

THE IMPACT OF SOCIAL MEDIA IN YOUTHS ACCORDING TO 2013 PARLAMENTARY

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Abstract

Social media nowadays play an irreplaceable role in informing and connecting people with each other, becoming present in our daily lives more and more. Figures quoted in the stock exchange Facebook are in the amount of \$ 14.19 billion dollar (March 2013). Based on the data from some of the largest companies to study social as matters media twitter, face book, flickr, linkedin, youtube, etc. Social media already have an undisputed role, not only in connecting people with each other on all corners of the globe in real time but also in business and we also Political Marketing. According to the current academic literature, the rise of social media substantially effects marketing, particularly in elections. “Young adults used video sharing and social network sites to obtain campaign information and/or share campaign news with others, exchange their political views, and express support for a candidate. The purpose of this paper is to provide a clear view of the literature and figures in connection with the use of social media in general today in developed countries, for the channel, then the impact of their campaigns in Albania by political actors. In Albania we see from the latest data the same trend regarding the use of social media by politicians and Albanian political leaders. To understand the role of social media development in Albania, in collaboration with traditional media, individuals were asked to identify the role of social media in the political arena through random questionnaires. Addressing various social media are addressed (Facebook, Twitter, My Space, etc.) to be combined with traditional direct campaign in the future.

Keywords: *Social Media, Marketing Communication, Digital media*

1.1 IMPORTANCE OF THE STUDY

The study has in importance actually for the moment with the Political Market in Albania is living . through this im going to figure out and identify public opinion about the impact of social media in the political informing but also to see the interest of the people in general and youth in particular to the political situation in the country. Historically the eve of the election campaign, the importance of marketing to parties / political candidates is too high. Companies more and more are being specialized in pre-polls, professional preparation of doing a genuine marketing program for parties/candidates, interest groups and political and so on. The need of planning and a very sophisticated image of the political force/candidate is emerging and the political subject need to have a very precise strategies to implement the new trends of digital and social media combined with the integrated marketing mix strategies to achieve the target group of voters.

1.2 SOCIAL MEDIA IN POLITICAL MARKETING

For traditional companies, the role of the media is strictly distribution; the channel by which the message is communicated, to whom, and how often, the media is paid for simply reproducing the messages provided by the advertiser. In the political arena, the media is transformed from a distribution technique to an active participant in the critique of potential candidates. “The media are also, with the arguable exception of some public service broadcasters, commercial entities beholden to other commercial organizations for their revenue. The media, including public service broadcasters, are political actors in their own right: they function to protect their own interests in addition to their theoretical role as defenders of democracy.” (Savigny, 2010, p. 1055). The various media entities play a vital role in the distribution of the messages of the candidates. The perceptions and understanding of politics for the general voting public are largely derived through the filters of the media. “The media do not, in any political system, confine themselves to a ‘neutral transmission function’ (Kuhn, 2007, p. 212). “To reiterate, a fundamental weakness of these models is a failure fully to appreciate that the conduit of messages is not neutral as it is in the presentation of marketing messages.” (Savigny, 2010, p. 1055)

Nowadays the social media is becoming one of the most important factor of political elements to be considered in Political marketing.

In 2008 Obama Campaign , with only 8 letters “ Yes We can” and just only 7 letters in the 2012” Forward , the Obama Team, managed to convey the right message in the form and hit the mark. All this, through the use of most sophisticated forms of social media.

According to the current academic literature, the rise of social media substantially effects marketing, particularly in elections. “Young adults used video sharing and social network sites to obtain campaign information and/or share campaign news with others, exchange their political views, and express support for a candidate (Kohut, 2008; Smith & Rainie 2008)” (Kushin, 2010, p. 609).

Social Networks born as a possibility of communication between friends, but today they have a great importance in communicating with the public. As such should be used depending on the environment where we live and work, so: Albania social network used by many of the public is "Facebook" makes sense to use him on the other side "Twitter" has many users in different countries of the world, but there are very few users in Albania. Another fundamental difference is the way of communication, "Facebook" was to give the possibility of mutual communication, what is most important is to obtain a direct feedback and expand, there is also some additional elements compared with " Twitter ".

