

**KABARAK UNIVERSITY**

**TOPIC: ONLINE CAMPAIGN MANAGEMENT SYSTEM**

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Submitted to The School of Science, Engineering and Technology of Kabarak University in Partial Fulfillment for the Award of Bachelor of Science in Computer Science

# DECLARATION BY THE STUDENT

I declare that this work without any reasonable doubt has never been presented before to the Faculty of Information Technology or any other Institution. No part of this research document shall therefore be duplicated without prior consent

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**CS/MG/0696/09/20**

# DECLARATION BY THE LECTURER

This research project have been presented for examination with my approval as the appointed supervisor

Sign\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**NAME: MADAM MERCY GACHOKA**

# DEDICATION

I honor the Almighty God in my work for giving me life. I honor my parents and siblings in this research for providing all the financial and emotional support needed in studies.

# ACKNOWLEDGEMENT

I would like to acknowledge my family more so my nuclear family for having given me the chance to be able to enroll in this wonderful institute of excellence and providing encouragement and all the financial and spiritual help needed to keep me consistent in my studies. I acknowledge also my friends and colleagues who have stood by my side in the awesome journey in my education. Additionally, I would like to acknowledge my school Kabarak University for providing all the necessary resources and environment for absorbing academia. May God bless and sustain all of you.

# ABSTRACT

Campaigning has been in existence for a long time. Its purpose is to give people the opportunity to choose the leaders of their choice. It plays a vital role in the electoral process and hence also important in a country’s, organizations or school’s future. This project aims to provide a virtual environment for campaigning in campus which will minimize the cost of normal campaigns which sometimes end up being very expensive when done in small scale, it will reduce the movement and potential ruckus caused by people in the heat of the moment and provide a safe and peaceful situation that is conducive for critical thinking which is needed in order to choose the governance of an area. This will be achieved using User centered web application in which voters and candidates will be able to access and use to achieve the electioneering process. Features of the application will include user-based privileges and a chat area where voters and candidates can communicate.

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# CHAPTER ONE: INTRODUCTION

## 1.1 Background of the study

Campaigning, refers to a strategic and organized effort to promote a specific cause, idea, product, service, individual, or group to a targeted audience. The ultimate goal of a campaign is to influence public opinion, drive specific actions, change behaviors, or achieve well-defined objectives. These campaigns are structured and often utilize various communication channels and tactics to effectively convey a message and engage with the intended audience. Campaigning in terms of elections, refers to a strategic and organized effort undertaken by candidates, political parties, or advocacy groups to promote a specific candidate's candidacy, political party, or set of political ideas and policies to the electorate. The primary goal of an election campaign is to gain support, influence voters, and secure their votes during an electoral contest.

The most pivotal and time-intensive phase of the democratic process undoubtedly resides in the period of electioneering or campaigning. This critical juncture encapsulates a concerted and elaborate effort on the part of candidates, political parties, and advocacy groups to effectively convey their message, ideology, and candidacy to the electorate. It stands as a cornerstone of the electoral mechanism, demanding extensive resources, meticulous planning, and an exhaustive investment of time and effort.

During this period, candidates and their teams engage in a multifaceted strategy to capture the attention and support of the voting populace. This encompasses a spectrum of activities, from public speeches and town hall meetings to television and radio advertisements, canvassing neighborhoods, utilizing digital platforms, and organizing rallies and events. The aim is to showcase the candidate's qualifications, positions on critical issues, and overall vision for the constituency or nation.

In addition to conveying the candidate's credentials and stance on various matters, the campaign period requires a strategic emphasis on different demographic segments within the electorate. Tailoring messages and approaches to resonate with diverse communities necessitates an in-depth understanding of their unique needs, concerns, and aspirations. Hence, this phase involves not only reaching a broad audience but also engaging with them on a personal and relatable level.

Moreover, the financial aspect of electioneering amplifies its significance. Acquiring adequate funding to support the campaign's initiatives, ranging from advertising and promotional events to staffing and logistical arrangements, is a paramount challenge. Fundraising efforts, donor outreach, and budget allocation demand meticulous planning and persistent dedication, making the financial aspect a considerable time sink in the overall electoral process.

