Computers in Libraries Conference: Session E102 Learning from Politics
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Ron Paul 2008 Presidential Campaign Committee

I. The Ron Paul 2008 Presidential Campaign
- "Who is Ron Paul?" Ron Paul is not an establishment politician, without brand name recognition
- Different message from other Republican candidates "freedom, peace, and prosperity"
- Authentic and principled candidate
- Who are Ron Paul's supporters?

II. Web Technologies We Used
- Scarce resources led to a decentralized approach
- Online Video helped spread the message
- MeetUp: Facilitating the creation of activist groups that work on a local level
- Video Streaming technology to broadcast events to supporters around the world
- Emailing
- Mobile Text Messaging
- Mobile Interfaces for "ambient findability"
- Participation in Online Social Networks (Flickr, Myspace, Facebook, Eventful, etc.)
- Wikis to share information within the campaign
- Blogs to communicate to supporters and voters
- Website Interface Design and the structure of content for supporters vs. voters, separate sites for coalitions
- The Participatory Campaign: YouTube Commercial Contest, Featured Supporters, sharing messages, online video conferences, blog commenting
- Web Tools outside of the official campaign

III. How did the eCampaign fit in with the rest of the campaign?
A. Basics of a Political Campaign
   1. Message
   2. Money
   3. Machine
B. Internet and the Message
   - If it resonates it will spread through the internet, reaching voters that were apathetic before, tapping into citizens that weren't heard by mainstream media
   - Hard Support vs. Soft Support
   - Establishment Campaigns vs. Our Campaign
C. Online Fundraising "Show them the money"
   1. Deciding to become transparent and open
   2. Transparency has its upsides
   3. Transparency has its downsides
   4. Outcomes
D. Tools to help organize our supporters
   1. Organizing efforts on the ground
   2. MeetUp's role
   3. State websites, blogging, emailing

IV. Where is the Ron Paul 2008 Presidential Campaign now

V. Lessons Learned
- Transparency ~ More Participation
- Encourage Local Actions for a Traditional On-the-Ground Campaign
- Fundraising - positive feedback loop, group psychology, work towards concrete goals
- Pros and Cons of a highly decentralized campaign with very passionate supporters

VI. Other Technologies used in Politics