



Call for expression of interest to develop a study on New Media, Social Networks and Political communication, advocacy and campaigns

Brussels, 10th November 2011

Summary

The Centre Maurits Coppieters (CMC) is seeking to engage a researcher on the field of New Media, Social Networks, Political communication, advocacy and campaigns.

Main ideas to be developed

A lot has changed since the first social-network-based raising awareness campaigns became a political tool. Communication among political actors has changed dramatically. We have had the time to look into many e-campaigns with a worldwide impact: USA's President Obama based his successful electoral campaign leading towards the White House on social networks and e-activism. Twitter was the only free communication media during 2009's Iran election campaign. [IF IT WERE MY HOME](#) played a major role in the crises when monitoring the evolution of the BP oil spill in the Gulf of Mexico. The "glimpses" project gave cameras to Palestinian child refugees to record their daily lives and eventually use them to report on rights abuses by Israel police. The [TWEET YOUR MEP](#) initiative helps monitoring the work of Members of the European Parliament. And, last but not least, Wikileaks has unveiled restricted USA diplomatic cables.

Analyzing the strategies that make an e-campaign work is critical to make political ideas spread faster and we have now enough historical perspective to draw some conclusions from past experiences and identify the strategies that work better.

The paper should contain

- A summary of good practices.
- A social media content strategy.
- Nation Branding. A proposal to facilitate small nations to be seen / to exist.

Key tasks

The selected researcher(s) will write an article developing strategies for "Making ideas spread - New Media, Social Networks and Political communication, advocacy and campaigns. Extension of the paper should be of at least 12.000 words.

The paper will be developed preferably in the mother tongue(s) of the researcher(s) or in English.

Translation into English and publication will be managed by the CMC.

Budget and Duration of the project

The total budget earmarked for this call is estimated at 4.000 EUR. If proposal is approved the paper should be handed no later than 3 months after the official notice of acceptance.

This activity bears financial support of the European Parliament and is subject to visibility and transparency rules.



Publication

The paper will be published under the publications line of the Centre Maurits Coppieters in 2012. Intellectual property rights and publication rights are transferred to the CMC for this purpose.

Application Instructions

Interested researchers should submit a brief proposal (2 pages max) by 30th November 2011 to info@cmc-foundation.eu stating "CMC Call for expression of interest – Political communication" in the subject line.

The narrative and financial proposal should be submitted in English.

A short CV of the researcher(s) must accompany the proposal.

Candidates will be informed of the outcome of their application.

Submission of the proposal implies acceptance of the terms and conditions as expressed in this call.

CMC is an equal opportunity employer and does not discriminate on the basis of origin, religion, gender, disability, and/or sexual orientation.