Does the Use of Social Media change the Election?  
An Analysis of the 2013 House of Councilors Election in Japan

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Abstract
This article investigates how the candidates had used SNS in the 2013 House of Councilors Election in Japan. Public Office Election Law was revised in April, 2013, and it became possible for the candidates to send the voter information on the election during a period of the election on the internet in Japan. Therefore, it is thought that the election campaign that uses the internet will be actively done also in Japan. Then, the candidates use the internet, especially SNS. And what information candidates present voters in the 2013 House of Councilors Election? Then, this article analyzed candidate's Facebook during a period of the election and the feature of use was clarified.
As a result, many of information that candidates had sent during the election year aiming at the voter were concerning the announcement of the speech. On the other hand, there is little information on the policy and is little discussion concerning the policy, too.
In a word, interactive communications were not promoted by using the internet on the purpose of the revised Public Office Election Law.
1. Introduction

This study analyzes how the candidates were using SNS in the election of the House of Councilors in Japan in July, 2013. Whether the election campaign using the Internet brings any change between candidates and voters is tried. A revision of The Public Office Election Law (POEL) passed it in the House of Councilors plenary session on April 19, 2013. Therefore, the election campaign using the Internet became possible from the election of the House of Councilors.

Recently, the turnout of the House of Councilors shows the tendency to decrease in Japan. And, the political apathy is remarkable, too. Of course, this tendency is not only the election of the House of Councilors. Moreover, the tendency that the young people do not vote in the election is more remarkable than other generations in Japan. However, this declining turnout is not a tendency peculiar to Japan. It is said that the Internet was used as for the election that Obama won by an American presidential election in 2008. It was clarified that the young people is positively seeking the political information from the Internet during the election period. However, the presidential election in 2008 was not especially high compared with the turnout of 64.1% and past presidential election either (Pew Research Center 2008). On the other hand, the environment for which the citizens can use the Internet in the advanced country in the 1990s is in order. In politics, the characteristic of interactive communication of the Internet enables sharing the political information between politicians and voters or citizens. Therefore, it has expected that the consideration of citizens' political participation have changed. And numerous scholars have commented on the way in which information communication technologies (ICT) have changed how political campaigns are run (Margolis&Resnick 2000; Johnson&Kaya 2009; POEL 2013). As for the Internet, people can deliver information low-cost in the character. Therefore, there is a possibility of solving the problem of asymmetric diversity concerning citizens' political information. Moreover, the Internet has the character that the communication who can be interactively done. And, because the political information increases on the Internet, the political participation is promoted than before. By this character, it is expected as a tool that holds off declining turnout including the young people. In the 2010 UK election, young people (18-24 groups) used social media to engage in political discussion and debate. Newman (2010) pointed

1 The Association For Promoting Fair (akarui senkyo suishinkyoukai) HP http://www.akaruisenkyo.or.jp/070various/072sangi/679/
3 A revision of POEL guidelines inspected from HP of the Ministry of Internal Affairs and Communications http://www.soumu.go.jp/main_content/000222706.pdf
out that the social media and internet activity provided new routes to transparency during the 2010 UK election. In an American presidential election in 2012, the situation in which voters from about 20% use SNS and participate in politics is clarified (Pew Research Center 2012)\(^4\). And, some a smart phone users were inspecting candidate's information with SNS.

The discussion concerning the election campaign using the Internet has been done in Japan since 1996\(^5\). However, it was not achieved until 2013. In Japan, the use of the Internet exceeds 75% and the smart phone coverage is under the situation in which young people (20-29) exceed 60%\(^6\). Recently, the expansion of the political information from the politician through the Internet can hold off political participation including the young people and the decrease at the turnout in Japan because the communication using SNS like Facebook and Twitter is active. Therefore, this study searches for the use trend of candidate's SNS in the 2013 election. First, the candidates had sending the voters any information. Secondarily, it searches for the level of an interactive communication with the candidates and the voters on SNS. Finally, whether the relationship between the candidates and the voters change by the election campaign using the Internet is examined?