The year 2013 in Albania Politics will be the year of social media because we see an increase in their use during the campaign for the general elections. The development of technology has changed the way we spend our time. More and more people are online and stay younger generation, are increasingly abandoned traditional media. Many people, information, news, gossip, meet their needs by providing the deal with each other through social networks. There are approximately 1 million 200 thousand Facebook users in Bangladesh and growing number comes. Thanks to the Internet access and applications on mobile phones, the future is "mobile"! Political leaders, a bit late, but realize how much they have to gain and how little they have to lose the use of social networks! Facebook, Twitter and other platforms are transparent scales where everyone from politicians or officials can prove as "the true skin". Communicating directly without having to "mediated" is the innovation that has brought social media.

Another trend is that the younger generation (who are also voters) did not get there more information, news, views the schedule dictates that the traditional media, so why not wake up in the morning to get the newspaper, or wait 19:30 or 20:00 to watch the news on TV. The news is online. Through Facebook or YouTube, everyone can see what he wants when he wants he / she and the editor or editor decides. Political leaders, political parties will face increasingly tough new platforms, and will he win that will garner more "crowded". From traditional squares always "filled" with 100 or 200 thousand people, the battle will take place in small computer screen or mobile phone! New parties or older who find the closed door of the TV and the newspaper, have a golden opportunity to show themselves.

3. RESEARCH METHODOLOGY

To achieve the objectives of this study on the impact of social media in politics in Albania and using information collected from various public sources, but it is also part of the field survey through a questionnaire.

Questionnaire consists of three parts. The first part, which contains general information about the interviewee as gender, age, branch where researching, residence etc.. The second part provides us with information about the impact of social media on political information and marketing, while the third is more specific questions about the respondents' opinions regarding the political parties with which they feel represented, their programs, the organization of the election campaign, while also providing information about the leaders of these parties etc..

The questionnaire was distributed in some cities where the concentration of young people who not only are the largest users of different social networks, but now even more sensitive to political changes occurring in the country. Cities where this survey focused are: Tirana, Berat, Vlora, Shkodra, Durres, Elbasan, Gjirokastra, where large number of voice Tirana certainly due to the higher number of universities. Also this survey was to focus not just public universities but private ones. The survey included a total of 1500 respondents came from different areas of the country but also with different beliefs and political opinions. The survey lasted about two weeks, and interviews were conducted through face-to-face confrontation with the interviewee. Respondents were randomly selected. Part of this process was the creation of the database with

the collected data and their processing and analysis. Processing and analysis were conducted activities through software such as SPSS and Excel.

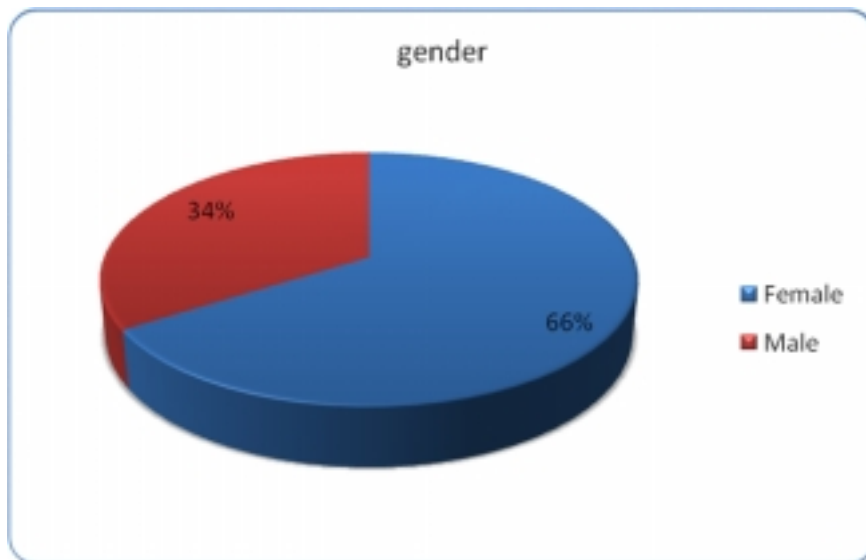
Method used in this study through questionnaires. Focus groups are citizens of different cities of Albania, on the average level of education and statistical description of the sample is as follows:

Table 1

	Number	Minimum	Maximum	Average age	Standart Deviation	Varianca
Age	1500	18	52	20.79	3.369	11.352

