facebook to discuss social issues**

The frequent posting on social media regarding the issues of the public keeps the voter hooked and it allows the organization to keep their supporter in the loop. In this way, people feel connected and attached to the political platform. In this thesis, it was analysed that the official Facebook page of the Oslo Labor party frequently posts about social issues like job and unemployment, economy, climate and issues of taxation. For instance, the data analysis found that jobs and economy covered 7.61% and 12.89% of total Facebook posts by the Oslo Labor party. Moreover, 5.16% of posts were related to climate change. So, these findings validate the hypothesis that political parties use social media platforms to promulgate discourse about social issues. The frequent posts from political parties create awareness among the public and it also encourages the government to take action against prevailing public issues. The awareness of current and future political problems grows with each exchange of ideas and knowledge with people. The result of this research investigated what social issues are distributed on Facebook in Norway. The political party also launch awareness campaigns on Facebook to raise awareness of the need for good digital citizenship.

### **H4: Public health issues are strongly intertwined with the politics and political parties utilize the Facebook platform to address these issues.**

Public health issues are intertwined with politics because the government and political representatives are involved in policymaking that influences the health care services of the masses. The data analysis of Facebook posts shows that a very extensive debate is made on public health issues. The data collection timeframe falls under the Covid-19 pandemic period which is why there is a lot of discussion on implementing new policies and preventive measures to combat the issue. The data analysis points out that most of the posts of the Oslo Labor party were related to health issues. For instance, data shows that 45.60% of posts coverage was given to health issues which is

the highest coverage given to any theme in posts. Moreover, the data collection time framework highlights the existence of the Corona pandemic and the Oslo Labor Party extensively covered this issue in their posts. About 28.51% of posts were on the topic of the Corona pandemic which shows the deep concern of the Oslo Labor Party about this issue and policies. So, the hypothesis is successfully tested and assured the utility of the online platform to highlight issues like health issues.

The political structure is the mechanism by which public health authorities will affect systemic reform at the population level. Health is a primary driver of economic growth. A healthy population with manageable health care costs is needed for sustainable economic growth. Unlike other available public policy levers in the jurisdictions to establish the conditions, employers cannot be required to locate. In comparison, the "food market" is one of the biggest economic industries and the focus of government leaders is dominated by health expenditure at all stages. Elected leaders are strongly motivated to collaborate constructively with public health authorities to look for innovative ways of reducing expenses and improving health quality.

**H5: Political parties interact with voters via online meetings that supporters can follow live from their homes, videos and public greetings or messages.**

The engagement of the general public in political meetings enhances the political communication among political party and their supporters. It also keeps them aware of current political affairs. It will allow the supporters to make an informed decision on whom to vote and what reaction to make. The data obtained shows many posts that provide online meeting links for supporters to join live political meetings and attend seminars live to be more aware of political scenarios. Data findings assert that 10.44% theme of Oslo Labor Party's posts was to engage their voters through posts on different issues and by taking feedbacks on them through commenting and questioning mechanisms. Moreover, representatives of the Oslo Labor party had immersive online town hall events which are used for convincing voters and discussing policy topics. This is a very effective strategy because an invitation seems like a personal appeal from a public representative and a large number of supporters engage in this. So, these findings validate the hypothesis that states about the interactive and engaging nature of Facebook between leaders and voters. The Oslo Labor party has effectively utilized this phenomenon to engage the attention of supporters because the data

from their posts show an online session that is conducted by the party and the link is shared for the public so that anyone can join.

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# Attachment 1

5/13/2021 3:22 AM

## Code Book

Aggregate	Classification	Coverage	Number of Reference Coding	Number	Coded by	Modified On
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### Code

#### Codes\\Climate

No	0.0154	2
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1

OSLO is the best in Norway on climate adaptation! There is a great motivation on the way forward. It is possible to win against climate change.

2

Oslo will become a zero-emission city and in practice show that it is possible to reduce greenhouse gas emissions in a socially fair way.

#### Codes\\Climate\\International climate work

No	0.0437	4
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1

Oslo has gone from being fined for toxic air to becoming Europe's environmental capital.

2

Recently Oslo was named by NHO to have the country's best business. Price for climate and business shows that growth and fewer emissions can be connected, and there is no necessary contradiction as many claims.

3

Today, the world's largest climate network, C40, announced that they are opening an office in Oslo. The goal is to spread the solutions we have in Oslo to the rest of the world. Oslo's climate work gets international attention.

4

Oslo will become a zero-emission city and in practice show that it is possible to reduce greenhouse gas emissions in a socially fair way. The fact that C40 chooses to open our own office in Oslo shows that we have come a long way in the climate work, says Raymond Johansen

#### Codes\\Economy and finance

No 0.0730 4

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1

City Council proposes:

- 2.9 million for corona management.

---

2

the Labor Party presented its alternative state budget for 2021. We will:

- Increase support for companies and jobs to avoid bankruptcy and leave.
  - A powerful boost for the municipal economy that is in the first line to fight infection.
  - Cancel the cuts in the wealth tax and spend the money on measures to get the almost 200 unemployed people in Norway at work.
  - Cut away the cash support so more people go to kindergarten.
  - Fund for green industry that provides more jobs throughout the country.
- 

3

The agreement means, among other things:

- 25 million in increased support for voluntary organizations and associations.
  - 123 million more for welfare in the districts.
  - 100 million more for investments to contribute to universal design.
  - 15 million for artificial grass in Bjøråsen
  - 30 million for skatepark and clubhouse on Jordal.
- 

4

As says " The government is about to make the same mistake the Høyre City Council made the 18 years they ruled Oslo. During these years, they sold properties for NOK 11 billion. This is property that is worth 28 billion kroner today ".