2. Use of the Internet in politics

Political participation and the Internet

Then, what influence has Internet use exerted on citizens' political participation? Relation between the Internet use and the citizens' political participation can divided into two studies (Boulianne 2009; Kim 2009). The first is an optimistic opinion, and the second is a pessimistic opinion. In a pessimistic studies, Internet use deprives of the time spent in leisure as Putnam (1995, 2000) pointed it out, therefore, is one of pressing the deprivation of association with people in the vicinity. In the research of the Internet paradoxes of Kraut et (2002), it is clarified that social participation decreases in the citizens with high usage frequency though the Internet use was expected to press social participation, and the conversation with the family decreased, too. The conclusion of depriving of the chance of social participation and making a social relation thin so that the time of the stay on online may obstruct time in off-line, has been reached. Moreover, there is a point that the citizens do not positively present information when

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\(^4\) Pew Research Center HP Social Media and Voting  
http://www.pewinternet.org/files/old-media//Files/Reports/2012/PIP_TheSocialVote_PDF.pdf

\(^5\) Asahi shinbun. October , 1996.

\(^6\) New Party Sakigake submitted the answer prayer to Ministry of Home Affairs in October ,1996

Ministry of Internal Affairs and Communications HP Results of 2012 Communication Usage Trend Survey, June 14, 2013. 30-39grops and 10-19groups use smart phone about 50%.  
opinions of the bulletin board are exchanged in the analysis result of the political discussion site (Hill&Hughes 1997). In addition, the research on the citizenry participation in online concerning the political issue pointed out that information became direction between citizens and the government. And, it was a little that the political participation was promoted (Colema&Gotze 2001). Kim(2009, 85) was researched whether for inspection of the participation type tool like SNS and the blog, etc. and "Post" to press the political participation from the comparison testing of Japan and South Korea. As a result, the action inspection and "Post" did not press the political participation. In a word, the act of the inspection of the participation type tool and declaring the opinion did not promoted to participation in the vote.  

On the other hand, there are numerous scholars who point out that the Internet use presses a positive influence to the citizens' participation (Bimber 1999; Krueger 2002; Norris 2001). The political participation becomes active so that the Internet may reduce the cost accessed the political information. Thus, it can be understood that there is a possibility that the political participation is promoted by acquiring the political information by using Internet. There is a possibility that the political participation is not promoted on the other hand, too. Therefore, whether how much political information the candidates are sending through SNS by the election in 2013 from which the election campaign using the Internet is lifted is verified. And, whether information is interactively exchanged between the candidates and the voters is verified. As a result, whether the communication between the candidates and the voters was actively done?

The politician's Internet use
The Internet use for the candidates who present the political information becomes important, too. In the electoral system to which the mass media is required, the media tool by which the candidates passed on information on the policy of the voters directly had been considerably limited by Public Office Election Law. The politician can press participation in the election to the voters by using the internet though the election of the House of Councilors in 2013. The voters became possible an own vote will and asked for the vote for other voters, too. The discussion concerning the policy became possible during the election period, too. E-mail is excluded during the election year, and the communication in interactive between the politician and the voters is expected. Information on the candidate's activity and candidate's policies during the election period had been provided by the mass media and “bunshoutoga” restricted Public Office Election Law and an personal communication before in Japan. Candidate's

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7 The definition "Post" of Kim (2009) does not catch writing by past sentences as an opinion of politics but uses word including download and the up-loading action of online videos "Post".
information was not necessarily being opened by the voters in the election period. It is because of the electoral system to mortgage the fairness of the election. Candidate's information in the electoral district is homogenized. It was necessary to limit the chance of a lot of disseminations for that. Therefore, the chance that the candidates voluntarily sent information was limited during the election period. As the reason, Nishida (2013a) points out that it is an institutional design of the enactment of the Public Office Election Law of Japan. In present Public Office Election Law and Broadcast Act, television broadcasting also is a still object of the restriction during the election campaign period. This respect will explain later. Anyway, a lot of restrictions exist in a political environment of Japan, especially the election campaign. Therefore, the election campaign by the Internet expects interactive of the candidates and the voters possession.

Then, are the voters and the candidates possible to the use of what kind of Internet during the election period? In the existing law, the distribution of the poster and the flyer during the election period was limited so that the candidates who had the funding ability should not become advantageous. Information on the Internet becomes the same treatment as the poster and the flyer, so it was not possible to use it. Because only some people were able to obtain information on the Internet, the election campaign using Internet was prohibited. But the Internet has spread widely, enhance information on the political party and the candidate at the election year, and therefore, the voters, especially young people's political participation is promoted, the election campaign using the Internet became possible.