Chart 2

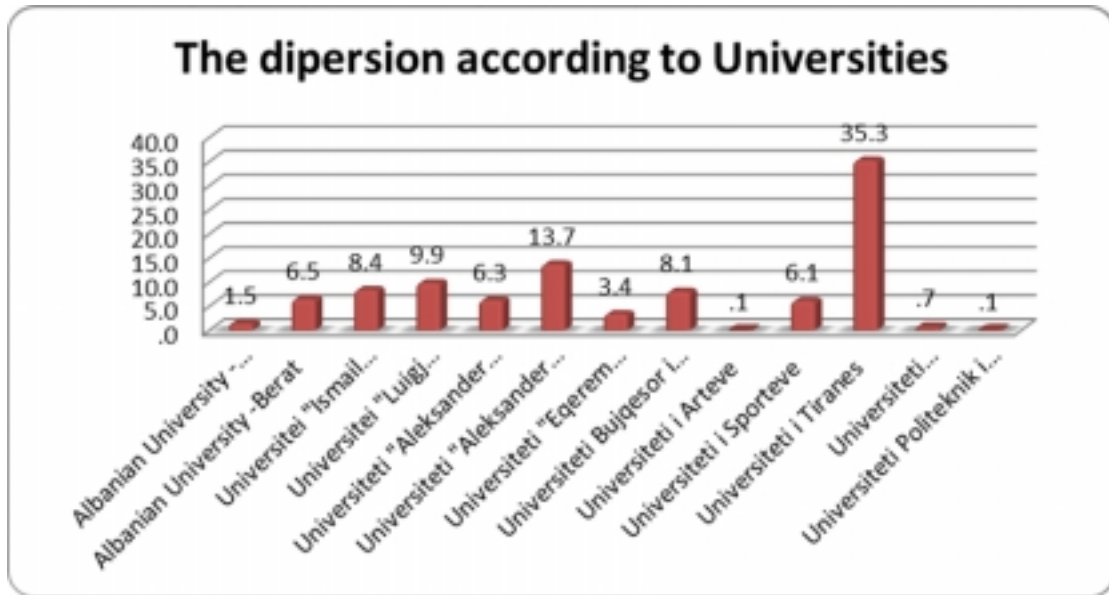
Participation in % the 2 genders



Source : Author, Orjona Fjerza Survey 2 , march 2013

Table 2

Study includes 13 universities across Albania and distributes the has been random.



Source : Author, Orjona Fjerza Survey 2 , march 2013

Table 3

Table 3 shows the mean of hours spent on the Internet and see intervistuarit.sic of the table, have

	Number	Minimum	Maximum	Average	Standart deviation	Variance
On average how many hours of Internet use during a week?	1500	0	84	12.05	11.755	138.190

Chart 4



Source : Author, Orjona Fjerza Survey 2 , march 2013

89% of respondents answered positively to the question whether the use of Facebook. This shows that the use of such figures makes it imperative on the part of political parties mechanisms increase the use of Facebook as a social media tool of political marketing.

Table 4

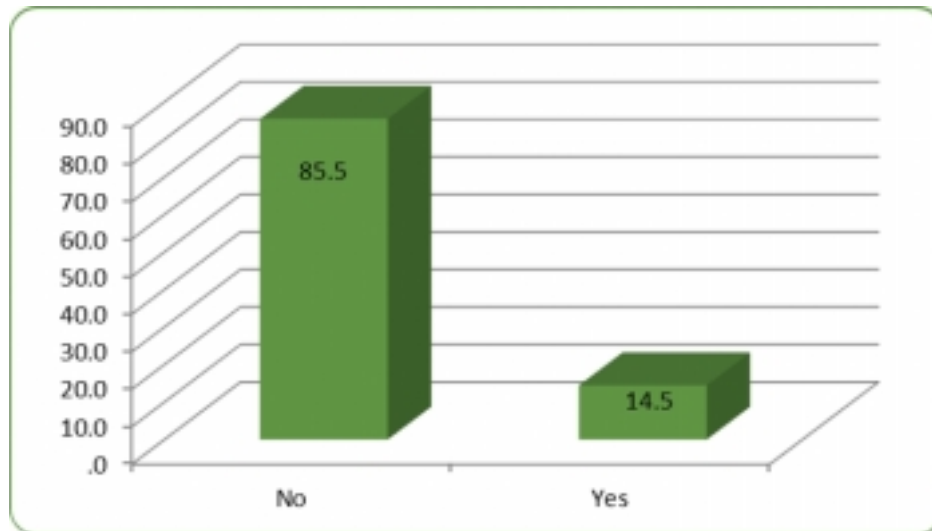
Source : Author, Orjona Fjerza Survey 2 , march 2013

If you have a facebook account did you like the posts at minimum ones of your favorite Partie?

