The 2009 Galician elections through political leaders' blogs

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Abstract

This research has focused on the study of the 2009 Galician elections through the blogs of the leaders of the different political parties running in the elections. The study aims to determine if there is a relationship between how the various political leaders administered and carried out communication and political activity on their blogs and the election results. The research has employed a mixed methodological approach that combines quantitative and qualitative data collection and analysis. The study's findings indicate that certain features of the blogs analysed are closely linked to the change in the Galician government.

Key words

Galician election, communication, blogs, political parties, political blocks.

Resum

Aquesta recerca s'ha centrat en l'estudi de les eleccions gallegues del 2009 a través dels blocs dels líders dels diferents partits polítics concurrents. L'objectiu de l'estudi és esbrinar les correspondències entre la manera en què es va gestionar la comunicació i la política en els blocs per part dels diferents líders polítics i els resultats electorals.
La recerca ha aplicat un enfocament mixt combinant dades qualitatives i quantitatives en la recollida i en l'anàlisi.
Els resultats de l'estudi assenyalen que determinats trets dels blocs analitzats tenen una estreta relació amb el canvi de govern gallec.

Paraules clau

Eleccions gallegues, comunicació, blocs, partits polítics, blocs polítics.

1. Introduction

This research has focused on the study of the Galician elections through the blogs of the leaders of the different political parties running: PP, PSOE and BNG.

The study aims to determine if there is a relationship between how the various political leaders administered and carried out communication and political activity on their blogs and the election results.

The research does not aim to provide a causal analysis of the reasons for the electoral result in Galicia. Neither does it aim to establish any kind of determination between how the communication and politics were handled for a group with regard to specific electoral results.

It is therefore understood that there are many factors that affect the results of an election. However, our hypothesis has been that an analysis of the communication established by political leaders in their blogs has a certain correspondence with the strength or weakness of a party, entailing greater or fewer advantages when tackling an electoral campaign.

1.1. The 2009 Galician elections

The elections for the autonomous community of Galicia took place on 1 March 2009, producing an electoral shift in Galicia. The Spanish Workers Socialist Party (PSOE) that had governed in coalition with the Galician Nationalist Block (BNG) saw their hopes dashed of continuing in power, due to the absolute majority achieved by the Popular Party (PP).

The results of the 2009 Galician elections were quite similar to those before 2005. However, the surprising thing of the electoral shift was that it should occur after just one legislature of the government. Below is a table with the electoral results for 2009 and 2005.

There are many causes that have been attributed to the electoral swing. Analysts have noted, among others: the economic crisis and the scandals and corruption in the bipartite government (Oneto 2009); education policy concerning the Galician language and the "weak leadership" of Touriño. (Fernández Barbadillo 2009).

The most direct consequences for the parting government were the resignations of the presidential candidates for the socialist and nationalist parties, Touriño and Quintana respectively.

Table 1. Comparison of the Galician electoral results in 2009 and 2005

Results of the Galician elections						
	1 March 2009			19 June 2005		
Parties	Votes	%	Seats	Votes	%	Seats
PP	789,427	46.68%	38	756,562	45.03%	37
PSdeG-PSOE	524,488	31.02%	25	555,603	33.07%	25
BNG	270,712	16.01%	12	311,954	18.57%	13
Votes counted: 100%	Participation: 64.42% Abstentions: 35.58% Invalid votes: 0.89% Blank votes: 1.65%			Participation: 64.21% Abstentions: 35.79% Invalid votes: 0.46% Blank votes: 1.24%		

Source: produced by the author from the Galician government figures (2009).

1.2 Online communication in the 2009 Galician elections

The strategic use of the Internet's potential as a new communication channel was present in all the political forces. The parties' portals therefore included links to sites such as Flickr, YouTube, Twitter and Facebook, via which the campaign became more dynamic, accessing a younger public that are constant users of communication technologies.

On the other hand, from a communication point of view we should also note the rise in participative instruments on the Internet: blogs, forums, virtual communities, "social networks", etc. The latter have been growing among politicians. The significant presence has been pointed out of the Galician parties on portals such as Facebook, where the socialist candidate Emilio Pérez Touriño had 1,812 supporters on this network, and the PP candidate Alberto Nuñez Feijóo, with 1,758. (Gonzalo 2009).

Video has also picked up strongly as a means of expression. It's not surprising that some authors have classified the videoblog as the main tool in the Galician political campaign (Jiménez Cano 2009). An example of this can be found in the option of the videoblog as making the political message more appealing, on the part of the socialist leader Touriño and the nationalist leader Quintana.