It is possible during the election campaign as follows (see Table1).

・Election campaign using reaching E-mail like website by candidate and political party, etc.
・SNS of homepage, blog, Twitter, and Facebook, etc. (by the voters)
・The online videos and election campaign using website on animation relay site etc.

It is not possible to do after the revision as follows (see Table1).

・Election campaign by minor (under 20 years olds)
  (Ex)Write to the bulletin board and the blog on the purpose to elect a specific candidate.
  Known with the candidates and supporters messages using SNS etc. by re-tweet and share.
・Election campaign by the voter's E-mail
  ※The message function on SNS like the direct message function of twitter and the toque function of LINE is excluded.
・E-mail for election campaign that reaches from homepage and political party and candidate, etc.
・Print out “bunshotoga” (literature and images) for the election campaign and distribute it.
The Internet use during the election period was restricted in Japan. However, the dissemination was done within the range of Public Office Election Law outside the election period. Therefore, Okamoto (2007) researched the candidate’s Web site in Japan. What influence the feature of the candidate who uses Web and the electoral system have exerted on the candidate’s information sending is verified. Normalization hypothesis that actively uses the Web site in the candidate who has the resource is advanced as a result. Moreover, He pointed out that the electoral system influences the candidate’s information sending. Inaba (2009) et al. verified how contents with interactive on member of the House of Representative's Web site were set up. The feature of the assembly member who actively did an interactive communication was clarified from the analysis of the factor to set up contents that interactive is high. The studies on a series of assembly member’s Internet use how did the Internet tied the assembly member and the voters were suggested indirectly. Because Public Office Election Law is revised and the Internet use became possible, a lot of candidates are using the Web site and SNS. The research on the assembly member’s election campaign had aimed to search for the factor that assembly member and candidate’s Web contents set up. Therefore, what message the assembly member and the candidates had sent the voter with Web had not been analyzed in detail (Okamoto 2003). The restriction by Public Office Election Law has done a series of study. As discussed it in the foregoing paragraph, the number of sheets and the installation location of the poster and the flyer are equal in the election campaign before the opening of the internet election. Therefore, the candidate does the activity of the personal communication subject of the speech etc. in

<table>
<thead>
<tr>
<th>Use the Web site by the election campaign.</th>
<th>It is possible to do</th>
<th>not possible to do</th>
<th>Party etc</th>
<th>Candidate</th>
<th>Others without Candidate, Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>HP, Blog etc</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SNS (Facebook, Twitter etc)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivery of policy by the online video</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a broadcast of political views (by candidates)</td>
<td>Δ</td>
<td>Δ</td>
<td>Δ</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use the Email by the election campaign.</td>
<td>send E-mail concerning election campaign</td>
<td>o</td>
<td>o</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td></td>
<td>send E-mail spending election campaign advertising</td>
<td>o</td>
<td>o</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td></td>
<td>forward E-mail concerning election campaign</td>
<td>Δ</td>
<td>Δ</td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>

○ available × not available Δ available by limited kaitei kouto kouenkyouhou gaidorin (Public Office Election Law) pp. 6.
electoral campaign. Moreover, it is severely limited to offer the voter own information on the candidate's election campaign through the mass communication by Broadcast Act. It is regulations of Broadcast Act as follows.

Broadcast Act (Article 1)\(^8\)

This law aims to attempt the healthy development. Next, to suit public welfare of broadcasting according to the hanging principle, the rule is done.

1) It is secured that broadcasting spreads to its maximum the people, and brings the effect.

2) The freedom of the expression by broadcasting is secured by securing the impartiality of broadcasting and the truth and autonomy.

3) Contribute to the development of healthy democracy to broadcast by clarifying the responsibility of the person involved in broadcasting.