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## Codes\Economy and finance\Government pension fund

No 0.0108 1

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1

A unanimous parliament passed this afternoon that the minimum pensions will be increased. The proposal was promoted by Jonas Gahr Støre during the throne speech debate on behalf of the Labor Party.

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## Codes\Economy and finance\Taxation and duty

No 0.0518 6

---



1

OSLO will lose 3,2 billion if the wealth tax disappears! That is equivalent to half of all teachers in Oslo school. Rather than giving tax breaks to them with the most from before, the Labor Party and will spend the money to safe jobs and welfare services to everyone as we are used to in Norway.

2

Property tax has been introduced to build kindergartens and 500 more people in the home care, while Oslo's business has been named the best in the country.

3

This is not a time for tax cuts to the richest, but a time when we have to spend the money safe jobs and healthcare.

4

Cancel the cuts in the wealth tax and spend the money on measures to get the almost 200 unemployed people in Norway at work.

5

Tax cuts or welfare?

The government and Nikolai Astrup show how distant they are from ordinary people in the municipalities. Even Oslo Høyre is now budgeting with property tax in Oslo.

6

The government is now establishing its own tax havens in Norway.

### Codes\\Health

No 0.0144 1

1

Only AP and FrP voted for mandatory testing at the airports. This happens the day after revelations that Bent Høie after pressure from business, made exceptions to quarantine for foreign workers. Now the government has to go on the court to prevent more infection.

### Codes\\Health\\Child care

No 0.0085 1

1

Property tax has been introduced to build kindergartens and 500 more people in the home care, while Oslo's business has been named the best in the country.

## Codes\\Health\Corona Pandemic

No 0.2850 21

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1

When we stand together on measures of infection to get through the pandemic, the government has to line up with real crisis packages for working and business.

---

2

The city council today presented the additional budget for 2021. More to welfare, more to corona management and more to sports and upbringing are important areas to get Oslo safely through the corona pandemic.

---

3

City Council proposes:

- 2.9 million for corona management

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4

City Council proposes:

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5

City Council proposes:

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6

City Council proposes: Our most important task now is to take the city safely through the pandemic. We therefore put large amounts to tackling the pandemic in 2021. The funds will, among other things, go to testing and tracking, but also treatment for those who are sick. This is about creating security in a troubled time, city councillor says.

---

7

The city council in Oslo is introducing a social shutdown of Oslo today. The numbers of infection in Europe have been very serious in recent weeks, and Norway is now at the start of the second wave of infection. This week the numbers have continued to increase. Only in the last four days, 545 new infected people have been registered in Oslo. It's alarming.

Here are the measures that come into force from November 9.:

- Closing all fitness centres, cinemas, theatre, swimming pools,

Lakeland, bowling alleys and the like.

- In order to protect children and young people, libraries are kept open.

- Full sideboard stops.

- Ban on all indoor events.

---

8

This is not a time for tax cuts to the richest, but a time when we have to spend the money safe jobs and healthcare.

---

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9

the Labor Party presented its alternative state budget for 2021. We will:

- Increase support for companies and jobs to avoid bankruptcy and leave.
- A powerful boost for the municipal economy that is in the first line to fight infection

---

10

Social shutdown to stop the infection can be difficult for many. At the nursing homes in Oslo, it works hours to protect, but not isolate the elderly.

---

11

As the health and elderly city council says: - We will do everything we can to avoid vulnerable groups being isolated from their loved ones and the outside world. It's a demanding balance - we must protect, but not isolate.

---

12

Great that so many people support the measures in Oslo. Together we are strong. If we follow the infection protection advice, we'll get through this well.

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13

We must take care of those who show up for volunteer work. The concerns that thousands of workers now join the stomach for " the silence after the corona " should be replaced by a crisis package that knows this is a break, not an end. Now the government must listen to the emergency call from the afterlife.

---

14

The most important job next year will still be to manage Oslo safely through uncertainty as a result of the pandemic. 35000 is out of work in Oslo now. Business is bleeding. Safe management is necessary. We are facing tough thanks.

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15

We must be willing to use whatever it takes to get through the crisis and want to spend hundreds of millions of kroner to help companies affected by the general corona measures, and who at the top have received local measures.

---

16

Only AP and FrP voted for mandatory testing at the airports. This happens the day after revelations that Bent Høie after pressure from business, made exceptions to quarantine for foreign workers. Now the government has to go on the court to prevent more infection.

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17

4 out of 5 passengers do not test themselves when they land on Gardermoen from abroad. The Labor Party and FrP were the only ones at the Parliament who voted for mandatory coronate test at the airport. Just over the New Year, more than 80 flights are expected from Poland alone. Everyone should be tested, the government needs to flip.

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18

The government is now establishing its own tax havens in Norway. But crisis packages for outdoor life and jobs, they have no room for that.

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19

While import contamination from abroad increases and the government does not want to tighten up so everyone needs to be tested, the numbers of unemployed people in Oslo are increasing.

