

E-democracy and social networks in Ecuador A survey on the municipal elections (2014)

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Summary

Social networks, amongst other possibilities, offer the main contenders in electoral processes the opportunity to direct their message to a multitude of individuals. It generates, by way of the effective use of this media, an enormous advantage of increasing the capacity of assimilation and response in a potentially overwhelming manner. In the following article, a survey was carried out with regards to quantifying the opinions of a group of Ecuadorian citizens on the impact of social networks upon the municipal elections which took place in the country in February 2014. The main outcomes have indicated a lack of dialogue between the candidates and the citizens, factors which suggest a lack of culture for political participation - replicated through cyberspace - and the existence of informative content anchored to *offline* routines.