The word of impartiality of broadcasting becomes a key, and the broadcasting station reports that a specific candidate and the political party never work advantageously during the election period. When the broadcasting station reports the candidate in the electoral district, the time distribution is impartially done. Even the minor candidate is reporting it by the telop etc. When the representative of the political party gives one's views in the discussion program, the television broadcasting considers time as becoming impartiality. Moreover, it tries so that the chance of the remark of the representative may become even. In addition, it is likely not to have taken it up about the person who has been given as a candidate before it enters the election period. Therefore, the candidate's report concerning the election of Japan is often a homogeneous content. However, it is clarified that the agenda setting function by the mass media happened to elect the assembly member of the House of Representatives in 2005 (Imai\&Kabashima 2007). However, the agenda setting function is a problem of the frame of the mass media, and neither information nor the policy of the specific candidate there is each program report it more than other candidates. Moreover, there is a study pointed out that the influence that the mass media has on the vote by the election in 2005 was insignificant (Ikeda 2007), too. The candidate cannot independently appeal to the mass media for whether any information is presented by the voter so that there is a restriction to the television media by Broadcast Act. To try to even up candidate's information, the mass media cannot spare a lot of information to a specific candidate and the electoral district.

It asked the voters on the Internet the candidates for information on the policy, it asked for the voting poll participation, it called for the participation such as the speech associations in the

\(^8\) Broadcast Act inspected from HP of the Ministry of Internal Affairs and Communications http://www.soumu.go.jp/main_content/000085298.pdf
event. It is possible to become an opportunity that changes the relation between the candidate and the voter in the current Japan. Therefore, this study analyzes the use state of candidate's Facebook during the election period of the House of Councilors in 2013.

It goes up to active user 21 million of Facebook in Japan at the time of August of 2013. It is a tool that a constant voter can use. Moreover, there is no number of strokes limitation of 140 characters like Twitter. The content concerning the political information can be written in detail. It is suitable in the point of inspection of information sending of the candidate and voter's candidates' election information as the tool of the Internet election.

3. Method

Then, it explains methods of analysis. In this study, the content of candidate's Facebook of the electoral district candidates of the Liberal Democratic Party (LDP) and the Democratic Party of Japan (DPJ) during the election year is analyzed. The feature of the use of candidate's Facebook is clarified by the content analysis. Especially, the opposing party member (DJP) or the new figure who becomes inferior because of the election might show the tendency to use about the Internet. Therefore, there is a possibility that the number of contributions and the reference frequency to the policy increase. Moreover, it is thought that it becomes a comparable result about interactive. To measure it, how an interactive communication had been done to the candidates and the voters during the election year was classified into the following items.

1) The usage frequency of Facebook is measured. Concretely, the newsfeed of candidate's Facebook is inspected and all “post” are counted until the election eve of the election campaign beginning the candidate of July 4th - July 20th. In that case, because it might be displayed to have made friends with the voters on Facebook according to the candidates in newsfeed, the “post” is not counted. The “post” that the candidates had shared counted that related to the election of the candidate as a frequency.

2) The reference frequency concerning candidate's policy is measured. If there was something referred about the policy in sentences, images, and the online videos that the candidates had contributed, it counted and the remark frequency was measured. The image concerning the policy was counted. Online videos also referred the policy and it counted.

3) The use level of candidate's image and online videos was measured. The image and online videos function as a tool for the voter to learn the candidate's election campaign. The photograph of the campaign speech, the photograph with the voter, and the online videos of the campaign speech were concretely counted. If the image and online videos had been improved, 1
was counted and 0 was counted in case of not being. The dummy variable was used.

4) The reply frequency to candidate's voter's comment was measured. The frequency was measured by the real number. Whether the candidate was replying to the comment of the voters to clarify interactive.

5) The number of "like" to the candidate's contribution is measured. And the number of comments is measured. Because whether an interactive communication had been done how it commenting to the candidate's contribution was able to be judged, post and "like" were measured. It referred to Inaba et al. (2009) research for the measurement of the item of 4), 5). If feedback from the person who sent the message was interactive evidence, it is a count method.

6) The content of the comment of the voters were described. Each candidate described the feature about the content.

The coding sheet concerning the item of six of the content of the contribution with Facebook of the candidates of the Liberal Democratic Party and the Democratic Party of Japan was made and classified it. The contest analysis of Facebook was classified for the period of from July 21st to August 31st. Therefore, there was a candidate who did not remain Facebook either. Moreover, there is no one of the candidate who defeats and deletes Facebook. In addition, both what “kouenkai” (the supporters' association) used and the candidates used occasionally existed. In this case, Facebook described in candidate's home page was counted for the election campaign of the candidate. The author and the student worked separately, and it classified it while confirming data again. Moreover, the number of post on candidate's Facebook, "like" number, and the number of comments are the measurements until August 31, 2013. The analysis object was made a candidate in the electoral district of the Liberal Democratic Party and the Democratic Party of Japan. As the reason, the Liberal Democratic Party must be a governing party. And, the Democratic Party of Japan is a main opposition party. It also tempered the political party that advanced the net election opening, and it selected it as an object of comparison with the Liberal Democratic Party. The analysis object was made a candidate in the electoral district of the Liberal Democratic Party and the Democratic Party of Japan. As the reason, the Liberal Democratic Party must be a governing party. And, the Democratic Party of Japan is a main opposition party. It also tempered the political party that advanced the net election opening.