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20

People in Norway and Oslo have shown that solidarity is strong with us. But it can't be that you have to use Finn. now to take care of yourself and your loved ones

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21

But it is important to remember that this is not over in what we receive vaccines. The repair job begins.

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## Codes\\Health\Elderly people

No	0.0833	6
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1

A unanimous parliament passed this afternoon that the minimum pensions will be increased.

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2

Social shutdown to stop the infection can be difficult for many. At the nursing homes in Oslo, it works hours to protect, but not isolate the elderly

---

3

As the health and elderly city council says: - We will do everything we can to avoid vulnerable groups being isolated from their loved ones and the outside world. It's a demanding balance - we must protect, but not isolate.

---

4

Oslo Høyre is now budgeting with property tax in Oslo. More kindergartens, more home care employees so that the elderly can stay at home longer and good services are more important than that those with the most from before can keep more themselves. When everyone contributes to the community, we lift heavier together.

---

5

In just 16 days, from 01.01.2021 there will be a pension from the first krone in Oslo municipality! The last decision to secure this was made at the Oslo City Council tonight. It gives low-paid and part-time employees a better pension scheme. This is about justice and equality. Pension from the first krone should become the new normal in the Norwegian working life. People should have a pension to live on!

Høyre, Progress Party and FNB voted against.

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6

We pink bus! After three years, the results are ready. Pink bus contributes to increased quality of life and makes more elderly people get out than otherwise. Now the elderly city council is looking forward to expanding the offer in the future

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## Codes\\Health\\Maternal health

No 0.0186 1

1

Last week there was a ban on abortion in Poland. Criminalization of abortion does not prevent or reduce the number of abortions. It exclusively contributes to putting women's lives and health at risk, writes Katinka Riksfjord Sporseem, leader of the Women's Network in Oslo Labor Party and, leader of the Women's Network in the Labor Party.

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## Codes\\Health\\Mental health

No 0.0490 3

1

After five years of Oslo City Council, we have finally got 100 more health sisters and health brothers in the Oslo School, almost doubling from earlier. It's important for many. We are focusing on school health care because we believe students in school should have someone they can talk to about health, about what is difficult and challenges in everyday life.

2

As the health and elderly city council says: - We will do everything we can to avoid vulnerable groups being isolated from their loved ones and the outside world. It's a demanding balance - we must protect, but not isolate.

3

For mental health issues, a time displacement has in it, which is not the case for physical injuries, says Steen, and sends a signal to the government that there is a need for economic " corona packages " for mental health even after the pandemic has been turned down.

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## Codes\\Health\\Public health

No 0.1440 8

1

Today Americans are pouring to the polls to fight for health insurance for everyone, among other things. It shows that we must not take our health care for granted, but prioritize it in politics and elections. Although a lot is good in Norway, there are several big holes in the healthcare system. After five years of Oslo City Council, we have finally got 100 more health sisters and health brothers in the Oslo School, almost doubling from earlier. It's important for many. We are focusing on school health care because we believe students in school should have someone they can talk to about health, about what is difficult and challenges in everyday life. The best investment for the future is to give children and young people good conditions for growth. A good and more accessible school health service is an important start that can take us to a school that is for all the students.

2

City Council proposes: Our most important task now is to take the city safely through the pandemic. We therefore put large amounts to tackling the pandemic in 2021. The funds will, among other things, go to testing and tracking, but also treatment for those who are sick. This is about creating security in a troubled time, city councillor says.

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The city council in Oslo is introducing a social shutdown of Oslo today. The numbers of infection in Europe have been very serious in recent weeks, and Norway is now at the start of the second wave of infection. This week the numbers have continued to increase. Only in the last four days, 545 new infected people have been registered in Oslo. It's alarming.

---

4

This is not a time for tax cuts to the richest, but a time when we have to spend the money safe jobs and healthcare.

---

5

Social shutdown to stop the infection can be difficult for many. At the nursing homes in Oslo, it works hours to protect, but not isolate the elderly.

---

6

As the health and elderly city council says: - We will do everything we can to avoid vulnerable groups being isolated from their loved ones and the outside world. It's a demanding balance - we must protect, but not isolate.

---

7

Great that so many people support the measures in Oslo. Together we are strong. If we follow the infection protection advice, we'll get through this well.

---

8

A special thank you to all the skilled employees and employees of all the city's nursing homes and health services that protect us from the consequences of the virus. The many thousands of guards caught in the evening at Christmas while the rest of us sat with Christmas dinner is a reminder of world class health care, we can't take for granted.

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### Codes\\Health\\Specialist health service

No	0.0174	1
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1

Oslo Høyre is now budgeting with property tax in Oslo. More kindergartens, more home care employees so that the elderly can stay at home longer and good services are more important than that those with the most from before can keep more themselves. When everyone

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### Codes\\Natural resources and industry\\Tourism

No	0.0067	1
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1

it is sensational that the government is now doubling the VAT for the tourism industry in the proposal for a state budget.

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### Codes\\Natural resources and industry\\Transport and infrastructure

No	0.0176	1
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1

it is sensational that the government is now doubling the VAT for the tourism industry in the proposal for a state budget. In addition, the travel compensation scheme is very limited compared to what it has been in 2020. This is not good enough. We will not be able to secure jobs in Oslo unless the travel life is saved.

