

Legal Regulation & Education: Doing the Right Thing?

Chen Z Sabag Ben Porat

Bar Ilan University

chen.sabag1@gmail.com

Usage Patterns of Parliamentary Assistants and MKs in Social Networking Sites (SNS)

This research deals with the usage patterns of Knesset members (Israeli parliament) and their parliamentary assistants in social networks sites (SNS). So far, the online politics, presumes that MKs have a direct interaction with the surfing public, however, what place does their assistants have? The research will focus on their place in the process, drawing a picture of the parliamentary process as it takes place in the new media. While many studies looking at patterns of contact with the public, the "link" between MKs and the public - do not get research attention.

The purpose of this study is to check the usage patterns of parliamentary assistants in assessing MKs, and the MKs real engagement. This research is qualitative. In this study we had semi-structured interviews with 25 assistants, who were responsible for updating and operation of the MKs SNS from the 18th Knesset.

At the end of the study we aim to build a model which contains various dimensions involved MKs content written under their name. The model will range from MKs who give total autonomy to their assistants, and MKs who are careful to go over every word written on their behalf, and those who are in the middle..

The theoretical importance of this study is it's innovation, since we found no studies that analyze the work processes of the MKs for the public, especially in New Media. In addition, this study was designed to trace a significant phenomenon in the study of the political use of the Internet.