2. State of affairs

This research is based on the field of research into websites, in particular blogs. The blog or weblog started in 1997 when Jorn Barge coined the term made up of the words "web" and "log" (Ortiz Barba, 2006:1). Blogs, also known as weblogs, "are a special kind of website: they are mostly made with predetermined templates, in general with comments online by the records and presented in inverse chronological order, with links other websites or online resources". (Gabriel Guerrero 2008:2).

As pointed out by Larrañaga (2007:16), blogs are important because they constitute a usual source of information among Internet users that is growing spectacularly, the number of bloggers having tripled, going from 10.6% of Internet users in 2004 to 27.6% in 2006.

Beyond the growth in the number of blogs, the novelty is the appearance of new kinds of social relations by means of the technical resource of hyperlinks between different blogs that go to make up the social network or networks, also known as the blogosphere (Estatella 2006).

Drezner and Farrell (2004) have discovered that blogs can help to generate an agenda of critical issues, setting themselves us as sources of information for the mass media, thereby widening political debate.

The blogs under analysis are those belonging to the political sphere, going to make up, together with other online communication media, what has come to be defined as cyberpolitics (Amadeo, 2003), referring to politics carried out on the Internet.

Political blogs are the new agora for citizen participation and socio-political dialogue. According to Ortiz Barba (Ortiz Barba, 2006:2), political blogs acquired relevance and legitimacy during the US presidential elections in 2004. Since then, the emergence of political blogs has been unstoppable.

The research we have carried out is based on a study of political blogs made by professional politicians, in particular political leaders. This subject has been chosen, namely political leaders, as it represents a key element in the formation of opinion of citizens, as well as being legitimised by the fact that their group offers them as guides to political action.

The blogs of political leaders are characterised by their little presence on the Internet. In the case of Galicia, Roberto Vázquez has analysed their development right from the start. He therefore places the blog of the socialist member from A Coruña, Xosé Manuel Lage, as the pioneer in the jump to the Internet in January 2005, although he stresses that it has been irregularly updated. This is followed by the blog by the PP member from Orense, Xosé Manuel Baltar, and the Galician nationalist Carme Adán, from other political parties (Vázquez, 2006:482).

Blog analysis is starting to be a central theme in research.

Many variables can be analysed, depending on the focus of the research. From a political analysis, Torres Nabel (2007:104), in his study of protest blogs in the post-election conflict of 2006 in Mexico, analyses, among others: the content of the blog, the type of strategy and actions carried out by certain groups.

Other analyses have been carried out based on blogs as products of communication. Alonso (2007:2) has worked on a model of analysis that includes several elements: type of user, surfability, volume, structure and time-frame of content, interactive elements and aesthetics.

We can also find other kinds of very general variables that may be applied to any analysis: current status of the blog (active or inactive), blog structure (visual, technological) (Torres Nabel 2007:104).

An analysis of the content of political information must be based on the goals set by the researcher, in order to achieve these goals. This involves the difficulty of using variables that are totally similar to those of other research.

Given that our aim is to analyse how communication and politics have been handled in blogs, we have drawn up our own model of analysis that takes into account the variables affecting this phenomenon.

3. Goals

Overall goal:
Analyse the blogs of political leaders during the 2009 Galician elections.

Specific goals:
1. Discover whether the blogs of the political leaders from different parties have different features.
2. Establish to what extent the electoral results in Galicia are related to certain characteristics of the blogs.

4. Hypothesis / Open question

The specific goals above constitute a progression of specific points, it being our aim to answer the following question: to what extent do the Galician election results correspond to the characteristics of the blogs of the Galician political leaders?

The aim to find a correspondence must not be understood as an intention. It is far from our priorities to find necessary relations between the Galician electoral result and the characteristics of the political blogs analysed.

However, insofar as the blogs of Galician political leaders may be compared, we can relate these data with the election results as one of the possible variables that help to understand them.

5. Methodology

The methodology used is based on content analysis, a series of techniques created with the aim of serving to analyse communication (Bardin, 1977:13). Krippendorff (1990:28), one of its fundamental theorists, defines content analysis as "a research technique for making replicable and valid inferences from data to their context".

To establish the sample of the different blogs, we have used the websites of the different political parties.[1] Given that the number of blogs of political leaders is few, most have been selected for the analysis: 13 from the PSOE, 13 from the PP and 8 from the BNG. The smaller sample from the last party is due to the absence of a larger number of blogs of Galician nationalist political leaders.

