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*Internet Campaigning and Public Participation:  
Lessons from the 2008 US Elections*

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# Issues

- Micro-Financing, Political Equality and the US Campaign Finance System
- Mash-Ups
- Deliberative Democracy and Information Cocoons
- Imitation, Transferability and Scottish e-Dem



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# Background

- 1st wave: Panglossian expectation (technology of liberation)
  - citizens costlessly self-informing; by-passing of mass media; enabling new entrants
  - deliberative democracy?
- 2nd wave: More of the same (technology of reinforcement/amplification)
  - capture of new techs by traditional players
  - marketization of citizenry / NPM / new impetus ID cards / data protection concerns
- Web 2.0 as a new paradigm? Or hype-cycle?
  - social-networking, video sharing, wikis, blogs etc
  - creative usage of extant content - 'glomming on and routing round'



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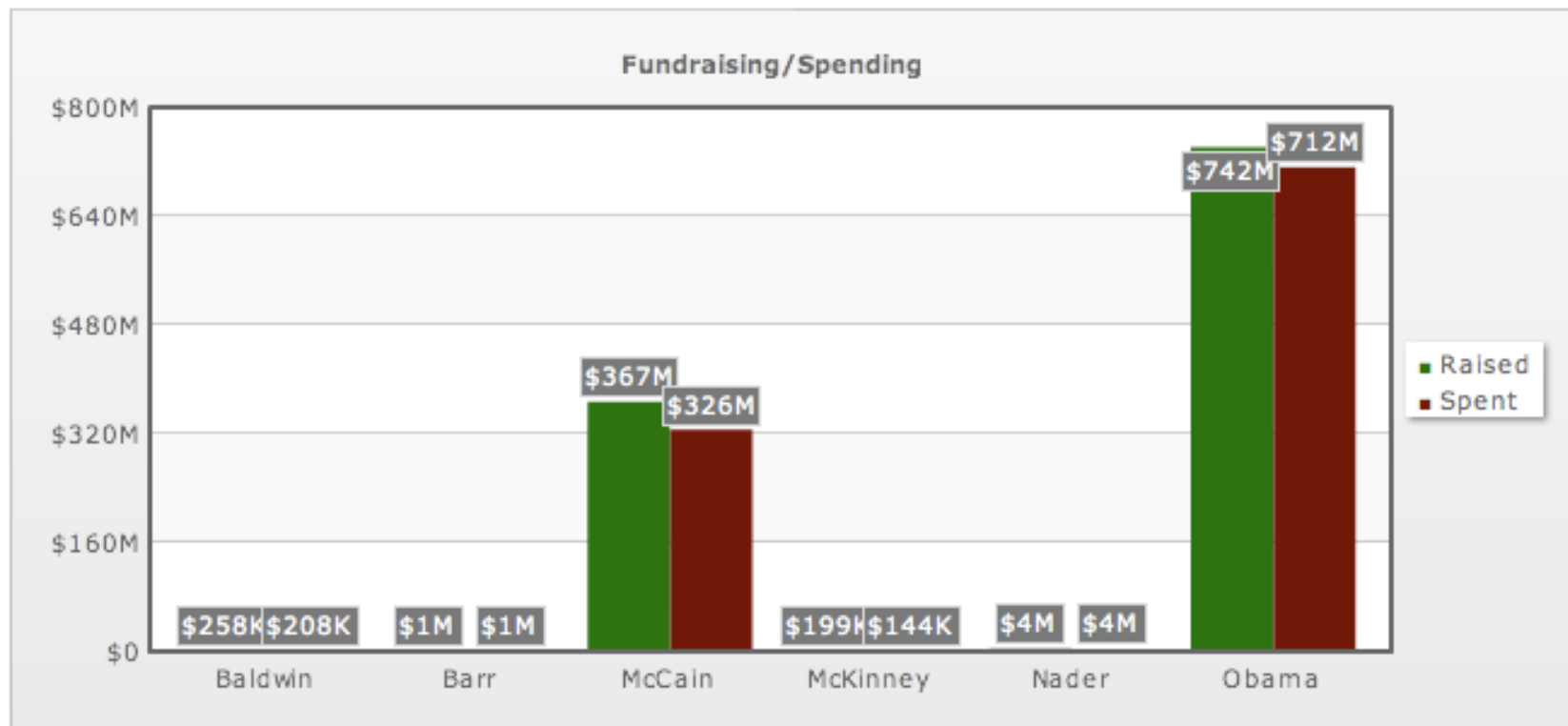
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# Micro-Finance, Political Equality and the Campaign Finance System

- Donations limits: \$2,300 / person in Primaries and GE
- Presidential Election Campaign Fund
  - \$84.1m of public money, bar on candidate's private fund raising
  - goal of political equality, tho' substantial support of parties (national and state); removing candidates from the 'money chase'
  - optional system
  - Obama opts out b/c micro-donations not 'big money', absence of quid pro quo
- October 08, McCain runs out of money, Obama raise \$100
- Sound truck?



# Micro-Finance, Political Equality and the Campaign Finance System





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# Mash-Ups

- Literate to viterate?
- The Beatles, The White Album (1968) *plus* Jay Z, Black Album (2003)
- ➔ DJ Dangermouse, The Grey Album (2004)
- California's Proposition 8, gay marriage and google maps
- <http://www.eightmaps.com/>
- allegations of harassment of donors - 'chilling' speech?
- Protect Marriage filed Federal suit, alleging violation of FS (1st amendment)
- Free speech as protection not of ideas but the "making of culture" - Balkin



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# A Tale of Two Chicagoans

## Sunstein, Republic 2.0

- absence of general interest intermediaries, architecture of serendipity
- presence of sophisticated filtering, group polarisation
- information cocoons (not deliberative democracy)
- solution:
  - ‘must carry policies’
  - publicly funded GII’s
  - ‘encouragement’ of diversity of links / blog rolls etc
- Obama, <http://fightthesmears.com/>



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# Imitation and Transferability in UK and Scotland

- Fund raising
  - PPERA XP limits of £20m in UK GE
  - great political party interest in micro-donations
  - mis/guided?
- MashUps
  - Web 2.0 nearly unknown in Holyrood or London 2007
  - poverty/patchiness of usable information from EC records, plus t/holds
- Deliberative Potential?
  - public support uninhibited by 1st Amendment jurisprudence
  - public support strongly inhibited by Widdicombe rules