It is pointed out to Okazaki to have participated from the anti-Japan demonstration, and information has diffused on the internet. Therefore, after the election year, formula HP and SNS is the closed states. The Yomiuri Shinbun July 23, 2013 http://www.yomiuri.co.jp/election/sangiin/2013/news/net/20130723-OYT1T00662.htm?

The data that the voter comment and "like" automatically left disappears when the voter who commented to a certain candidate secedes from Facebook. In a word, there is a possibility that some numerical values are different present and at the time of the measurement. In addition, there is a possibility that there is a gap in the numerical value measuring and now because the comment on the account like the disguise has automatically deleted it in Facebook, too. This respect should note it.
advanced the net election opening, and it selected it as an object of comparison with the Liberal Democratic Party.

4. Results

Then, the result concerning the candidate's Facebook use in this election will be seen. Table 2 shows the use post of the entire candidate of Facebook, the Liberal Democratic Party and the Democratic Party of Japan. When Table 2 is seen, it is understood that post is about 76 times (76.6) at the election period (the 17th). It becomes about five times a day. Moreover, policy was referred about eight times (7.79) during the election period. However, when Table 2 is seen, it is understood that the proportion of the policy in post is about 8% and is not high.

Table 2 Candidates use Facebook during election campaign

<table>
<thead>
<tr>
<th></th>
<th>post</th>
<th>policy</th>
<th>campaign schedule</th>
<th>campaign</th>
<th>comment reply</th>
<th>photos</th>
<th>videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>total average</td>
<td>76.6</td>
<td>7.79</td>
<td>16.4</td>
<td>68.21</td>
<td>6.1</td>
<td>56.21</td>
<td>8.16</td>
</tr>
<tr>
<td>LDP candidates</td>
<td>75.63</td>
<td>3.4(4.5%)</td>
<td>18.4(24.3%)</td>
<td>67.5(89.3%)</td>
<td>3.8(5%)</td>
<td>54.5(72%)</td>
<td>8.8(11.6%)</td>
</tr>
<tr>
<td>DPJ candidates</td>
<td>78.31</td>
<td>15.27(19.5%)</td>
<td>13.3(17.0%)</td>
<td>70.38(89.8%)</td>
<td>9.9(12.6%)</td>
<td>59(75.3%)</td>
<td>7.2(9.2%)</td>
</tr>
<tr>
<td>average (% of post)</td>
<td></td>
<td></td>
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</tbody>
</table>

In a word, it can be said that the candidates spare to the policy during the election period and was not referring on Facebook. Moreover, 16 candidates were not once referring the policy during the election period on Facebook (22.9%). Some candidates did not value the policy of the reference on Facebook.

When Table 2 is seen, campaign is about 68 times in the content of post (68.21). In a word, the report of candidate's current state accounts for about 90%. It is very high. Photos are about 56 times. It is understood that campaign uses the image to report.

It showed a positive correlation intentionally in a significant difference at the 1% level when the correlative analysis concerning campaign and photos was done (r = .946, p < .01). It is thought that the candidates tried more visually to tell the voter the appearance of the election by
improving the photos. It is understood that online videos was used about 8 times. Online videos was used to make a campaign speech. Moreover, the link to Youtube was pasted and it was used. The case that used the election activity during a day for the voter to report was seen.

