URN etd-0407109-183710-788
Author TSENG-CHUN CHEN
Author's Email Address No Public.
Statistics This thesis had been viewed 39 times. Download 0 times.
Department
Year 2007
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A study of Political Blog Marketing ~ Case of Presidential Candidate in Taiwan, 2008 in Taiwan, 2008
Date of Defense 0000-00-00
Page Count 157
Keyword
political marketing
political blog
participation and comment

Abstract
Candidates in the election are often regarded as a product. To communicate the image of market positioning to the electorate for their support and votes through the mass media. Blog become a new Internet marketing tool and importance of gradually increasing, because increase the number of participants in blog and prevalence of lead.

The first, this study through indepth interviewing. To detect Blog marketing of the five steps and STP are both affected construction of the blog process from two presidential candidate's exclusive blog－「Ride Youth Bicycle To Go Ahead」and 「Chang -Tzai Blog City」 in UDN in Taiwan, 2008. Furthermore, to find Blog's performance indicator include advancing understanding, prepossessing or support, votes and information transfer. Then, this study through quantitative research to detect following three points of difference：

1. Image of market positioning：

Mr.Ying-Jeou Ma main image of market positioning include handsome, high-body politic, high-charisma for multitude and high-language ability. Mr.Chang-Ting Shie main image of market positioning include high-taiwan political awareness, high-taiwan revolution and clever at election. As for the other positive image ,Mr.Ma is slightly advantage or no gap between the two.

2. Blog's performance：

Five performance indicators in the above are only confirmed in the blog's supporters. Not confirmed in the blog's first visitor. This shows that the apolitical electorate are low-participation in the political blog.

3. Blog's participation and comment：

「Ride Youth Bicycle To Go Ahead」 is higher than 「Chang -Tzai Blog City」 in average page views amd comment, because the higher number of supporters.

At last, this study proffer to reduce the candidate's political and increased attractiveness in blog,is a hot corner, so that to attract non-supporters of the original.
Advisory Committee Lin Ji-Shiang - advisor

Files No Any Full Text File.
Date of Submission 2008-06-17