### Codes\\People and communities\Equality and Racial discrimination

No	0.0119	1
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1

We are rooting for our fantastic AUF from Oslo who here are gathered at Youngstorget before meeting. Among the issues to be discussed are Black Lives Matter, Monarchy and NATO. Good luck with the national meeting AUF!

### Codes\\People and communities\Sports and entertainment

No	0.0845	8
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1

Our city needs many more sports facilities! Andreas Halse in Oslo AP writes well in Our Oslo about the city council's commitment to sports. Since 2015 Oslo has newly built or rehabilitated a number of artificial grass fields, opened a number of sports halls, soon two ice rinks, ski resorts, basic hall for gymnasts and put the shovel in the ground for new swimming pools. For the next four years we are talking about investments of over five billion kroner. Politics is about priorities and it matters who governs.

2

The city council today presented the additional budget for 2021. More to welfare, more to corona management and more to sports and upbringing are important areas to get Oslo safely through the corona pandemic.

3

City Council proposes: Replacement of 8 artificial grass fields, construction / rehabilitation of Jordal ice rink, D ællenenga multi-purpose hall at Gr innerløkka and Mortensrud field hockey.

4

City Council proposes: new clubhouse and leisure club at Mortensrud.

5

City Council proposes:

6

- 15 million for artificial grass in Bjøråsen

7

- 30 million for skatepark and clubhouse on Jordal.

8

We must be willing to use whatever it takes to get through the crisis and want to spend hundreds of millions of kroner to help companies affected by the general corona measures, and who at the top have received local measures.

This must apply to all industries, with gyms, outdoor life, serving, cinemas and entertainment as clear examples. The government has a responsibility even nowadays after the corona measures and people's jobs.

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### Codes\\People and communities\\Students

No	0.0227	2
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1

We are focusing on school health care because we believe students in school should have someone they can talk to about health, about what is difficult and challenges in everyday life.

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2

The best investment for the future is to give children and young people good conditions for growth. A good and more accessible school health service is an important start that can take us to a school that is for all the students.

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### Codes\\People and communities\\Unemployment

No	0.0091	1
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1

During the corona pandemic, Oslo has gone from being the county in Norway with the lowest unemployment rate to becoming the county with the highest unemployment rate.

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### Codes\\People and communities\\Welfare

No	0.0512	6
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1

One that prioritizes safe and good welfare services for ordinary people or more to the very richest when the bills are to be made up.

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2

The commercialization of welfare is being reversed.

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3

As Jonas says: " At a time of much uncertainty, I believe values as strong community, small differences and a welfare state that is there when you need it, are characteristics of the Labor Party's policy that student's value "

---

4

The city council today presented the additional budget for 2021. More to welfare, more to corona management and more to sports and upbringing are important areas to get Oslo safely through the corona pandemic.



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5

Tax cuts or welfare?

---

6

the city council parties have agreed with Red on next year's budget. The city council will be adopted on Wednesday.

The agreement means, among other things:

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## Codes\\People and communities\\Women

No	0.0166	2
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1

Wednesday, November 25. marks the international day for the elimination of violence against women.

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2

The Oslo Labor Party women's network encourages you to join the digital marking under the auspices of the November 25. initiative, where, among other things, AUF leader Astrid Willa Eide Hoem is appealing.

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## Codes\\Political agenda

No	0.1384	11
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1

The Labor Party is heavily up in a new poll, and clearly red-green majority if the students could decide!

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2

As Jonas says: " At a time of much uncertainty, I believe values as strong community, small differences and a welfare state that is there when you need it, are characteristics of the Labor Party's policy that student's value "

---

3

The Nomination Committee puts its first proposal for a list for the Oslo Labor Party for the general election 2021. The list is topped by Labor Party leader Jonas Gahr Støre.

---

4

City Council proposes:

- 2.9 million for corona management

- 50 million more for the neighborhoods

- City Council proposes: Replacement of 8 artificial grass fields, construction / rehabilitation of Jordal ice rink, D ællenenga multi-purpose hall at Gr ünperløkka and Mortensrud field hockey

- City Council proposes: new clubhouse and leisure club at Mortensrud

---

5

Norway needs a new government that prioritizes the whole country.

---

6

Today, the Labor Party presented its alternative state budget for 2021. We will:

- Increase support for companies and jobs to avoid bankruptcy and leave.
  - A powerful boost for the municipal economy that is in the first line to fight infection
  - Cancel the cuts in the wealth tax and spend the money on measures to get the almost 200 unemployed people in Norway at work
  - Cut away the cash support so more people go to kindergarten
  - Fund for green industry that provides more jobs throughout the country
- 

7

The government and Nikolai Astrup show how distant they are from ordinary people in the municipalities.

---

8

The Labor Party requires straightforward measures to prevent unemployment and bankruptcies now.

---

9

This is ideologically motivated politics from the government and shows why we need a new government in a year!

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10

As says " The government is about to make the same mistake the Høyre City Council made the 18 years they ruled Oslo. During these years, they sold properties for NOK 11 billion. This is property that is worth 28 billion kroner today "-

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11

In September Norway needs a new Labor Party government that prioritizes safeguarding the jobs of people, and where we stand up for those who are involved in the volunteer work.

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### Codes\\Political agenda\\Demands from Government

No	0.0734	7
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1

Now the government parties have to deliver, says Støre to Dagbladet. A unanimous parliament passed this afternoon that the minimum pensions will be increased.