Blogs have been chosen according to the position of responsibility held by their leader, from higher to lower. More priority has therefore been given to the blogs by mayors, members of the autonomous government, senators, etc. and less priority to that of municipal spokespeople or the presidents of new generations.

The period of time for analysis was one month. The blogs selected follow a series of characteristics:
• Sites that comply with the blog format:[2] namely, their main part is made up of articles ordered in reverse chronological order.
• Blogs that have continual author activity in the month before the Galician elections, i.e. February 2009.
• The blog's theme had to be focused on political issues, excluding others such as: artistic, literary, philosophical, ecological, etc.

The number of blogs analysed was 34, which can be considered an intermediate point in line with other studies such as that by Torres Nabel (2007: 111), who analysed 20 blogs, and that of Gabriel Guerrero (2008:4), with 67.

The methodological difficulty lay in the small number of blogs among Galician political leaders, with the notable absence of the former vice-president of Galicia, Anxo Quintana, who had a video blog. On the other hand, the blog of the former president of Galicia, Touriño, didn't form part of the sample either as it was eliminated during the weeks following the elections.

The units of analysis chosen were the different entries made by the author of a blog to introduce his or her discourse, which constitute recording units. On the other hand, we have the context unit which is the blog itself of each of the political leaders.

The variables we have chosen are based on the aim for any researcher to be able to replicate the study. This has led to using a mixed methodological approach that has gathered and analysed both qualitative and quantitative data.

Appendix III contains the analytical procedure.

The methodological design was structured into four closely related blocks: burning campaign issues, interventions, blog political activity and expressive and interactive resources.

We have classified as burning campaign issues those of great controversy, with a regional or national scope, that appeared in more than two blogs from the sample.

Politicians' interventions have been measured according to the number of entries and the volume of words in each.

The block called 'blog political activity' has attempted to test the political atmosphere of the blogs: requests for votes; the kind of allusions to central and autonomous government; allusions to the campaign; and allusions to the political adversary. Insofar as they are present or absent and how they are valued, these elements constitute a symptom of the campaign's climate: from the most absolute relaxation to active, energetic militancy.

Lastly, the expressive and interactive resources as participation in the blog, multimedia elements and languages present also indicate features of a political party that is more open to society or more closed in on itself.

6. Findings

The study has highlighted the correspondences between the Galician electoral results in 2009 and the political communication and activity generated in the blogs of Galician political leaders.

With regard to the first goal, we can state that the blogs of different political party leaders show some dissimilarity. Focusing on the different political forces:

• Blogs for the Partido Popular (PP) have stressed regional issues in the campaign, highlighting central issues: language policy, the economic crisis and the expenditure and favouritism of Touriño. The number of interventions and their density was higher than for the rest of the parties. Political communication was more present than in the rest of the parties, with more references to the campaign and centred more clearly on pointing out the adversary (PSOE and BNG)[3] and highlighting the negative aspects of the autonomous government. The expressive and interactive resources were high, similar to that of the socialists. However, the dominant language used was Spanish.

• The socialist blogs (PSOE) stressed regional issues but to a lesser extent than the PP, resorting to the politics of change as a *leit motiv* for the campaign. The number of interventions by each blogger was low, although with a similar volume of words to that of the PP and BNG. The PSOE was aware of being on a campaign but its adversary appears blurred in the figure of the PP. The expressive and interactive resources were high, similar to that of the PP. However, the language used was mainly Galician.

• Galician nationalist bloggers centred their campaign on fundamentally local issues. The number of interventions was very low, although the volume was similar to the rest of the parties. The political communication was characterised by focusing less on the campaign and asking for votes than the rest of the parties. References to the autonomous government of which they

form a part were very few. Only half the bloggers used multimedia resources. The only language used was Galician.

With regard to the second goal, it can be stated that the Galician electoral swing has a correlation with the communicative and political activity of the blogs of the political leaders in Galicia. This correlation must be understood as a more relaxed, less active predisposition, removed from the burning issues affecting the Galician community on the part of socialist and Galician nationalist bloggers.

• The interventions by socialist and Galician nationalist bloggers in the month analysed were fewer than those by the PP. While 46.1% of the PP's interventions exceeded a dozen a month, this only happened in 15% of the socialists and 12.5% of the nationalists.

