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PoliTical Social media camPaigning in fiJi’S 2014 elecTionS

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ABSTRACT

This research explores the contemporary phenomenon of online political campaigning in the 2014 Fiji Elections. With increasing Internet and mobile penetration, Fijian citizens, especially youths, have become more Internet savvy. Fiji’s youth represents 47% of Fiji’s voting population and some argue that securing the youth vote may have held the key to winning the 2014 Fiji elections. Candidates therefore had begun employing social media to appeal to the younger demographic. This research examines this emerging new trend by analysing the Facebook pages of candidates and parties vying for a seat in Fiji’s 2014 elections.

Keywords: Fiji Elections, Social Media, Political Campaigning, Social Media Analytics, Fiji Politics