Then, was there a difference in the use of Facebook of the candidates of the Liberal Democratic Party and the Democratic Party of Japan? Table 2 shows it. As for post, it is understood that the Democratic Party of Japan (about 78 times) is not different from the Liberal Democratic Party (about 76 times). In a word, it was clarified that there was little difference in the usage frequency of both party candidates. Then, was there a difference for the content of post? The candidates of the Liberal Democratic Party were referring policy to only about 3 times (4.5%) and the Democratic Party of Japan was referring 15 times (19.5%). The t-test indicates that there is a significant difference at the 1% level (t = 5.02, df = 28, p < .01). It can be pointed out that the candidates of the Democratic Party of Japan positively appealed for policy. Moreover, it analyzed the factor to appeal for policy was due to only the variable of political party. Other variables did, and the influence turned on a social variable such as the times being elected, the age, sexes, and the political parties and did the multiple regression analysis. It has been understood that the political party( β=-0.566, p < .001) is the most persuasive as the explanatory variable.

<table>
<thead>
<tr>
<th>Table 3 Multiple Regression Analysis</th>
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</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>β</td>
</tr>
<tr>
<td>party</td>
</tr>
<tr>
<td>sex</td>
</tr>
<tr>
<td>age</td>
</tr>
<tr>
<td>times (being elected)</td>
</tr>
<tr>
<td>R2</td>
</tr>
<tr>
<td>Adj.R2</td>
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<tr>
<td>N</td>
</tr>
</tbody>
</table>

However, policy of the candidate of the Democratic Party is about 20% (19.5%). It is lower than the ratio of other Facebook use such as campaign (89.8%). In short, it is described that it was not so valued that the candidate appealed for the policy to the voters in the electoral campaign.

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11 The dummy variable was used. Candidates belong to LDP were counted 1 and DPJ were counted 0. According to sex, Male was counted 1 and Female was counted 0. The times being elected and the age are the real numbers.
Table 4

<table>
<thead>
<tr>
<th></th>
<th>like</th>
<th>comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>LDP candidates</td>
<td>8664</td>
<td>233</td>
</tr>
<tr>
<td>DPJ candidates</td>
<td>3359</td>
<td>110</td>
</tr>
<tr>
<td>total average</td>
<td>3359</td>
<td>110</td>
</tr>
</tbody>
</table>

The number of like and comment compared whether there was a difference in the Liberal Democratic Party and the Democratic Party of Japan. The Liberal Democratic Party of like was more abundant than the Democratic Party of Japan. The t-test indicates that there is a significant difference at the 1% level ($t = 3.30$, df = 53, $p < .01$). The Liberal Democratic Party was more abundant for comment than the Democratic Party of Japan. The t-test indicates that there is a significant difference at the 1% level ($t = 2.82$, df = 58, $p < .01$). In a word, it was clarified that voter’s a lot of inspection and posts were done to the candidate of the Liberal Democratic Party. The comment during the election period has 223 times of the Liberal Democratic Party, 110 times of the Democratic Party of Japan, and differences. Ratios of the comment were 2.9 comments in the Liberal Democratic Party against post of 1 time. Ratios of the comment were 1.4 comments in the Democratic Party of Japan. It can be said that this is a considerably low numerical value. The comment did not occasionally attach to post of all candidates of the Liberal Democratic Party and the Democratic Party during the campaign. In a word, the participation said voter’s post was overall inactive.
5. Conclusion

The candidates and the voters are regarded that interactive on Facebook was scarce from the result during the election campaign. The candidates of the Democratic Party of Japan presented the policy while interactive of both was inactive. But, the use of candidate's Facebook looks like as a whole. Therefore, it is not thought that there was a difference (See Table 2). The result of t-test also shows that there is no difference. In short, the election campaign that used Facebook did not necessarily actively do an interactive relation between the candidates and the voters. The purpose of the revision of the Public Officers Elections Law was low tone.

Then, was not candidate and voter's interactive communications promoted in this election? One is thought to be an election using the started Internet. A lot of candidates were reporting on the election activity to the voter. Moreover, it tended to do to notify the schedule of the speech on the next day. The candidates had not aimed to talk with Facebook interactively with the voters. Facebook is one of the functions of announcing to public. Therefore, it is thought that it has become a one-sided communication. The content of the comment was what from beginning to end of assistance to the candidate though it was when the voter also left Facebook the comment. For instance, work hard and taking care about the physical condition because it is hot and so on. It can be said that the voter did not consider an interactive communication of SNS. Because of the content of the comment either. In the issue, it can be said that the purpose of use of Facebook of the candidate was use as the tool to supplement a personal communication like the report to the voters who cannot come to make a speech on the street etc. However, voter's political participation is not enough it only by the contest analysis of Facebook. I want to assume future tasks.
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URL