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2

Wise words from VG. We need a crisis package for the outdoor life in Oslo right now.

We must take care of those who show up for volunteer work. The concerns that thousands of workers now join the stomach for " the silence after the corona " should be replaced by a crisis package that knows this is a break, not an end. Now the government must listen to the emergency call from the afterlife.

---

3

The Labor Party requires straightforward measures to prevent unemployment and bankruptcies now.

---

4

4 out of 5 passengers do not test themselves when they land on Gardermoen from abroad. The Labor Party and FrP were the only ones at the Parliament who voted for mandatory coronate test at the airport. Just over the New Year, more than 80 flights are expected from Poland alone. Everyone should be tested, the government needs to flip

---

5

It's time for a new government to prioritize jobs over tax havens. Raymond Johansen says it well!

---

6

While import contamination from abroad increases and the government does not want to tighten up so everyone needs to be tested, the numbers of unemployed people in Oslo are increasing.

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7

For Christmas, I want better arrangements for workmen and jobs "

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## Codes\\Political agenda\Electoral campaign

No	0.0756	4
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1

it is extra good to see that in Norway and Oslo in 332 days, when we are going to elect a new government, we have two election days and a long period of pre-voting. Many people are working shifts, traveling or for other reasons can't vote for a day. Getting to vote is no given, it must be properly facilitated for everyone.

---

2

We are rooting for our fantastic AUF from Oslo who here are gathered at Youngstorget before meeting. Among the issues to be discussed are Black Lives Matter, Monarchy and NATO. Good luck with the national meeting AUF!

---

3

The Nomination Committee puts its first proposal for a list for the Oslo Labor Party for the general election 2021. The list is topped by Labor Party leader Jonas Gahr Støre. The proposal is now being sent to the party teams and AUF, which has been deadline until November 16., by giving feedback on the committee's proposal.

4

Today, the Labor Party presented its alternative state budget for 2021. We will:

- Increase support for companies and jobs to avoid bankruptcy and leave.
- A powerful boost for the municipal economy that is in the first line to fight infection.

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### Codes\\Political agenda\\Information

No	0.0771	6
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1

The nomination meeting in Oslo Labor Party will be held at 18:00 The meeting will adopt the county party's list for the general election 2021

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2

Today, the city council parties have agreed with Red on next year's budget. The city council will be adopted on Wednesday.

---

3

The most important job next year will still be to manage Oslo safely through uncertainty as a result of the pandemic. 35000 is out of work in Oslo now. Business is bleeding. Safe management is necessary. We are facing tough thanks.

---

4

Only AP and FrP voted for mandatory testing at the airports. This happens the day after revelations that Bent Høie after pressure from business, made exceptions to quarantine for foreign workers. Now the government has to go on the court to prevent more infection

---

5

In just 16 days, from 01.01.2021 there will be a pension from the first krone in Oslo municipality! The last decision to secure this was made at the Oslo City Council tonight. It gives low-paid and part-time employees a better pension scheme. This is about justice and equality. Pension from the first krone should become the new normal in the Norwegian working life. People should have a pension to live on!

Høyre, Progress Party and FNB voted against.

---

6

Today at 12.00 Svein at Ellingsrudhjemmet became the first Norwegian to vaccinate against the corona. A historic day for all of us looking forward to when we can put the pandemic behind us.

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### Codes\\Political agenda\\Information\\Political information and awareness

No	0.0190	3
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1

Today is the city council's birthday! 21. October 2020 marks five years since the red-green city council went on in Oslo after over 18 years of blue rule of the city.

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2

Five years with a greener, warmer more creating city with room for everyone!

---

3

25,9 % off to the Labor Party in Oslo, ahead of 5 percentage points. Thank you so much for the support!

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## Codes\\Political agenda\\Voter's engagement

No	0.1044	12
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1

In 333 days, you decide which government Norway should have.

---

2

This weekend, AUF has its national meeting where 350 delegates sit in three different halls in Oslo, Bergen and Trondheim.

---

3

Strange to see how some politicians in the United States want to limit voter turnout

---

4

We cross our fingers that as many people as possible can vote on the other side of the Atlantic

---

5

Therefore, it is extra good to see that in Norway and Oslo in 332 days, when we are going to elect a new government, we have two election days and a long period of pre-voting. Many people are working shifts, traveling or for other reasons can't vote for a day. Getting to vote is no given, it must be properly facilitated for everyone

---

6

We are rooting for our fantastic AUF from Oslo who here are gathered at Youngstorget before meeting.

---

7

Feel free to follow the meeting we organize together with Oslo SV and Oslo MDG on the admission scheme in high school: The Oslo City Council has set up a selection to assess today's intake scheme and suggest new models.

---

8

Politics is about priorities and it matters who governs.

---

9

Norway needs a new government that prioritizes the whole country.

---

10

Today, the Labor Party presented its alternative state budget for 2021. We will:

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- A powerful boost for the municipal economy that is in the first line to fight infection

---

11

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---

12

This is ideologically motivated politics from the government and shows why we need a new government in a year!

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### Codes\\School, knowledge and skills\\Education

No	0.0272	3
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1

Feel free to follow the meeting we organize together with Oslo SV and Oslo MDG on the admission scheme in high school: The Oslo City Council has set up a selection to assess today's intake scheme and suggest new models.

---

2

Now you have the opportunity to learn more about the intake committee's work.