	Frequency	Percent
No	872	58.1
Yes	628	41.9
Total	1500	100.0

Chart 5

If you have an facebook account did you share the posts at minimum ones of your favorite Partie?



Source : Author, Orjona Fjerza Survey 2 , march 2013

Chart 6

Source : Author, Orjona Fjerza Survey 2 , march 2013

If you have an facebook account did you call your friends to ad the page of your favorite Partie?

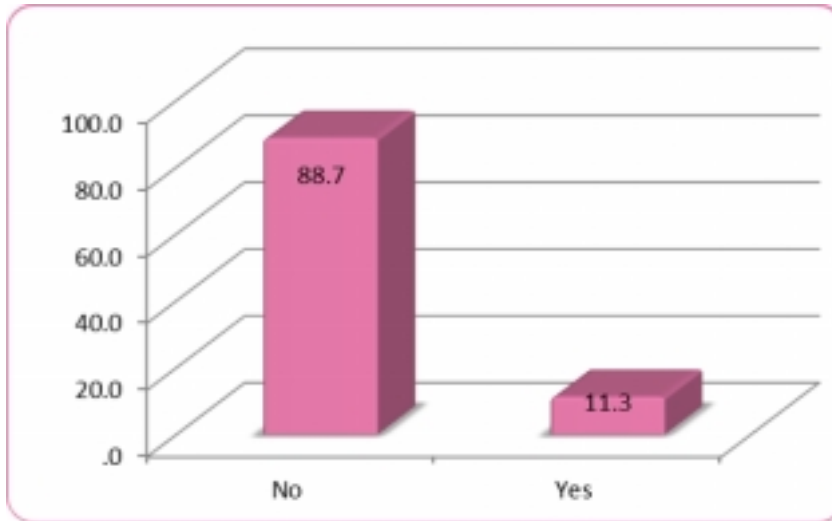


Table 5

Source : Author, Orjona Fjerza Survey 2 , march 2013

Table 5 shows clearly who are the sources of information to young people. At the same time we see that television, internet and facebook remain among the most important media in political awareness amongst young people.

Source of information	Frekuenc	Per cent	Freq uenc	Per cent	Freq uency	Per cent	Freq uency	Per cent	Freq uency	Per cent	Freq uency	Per cent
	No	%	A little	%	low	%	average	%	high	%	Too High	%
Internet	329	21.9	295	19.7	249	16.6	361	24.1	192	12.8	74	4.9
Facebook	387	25.8	282	18.8	283	18.9	310	20.7	159	10.6	79	5.3
Magazine	430	28.7	256	17.1	241	16.1	290	19.3	195	13.0	88	5.9
Twitter	1090	72.7	115	7.7	102	6.8	92	6.1	61	4.1	40	2.7
Televi	126	8.4	85	5.7	118	7.9	297	19.8	422	28.1	452	30.1

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Radio	622	41.5	333	22.2	212	14.1	179	11.9	101	6.7	53	3.5
Famil y	293	19.5	244	16.3	275	18.3	334	22.3	238	15.9	116	7.7
Frien ds	303	20.2	277	18.5	278	18.5	368	24.5	177	11.8	97	6.5

4. CONCLUSIONS

According to contemporary literature a good political marketing, including the use of social media as a functional mechanism of the progress of technology and radical change lifestyles. In Albania during the last six months as the threshold effect of the election campaign that will culminate in June 23, 2013, the day set as the date for parliamentary elections voting noticed a sharp increase in the use of political communication through social media.

Based on the figures presented, parties / candidates must raise so realistic virtual communication with their constituents through social media, but it will not be enough for their victory in the campaign. Reliance on other forms of political marketing and use of other media such as television, radio, marketing on the field and without forgetting one's own image uncorrupted candidate will bring a more positive impact on electoral campaign and the achievement of objectives settled .

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