With regard to the volume of the entries, we also find much more text in the PP's blogs. 76% of these entries exceeded 50 words, unlike those of the socialists and nationalists, whose figures are 61% and 62.5% respectively. This point must be interpreted with caution. Communication on the Internet must not be too dense because it can exhaust the user reading the information. In this respect, an excessive load of text could be counterproductive in order to understand the message correctly. However, it must be said that only 7.7% of the PP's blogs exceeded 200 words per entry, most being between 51 and 200.

• The absence of big issues that concern citizens was notable among the socialists and nationalists. While 77% of the campaign issues of the Partido Popular were wide in scope, this figure for the PSOE was 61.5% and for the BNG 37.5%.

On the other hand, the PP used the economic crisis and language freedom as recurring themes in their blogs, with a frequency of 61.5%. Unlike the PP, the PSOE did not have a clear *leit motiv* to support the campaign, resorting to the politics of change as their main weapon against Feijóo's team, with 38.5% of the blogs.[4] Lastly, the BNG concentrated on local issues of little regional or national import. The crisis, with 25% of the interventions, was the issue with the biggest reach.

• Political activity in the socialist and Galician nationalist blogs was not very important compared with that of the PP. Although those blogs that asked for people to vote for their cause were a small majority of 0.8% in the socialists compared with the rest, it can be stated that the PP blogs were the ones that mobilised their electorate more extensively against the adversary. References to this are therefore 76.9% for the PP and 53.8% for the PSOE.

On the other hand, although the BNG mobilised its electorate against the adversary in 75% of its blogs, it forgot to appeal to the political campaign going on in Galicia at that time. Only 50% of the nationalist bloggers did so. There is the impression that the BNG bases its strategy on opposing its rivals, forgetting to strengthen its possibilities for the campaign, something which the PP and the PSOE always remember.

There is another significant piece of data that highlights the gap between the PSOE and the BNG, although they were two

parties in coalition. While the socialist blogger makes an effort to give a good image of the central and autonomous government, this is not the case of nationalist bloggers, who scarcely highlight the achievements of their own government. Also of note are the few references made by the BNG to the central government, focusing its politics on the local sphere.

• The expressive and interactive resources were worked notably by the political forces, except for the BNG. Multimedia elements were constantly included in most of the PP and PSOE blogs, using photographs and videos to enrich their information. On the other hand, 50% of the nationalist blogs had no multimedia element whatsoever.

Although the possibility of taking part in the blogs as high in all political parties, in the PSOE this facet became the norm.

Lastly, with regard to the use of language, the PSOE and PP opted for diversity in the blogs, with the socialists most often writing in Galician and the PP most often in Spanish. The BNG is a case apart in this point, as 100% of its blogs were written in Galician.

Below is a table with a summary of the findings from the content analysis carried out.

Notes

1   In the case of the PSOE and the BNG, it was enough to access the website of the regional party to obtain a list of the political bloggers. For the PP consultation, we had to access the national website, as the regional site did not have these data.

2   In this respect, other possible means of expression on the website have been ruled out, such as videoblogs, characterised by resorting exclusively or mostly to the format of video for interaction.

3   So, while the PP presidential candidate, Feijóo, refused to recognise the BNG candidate as his political adversary, refusing to accept him as part of the possible televised debate with the PSOE, the PP leaders refer to him as an adversary in their blogs on most occasions.

4   Of note is the paradox that the national PSOE would have carried out part of the campaign by pointing out the news concerning the corruption of the Partido Popular in Madrid and Valencia but, however, this issue was hardly picked up by the socialist bloggers.

Table 2. Analysis of the political communication and activity in blogs of Galician political leaders

Parties	Campaign issues	Interventions		Blog political activity					Expressive and interactive resources		
	Burning campaign issues	No. entries	Entry volume	Requests for votes	References central govt.	References autonomous govt.	References campaign	References adversary	Blog participation	Language	Multimedia
PP	77%	46.1% + 10 entries/month	76% + 50 words	77%	69.2% neg.	84.6 % neg.	92.3%	46.1% BNG and PSOE 30.8% PSOE	76.9%	38.5% Galician 45.1% Spanish 15.3 both	30.8% photos 46.1 photos and videos 23% nothing
PSOE	61.5%	15% + 10 entries/month	61% + 50 words	85 %	69.2% pos.	76.9 % pos.	85%	53.8% PP	100%	69.2% Galician 23% Spanish 7.7% both	30.7% photos 15.3% videos 15.3% photos and videos 30.8% nothing
BNG	37.5%	12.5% + 10 entries/month	62.5% + 50 words	62.5%	12.5% pos.	37.5% pos.	62.5%	75% PP	75%	100% Galician	25% photos 25% photos and videos 50% nothing

Source: author.