---

3

The report to the selection has been at a hearing, and we have invited several of the hearing agencies to present their thoughts on how to best organize the intake system for the high school in Oslo.

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### Codes\\School, knowledge and skills\\Teachers and Education

No	0.0431	4
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1

OSLO will lose 3,2 billion if the wealth tax disappears! That is equivalent to half of all teachers in Oslo school. Rather than giving tax breaks to them with the most from before, the Labor Party will spend the money to safe jobs and welfare services to everyone as we are used to in Norway.

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2

The report to the selection has been at a hearing, and we have invited several of the hearing agencies to present their thoughts on how to best organize the intake system for the high school in Oslo.

---

3

As Jonas says: " At a time of much uncertainty, I believe values as strong community, small differences and a welfare state that is there when you need it, are characteristics of the Labor Party's policy that student's value ".

4

Cut away the cash support so more people go to kindergarten

---

**Codes\\Security and foreign policy\\Security**

No 0.0057 1

1

The security lies in the community. When we stand together, we get more left than each one stands alone.

---

**Codes\\Security and foreign policy\\Trade union**

No 0.0107 1

1

Two days ago, a proposal from Oslo Labor Party to increase the organization's degree, more binding tripartite cooperation and doubling the trade union deduction, was voted down in the parliament.

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**Codes\\Work**

No 0.1166 10

1

The Labor party is concerned about the workplaces in the outdoor life industry in Oslo. City Councillor and business council Victoria Marie Evensen now asks the government to line up with stronger rescue packages to prevent bankruptcies and resignations in Oslo.

---

2

Oslo has over 17 jobs in the outdoor life industry alone. Over 60 percent of companies now believe there is a real chance of bankruptcy by the end of the year.

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3

When we stand together on measures of infection to get through the pandemic, the government has to line up with real crisis packages for working and business.

---

4

What a bunch! We cheer for the debris and the amazing job that is done to make every day meaningful content. These core people keep Oslo tidy and make a real difference for us all.

---

5

Oslo Høyre is now budgeting with property tax in Oslo. More kindergartens, more home care employees so that the elderly can stay at home longer and good services are more important than that those with the most from before can keep more themselves. When everyone contributes to the community, we lift heavier together.

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6

We must take care of those who show up for volunteer work. The concerns that thousands of workers now join the stomach for " the silence after the corona " should be replaced by a crisis package that knows this is a break, not an end. Now the government must listen to the emergency call from the afterlife.

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7

The most important job next year will still be to manage Oslo safely through uncertainty as a result of the pandemic. 35000 is out of work in Oslo now. Business is bleeding. Safe management is necessary. We are facing tough thanks.

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8

In September Norway needs a new Labor Party government that prioritizes safeguarding the jobs of people, and where we stand up for those who are involved in the volunteer work.

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9

Only AP and FrP voted for mandatory testing at the airports. This happens the day after revelations that Bent Høie after pressure from business, made exceptions to quarantine for foreign workers. Now the government has to go on the court to prevent more infection.

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10

For Christmas, I want better arrangements for workmen and jobs "

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## Codes\\Work\Jobs

No	0.0760	9
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1

We will not be able to secure jobs in Oslo unless the travel life is saved.

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2

This is not a time for tax cuts to the richest, but a time when we have to spend the money safe jobs and healthcare.

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3

Increase support for companies and jobs to avoid bankruptcy and leave.

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4

Fund for green industry that provides more jobs throughout the country

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5

We must be willing to use whatever it takes to get through the crisis and want to spend hundreds of millions of kroner to help companies affected by the general corona measures, and who at the top have received local measures.

This must apply to all industries, with gyms, outdoor life, serving, cinemas and entertainment as clear examples. The government has a responsibility even nowadays after the corona measures and people's jobs.

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6



In September Norway needs a new Labor Party government that prioritizes safeguarding the jobs of people, and where we stand up for those who are involved in the volunteer work.

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7

It's time for a new government to prioritize jobs over tax havens. Raymond Johansen says it well!

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8

In Oslo we are still worried, because we have many without jobs, we have many who need a little extra help from the community. National schemes for unemployed and furloughed are still needed, for companies across the country who are at risk of having to leave or resign more.

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9

For Christmas, I want better arrangements for workmen and jobs "

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**Codes\\Work\Unemployment**

No 0.0194 2

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1

Aftenposten has interviewed Kenneth who is one of the 35 people unemployed now.

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2

In Oslo we are still worried, because we have many without jobs, we have many who need a little extra help from the community. National schemes for unemployed and furloughed are still needed, for companies across the country who are at risk of having to leave or resign more.

## Attachment 2

### Data of Facebook posts

#### October:

October 14:

I dag har Norge fått ny regjering. Statsministeren kommer igjen fra Oslo Arbeiderparti. Vi er stolte og glade for hele regjeringen, men sender en spesiell gratulasjon til de tre som kommer fra Oslo Arbeiderparti - Jonas Gahr Støre, Jan Christian Vestre og Espen Barth Eide.

Vi ønsker alle lykke til med viktig arbeid og ser fram til mye god Arbeiderpartipolitikk til glede for hele Oslo de neste fire åra!

October 19:

Vår bystyregruppe har fått ny gruppeledelse og varaordfører! 🌹

Som følge av stortingsvalget så trengte vår bystyregruppe noen justeringer, og i går vedtok vi hvem som skal bekle de viktige posisjonene vi har.

[Andreas Halse](#) er valgt som ny gruppeleder, og foreslås som ny leder av bystyrets finansutvalg!

[Line Oma](#) er valgt som ny gruppenestleder, og ny miljø- og samferdselspolitisk talsperson!

[Abdullah Alsabeehg](#) foreslås som Oslos neste varaordfører!

I tillegg får vi [Ubah Abdullah Aden](#) som ny talsperson for kultur og utdanning. Samtidig takker vi av [Frode Jacobsen](#) og [Kamzy Gunaratnam](#) for strålende arbeid i bystyret, og lykke til videre på stortinget.

October 21:

Her er Oslo-benken og statsrådene fra Oslo Arbeiderparti!

Den nye regjeringen er på plass i regjeringskontorene og samtidig er Arbeiderpartiets Oslo-benk på Stortinget fordelt på komiteer. Så fra Oslo Arbeiderparti har vi følgende sterke mannskap i regjering og på Stortinget de neste fire åra:

🌹 Miljø- og klimaminister [Espen Barth Eide](#)

🌹 Medlem av Stortingets justiskomite [Kamzy Gunaratnam](#)

🌹 Statsminister [Jonas Gahr Støre](#)

🌹 Medlem av Stortingets finanskomite [Frode Jacobsen](#)

🌹 Medlem av Stortingets arbeids- og sosialkomite [Trine Lise Sundnes](#)

🌹 Medlem av Stortingets kommunal- og forvaltningskomite [Siri Gåsemyr Staalesen](#)

🌹 Næringsminister [Jan Christian Vestre](#).

October 25:

Vår nye næringsminister, Jan Christian Vestre, sto på Oslo Arbeiderpartis stortingsliste. Han blir lagt merke til og viser tydelig retning. Han skal før jul besøke 100 bedrifter. Han har tydelige

ideer på hva som må gjøres.

Lytt til dette innslaget på NRKs politiske kvarter i dag så kan du høre selv::

[https://radio.nrk.no/.../1\\_ac58c1ff-3ec5-480f-98c1...](https://radio.nrk.no/.../1_ac58c1ff-3ec5-480f-98c1...)

## November:

November 9:

Regjeringen har lagt fram et godt budsjett for Oslo.

Jobben med å ta Norge i ny retning er i gang. Budsjettet er bra for folk over hele landet, også for oss i Oslo.

Her er noen punkter og du kan lese mer om dette i Aftenposten der våre stortingsrepresentanter Frode Jacobsen og Siri Gåsemyr Stålesen tar til motmæle overfor de som har advart mot en lite Oslo-vennlig regjering.

✔ Budsjettet betyr ca 250 millioner kroner mer til Oslo kommune som kan brukes på prioriterte områder av vårt byråd innen velferd, redusere forskjellene, skape arbeidsplasser og med å kutte klimagassutslippene.

✔ Oslo får 30 millioner kroner mer for å rette opp kuttet fra Høyre-regjeringen for ressurskrevende brukere med særskilte behov.

✔ 10 millioner kroner går til Oslo for å øke innsatsen på områdeløftene.

✔ Det settes av mer penger til politi over hele landet, og Oslo skal også få flere politifolk for å skape økt trygghet i byen vår.

<https://www.aftenposten.no/.../det-ble-advart-om-en...>

November 16:

Med [Arbeiderpartiet](#) i regjering så får byrådet i Oslo enda mer penger til å styrke velferden til vanlige folk!

I dag legger byrådet frem en tilleggsinnstilling til Oslobudsjettet til neste år. Der får vi mer penger til mange gode tiltak. Noen av de kan du lese om her:

🌹 10,5 millioner mer til styrket satsing på barn og unges psykiske helse.

🌹 4,5 millioner mer til bedre mat for eldre på sykehjem i 2022 og 2023.

🌹 72,5 millioner mer til Osloskolen.

Det betyr noe hvem som styrer landet, og byen vår. Vil du ha mer av dette i Oslo så meld deg inn i Oslo Arbeiderparti her: <https://www.arbeiderpartiet.no/p/ap/bli-medlem>

November 16:

Politikk virker og barnehage fungerer!

Barnehagen har stor betydning for hvordan det går med ungene våre videre i utdanningsløpet.

Dette er veldig interessante tall fra SSB. Blant funnene er at minoritetsspråklige barn som har

hatt gratis kjernetid i barnehagen, har bedre leseferdigheter på 8. trinn, enn barn uten tilbud om gratis kjernetid.

Barnehagen er den delen av utdanningsløpet som i kroner og øre koster den enkelte familie mest. I tillegg fortjener barnehagen både mer politisk oppmerksomhet, og et kvalitetsløft.

Arbeiderpartiet ønsker å gjøre noe med begge deler: Heve kvaliteten og gjøre barnehagen tilgjengelig for flere 🧑🧒

<https://frifagbevegelse.no/.../gratis-kjernetid-gir...>

November 19:

Hurra! Vi har fått flere hundre nye medlemmer så langt i år.

Det feiret vi med å invitere til møte på Stortinget i går.

Vi fikk møte mange engasjerte og nysgjerrige sosialdemokrater og vi håper de ble inspirert til å engasjere seg i mange år framover 🌹

Vi ❤️ nye medlemmer.