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Blogs analysed

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- Alberto Núñez Feijóo <http://www.nfeijoo.blogspot.com/>
- Alfonso Rueda <http://www.alfonsorueda.blogspot.com/>
- Ana Pastor <http://www.pp.es/anapastor/blog.asp>
- Antonio Erias Rey <http://antonioeriasrey.blogspot.com/>
- Anxo Quintana <http://www.falaconquin.com/bng/quin/>
- Belén do Campo <http://www.belendocampo.blogspot.com/>
- Blas García <http://blasgarcia.wordpress.com/>
- Carmela Silva <http://carmelasilva.blogspot.com>
- Diego Calvo <http://diegocalvopouso.blogspot.com/>
- Dominga Brión <http://bng-ribeira.org/domi/index.php/sobre-min/>
- Eladio Osorio <http://caldelaodecaldelas.blogspot.com/>
- Fina Quintáns <http://www.blogsnacionalistasgalegos.net/finaquintans/>
- Francos Rodríguez <http://www.blogsnacionalistasgalegos.net/franciscorodriguez>
- Iván Puentes <http://ivanpuentes.com/>
- Javi Dorado <http://javidorado.es/>
- Joaquín García Díez <http://www.joaquingarciadiez.com/>
- José Blanco <http://elcuadernodepepeblanco.blogspot.com>
- José Luis López Orozco <http://www.joselopezorozco.com/>
- José Manuel Becerra <http://www.blogsnacionalistasgalegos.net/xosemanuelbecerra/>
- José Manuel Lage Tuñas <http://jmlage.net/blog/2009>
- Juan Juncal <http://www.juanjuncal.es/blog/>
- Loli Rodríguez <http://www.blogdeloli.blogspot.com/>
- Lucho Lago <http://elblogdelucholago.blogspot.com/>
- Mar Barcón <http://barconblog.blogspot.com/>
- Miguel Fidalgo <http://notasdemiguelfidalgo.blogspot.com/>
- Paz Abraira <http://www.blogsnacionalistasgalegos.net/pazabraira/>
- Pepe Crespo <http://www.pepecrespo.com/>
- Rafael García Guerrero <http://rafaelgarciaguerrero.blogspot.com/>
- Raquel Jabares <http://www.blogsnacionalistasgalegos.net/raqueljabares/>
- Roberto Fernández Lores <http://www.blogsnacionalistasgalegos.net/robertolores/>
- Sandra González <http://www.blogsnacionalistasgalegos.net/sandragonzalez/>
- Santiago Amor <http://santiagoamor.blogspot.com/search?updated-max=2009-03-01T01%3A19%3A00%2B01%3A00&max-results=7>
- Silvia Carreño <http://www.silviacarreno.es/>
- Telmo Martín <http://www.telmomartin.es/blog/>
- Víctor Caamaño <http://www.blogsnacionalistasgalegos.net/victorcaamanho/>

Appendix I. Political leaders of the blogs analysed

PP	PSOE	BNG
Feijóo	Mar Barcón	Francos Rodríguez
Alfonso Rueda	Carmela Silva	Roberto Fernández Lores
Diego Calvo	José Manuel Lage Tuñas	Sandra González
José Crespo	José López Orozco	Dominga Brión
Telmo Martín	Iván Puentes	Raquel Jabares
Javi Dorado	Loli Rodríguez	Xosé Manuel Becerra
Ana Pastor	José Blanco	Paz Abraira
Belén do Campo	Miguel Fidalgo	Fina Quintáns
Joaquín García Díez	Adriana Viz	Víctor Caamaño
Santiago Amor	Lucho Lago	
Juan Juncal	Blas García	
Miguel Prado	Rafael García Guerrero	
Silvia Carreño	Eladio Osorio	

Source: author.

This list includes: presidents, general secretaries of political forces, party coordinators, mayors, councillors, autonomous government members, senators, members of the national executive, municipal spokespeople and spokespeople/presidents of the new generations.

The blog of the former president of Galicia, Touriño, could not be chosen as it was eliminated days after the elections. The BNG candidate, Quintana, did not have a blog.