Bli med på laget du og:

<https://www.arbeiderpartiet.no/p/ap/bli-medlem>

November 23:

I går kveld mottok vi den triste beskjeden om at Kim Friele har gått bort. Kim var æresmedlem i Arbeiderpartiet. Tusen takk for at du var ei vaktbikkje, et forbilde, en kompromissløs stemme i mange, mange år! Vi er deg alle evig takknemlig!

Du har gått foran, du har ledet vei! Du har betydd så uendelig mye for så uendelig mange! Kim brukte mesteparten av livet på å kjempe for at mennesker i Norge skal få elske hvem de vil. Over flere generasjoner har Kim vært et av Norges modigste mennesker! Din kamp og ditt mot har for evig forandret Norge.

Takk for din utrettelige innsats!

November 26:

Vi er ikke særlig begeistret for Black Friday, men vi har faktisk halv pris på medlemskap fram til nyttår.

Meld deg inn da, vel. Se hva det handler om, hvordan vi jobber og bli en del av laget.

Test ut tilværelsen som aktiv sosialdemokrat, rett og slett.

Medlemmer i arbeid betaler vanligvis 300 kroner per år -nå 150 kroner.

Medlemmer uten arbeid, pensjonister og studenter betaler vanligvis 150 kroner, nå får du medlemskapet for 75 kroner ut året.

Velkommen skal du være 🌹

<https://www.arbeiderpartiet.no/p/ap/bli-medlem>

**December:**

December 3:

Oslo Arbeiderparti er opptatt av at eldre skal kunne bo hjemme så lenge som mulig! 🧓👵

Derfor setter vi av ytterligere 58 millioner kroner i neste års oslobudsjett sammen med Rødt

Oslo, Oslo SV og Oslo MDG. Allerede har det Arbeiderparti-ledede byrådet fått på plass 500 nye årsverk i hjemmetjenesten siden vi kom til makta i 2015. Nå øker vi innsatsen. Dette er bra for byens eldre, og for de som jobber i hjemmetjenesten!

Vil du ha mer av dette? Så meld deg inn i Arbeiderpartiet her:

<https://www.arbeiderpartiet.no/p/ap/bli-medlem>

December 7:

Nå er det endelig snart tid for vårt tradisjonsrike julemøte.

Oslo Arbeiderparti ønsker deg velkommen til vårt julemøte 7. desember kl. 18.00.

I år møtes vi på Youngs Nede med adresse Youngstorget 3. Har du ikke vært der før? Ingen fare – vi står synlig i døra og viser vei.

Temaet for årets møte er klima.

Hvem er vel bedre til å innlede på møtet enn klima- og miljøminister Espen Barth Eide og AUFs leder Astrid Willa Eide Hoem?

Espen er regjeringens spydspiss i klimapolitikken og hadde sentrale oppgaver under klimamøtet i Glasgow. Astrid har et kraftfullt klimaengasjement på vegne av AUF.

I en samtale ledet av Zeros leder, Sigrun Gjerløy Aasland vil de dele sin tanker om veien videre i klimapolitikken etter klimatoppmøtet i Glasgow.

Det er gratis inngang og vi serverer kaffe og pepperkaker.

Vi håper du har lyst til å sette av et par timer til å roe med i førjulsstria sammen med oss.

December 20:

I dag presenterer vårt Arbeiderpartiledede byråd store nyheter: I dag lanseres Oslobolig – Oslos eget boligselskap!

Målet er å få flere oslofolk inn på boligmarkedet

Helt siden krigen har det vært et politisk mål at flest mulig i Norge skal få eie sin egen bolig.

Men de siste åra har det blitt veldig vanskelig for de som står utenfor boligmarkedet.

For en sykepleier eller en førskolelærer er det en svært liten del av Oslos boliger man har mulighet til å kjøpe. Det skal vi gjøre noe med nå!

Helt konkret skal Oslobolig kjøpe boliger i Oslo fra utbyggere og selge disse boligene videre til kjøperen i målgruppen gjennom en boligkjøpsmodell. Ambisjon er å nå 1000 boliger i løpet av fem til syv år. De første boligkjøperne skal kunne kjøpe bolig gjennom Oslobolig løpet av første halvår neste år.

Sammen med aktører fra det private bolig- og eiendomsmarkedet er dette mulig. Sammen med OBOS, Bane Nor Eiendom og NREP skal vi få dette til. I tillegg er DNB med på laget for å sikre lån til de som ønsker å kjøpe bolig gjennom Oslobolig.

Les mer om Oslobolig her: <https://www.oslo.kommune.no/.../lanserer-nytt..>

December 21:

Vi, rosa buss! Etter tre år er resultatene klare. Rosa buss bidrar til økt livskvalitet og gjør at flere eldre kommer seg ut enn ellers. Nå gleder eldrebyråd [Robert Steen](#) seg til å utvide tilbudet fremover.

December 27:

I dag kl 12.00 ble Svein på Ellingsrudhjemmet den første nordmannen som ble vaksinert mot korona. En historisk dag for alle oss som ser frem til når vi kan legge pandemien bak oss. En spesiell takk til alle dyktige ansatte og medarbeidere ved alle byens sykehjem og helsetjenester som beskytter oss mot konsekvensene fra viruset. De mange tusen vaktene som ble tatt på kveldstid i jula mens resten av oss satt med julemiddag er en påminnelse om et helsevesenet i verdensklasse vi ikke kan ta for gitt.