Appendix II. Table of findings from the analysis

Parties	Political leaders	Burning campaign issues	Interventions		Blog political activity				Expressive resources		
		Campaign issues	No. entries	Entry volume	References central govt.	References auton. govt.	References campaign	References adversary	Blog participation	Language	Multimedia
PP	Alberto Núñez Feijóo	1,4,6	1	2	2	2	1	2,3	1	1	1
	Alfonso Rueda	4	1	2	0	2	1	2,3	0	1	1
	Diego Calvo	1,4,6	4	2	2	2	1	2,3	1	2	3
	Pepe Crespo	0	2	2	2	0	1	0	0	1	1
	Telmo Martín	1,4,5,6	3	2	2	2	1	2,3	1	1	0
	Javi Dorado	5	1	1	0	2	0	2	1	2	0
	Ana Pastor	1,4,5,6, 12	3	3	2	2	1	2,3	0	2	1
	Belén do Campo	0	3	2	2	2	1	0	1	2	3
	Joaquín García Díez	1,10	1	2	2	2	1	2	1	3	0
	Santiago Amor	0	1	1	0	2	1	0	1	3	3
	Juan Juncal	1,4,6	3	2	2	2	1	2	1	2	3
	Miguel Prado	1	2	1	0	0	1	2	1	2	3
	Silvia Carreño	1,4,6, 14	4	2	2	2	1	2,3	1	1	3
PSOE	Mar Barcón	3, 8, 14	3	2	1	1	1	1	1	2	2
	Carmela Silva	1,2,15	2	2	1	1	1	1	1	3	3
	José Manuel Lage Tuñas.	3	1	1	0	1	1	0	1	2	1
	José López Orozco	3	1	3	1	1	1	0	1	1	0
	Iván Puentes	0	1	2	0	1	1	0	1	1	2
	Loli Rodríguez	1,3,7,8,9	2	1	1	1	1	1	1	1	3
	José Blanco	1, 2, 3, 11	2	3	1	1	1	1	1	2	0
	Miguel Fidalgo	0	1	1	0	0	0	0	1	1	0
	Adriana Viz	7	2	1	1	1	1	1	1	1	1
	Lucho Lago	0	1	2	0	0	0	1	1	1	0
	Blas García	0	3	2	1	1	1	0	1	1	3
	Rafael García Guerrero	0	2	1	1	0	1	0	1	1	1
	Eladio Osorio	2,7, 1	2	2	1	1	1	1	1	1	1
BNG	Francos Rodríguez	1, 4	1	2	0	0	0	1	1	1	0
	Roberto Fernández Lores	0	2	2	0	1	1	1	1	1	3
	Santiago Domínguez	1	1	2	0	1	0	0	1	1	0
	Dominga Brion	0	3	1	0	1	1	1	1	1	1
	Raquel Jabares	0	2	1	0	0	1	1	0	1	0
	Xosé Manuel Becerra	0	1	1	0	0	0	1	1	1	0
	Paz Abraira	8	2	2	1	0	1	1	1	1	1
	Fina Quintáns	0	2	2	0	3	1	0	0	1	3

Source: author.

Appendix III. Analytical procedure

The analysis was divided into four broad blocks: the campaign's burning issues, interventions, blog political activity and expressive resources used.

A) Burning regional and national issues

0. There are no burning issues.
1. Economic crisis and unemployment
2. Corruption in the Partido Popular in Madrid and Valencia
3. Change/improvements in Galicia
4. Language freedom
5. Quintana as a problem: photograph of yacht, brother-in-law's deception, etc.
6. Touriño as a problem: excessive expenditure, favouritism, etc.
7. The return of Fraga
8. Televised debate
9. Free dismissal
10. Economic waste of the Galician government
11. Insults of José Luis Baltar
12. ETA
13. Feijóo as a problem: his lies, etc.
14. Garzón, Bermejo and hunting
15. The "decretazo" (decree)

B) Interventions

Number of entries/month
1. Between 1 and 5
2. Between 6 and 10
3. Between 11 and 20
4. More than 21

Entry volume
1. Between 0 and 50 words
2. Between 51 and 200 words
3. More than 201 words

C) Blog political activity

Request for votes
0. No
1. Yes

References to central government
0. No references
1. Positive
2. Negative
3. Neutral

References to autonomous government
0. No references
1. Positive
2. Negative
3. Neutral

References to campaign
0. No
1. Yes

References to adversary/ies
0. None appear
1. PP
2. PSOE
3. BNG
4. Other

D) Expressive and interactive resources

Blog participation (entries)
1. Yes
0. No

Blog languages
1. Galician
2. Spanish
3. Both

Multimedia elements
0. No
1. Photograph
2. Video
3. Both