The efficacy of the campaign strategy directly impacts the outcome of the elections. Hence, candidates and their teams invest substantial hours in devising, revising, and fine-tuning the campaign approach to ensure it aligns with the dynamic political landscape, resonates with the public, and effectively differentiates their candidacy from competitors. This intricate process requires constant evaluation, adaptation, and response to the evolving sentiments and opinions of the electorate.

In summation, the campaign period stands as the cornerstone of the democratic process, representing an intricate and time-consuming stage where candidates and parties invest significant efforts, resources, and dedication to convey their message, influence public opinion, and secure the mandate of the people. Its meticulous planning, comprehensive execution, and adaptability to the changing political environment underscore its unparalleled importance in the electoral realm.

In campus the process is even more hectic for most of the electioneers and campaigners are students who are busy with learning, assignments, social interactions with friends and trying to figure out their lives. This process is sometimes intense for the candidates side and for the voters its annoying.

Candidates have to search for campaigners in order to help in producing strategies to mobilize the voters. The search by itself is sometimes time intensive and tedious bulked up with school life, this could bring about burn out, especially for candidates who are not outspoken and popular . This may in turn lead to a voting process that is not a pursuit for better governance or better leadership rather it becomes a popularity contest where the one who is more popular and is charismatic wins even if the candidate doesn’t portray competence, charm and public image over capability and quality leadership. Apart from the exhaustive time consumption of recruiting campaigners there is also cost of maintaining them and funding their campaigns. This includes providing promotional material and organizing some events in view of persuading and mobilizing voters into your team.

Then there are the campaigners, the power houses of the process. This individuals or groups are the most intensively utility of the whole electoral process. Without a good system of campaigners then a candidate is sure to fail in his/her endeavors. The campaigners role is to amplify the message of the candidate being worked for through a myriad of tasks which include strategic planning, supporting their candidates, fundraising and financial support, door to door canvassing and data analysis in order to maximize their intention on reaching their voting expectations . All this roles are laid on students who have a lot of individual roles of their own thus exhausting them even further and leading to inefficiency in either of the two roles.

Lastly there is the voter, also a student who is tasked being literate in his studies. Though their role in the electoral process is the least work intensive, theirs is the most important because they are the final decision makers of the process. It is the choice of a voter to choose in accordance to preference his/her leader. Without the voter there is no election. The issues voters face is content. Most of the voting happens in the mind, yet there are very few candidates who actually put all their agendas across in a detailed yet simple way. Voters sometimes participate just because someone asked for their vote not because of how they actually feel or think about the leaders. This is because they campaign process sometimes also happens in a time when they are busy, giving them almost no attention to contemplate on what a candidate or campaigner is communicating.

From these observations, this research and project aims to help in minimizing the time,cost and effort needed in the campaigns and to enable the public to know who they are voting for so that they may be better decision makers when voting. Since it is currently mainly for campus students it also meant to reduce the time used for campaigning so that all participants of the election process can have time to study even as they interact with each other.

## 1.2 Statement of the problem

The electioneering process has always been a major impact in light of leadership and governance of an area or establishment. It is something that is cropping up in all fields and walks of life including schools. In campus the electoral process, it determines the leadership and how the school will run. The tedious process is sometimes under-looked in campuses mostly by the actual voters themselves who are the students,due to many issues like a busy schedule and lack of focus affecting directly the students and the school and passively the society.

As it is an issue of leadership in campus,a poor campaigning structure leads to a degenerate electoral process which in turn leads to a poor governance of the school. This project aims to provide a web platform for all the participants of the electoral process to access, for the candidates and campaigners to make easy the campaigning process by providing an area where they can fully and extensively share their agendas and manifestos and for the voters/public to provide a conducive online environment for them to get a check of their to-be leaders and make better and more informed decision on their vote.

## 1.3 Research objectives

The project's primary aim is to streamline electioneering, leveraging technology to enhance accessibility and efficiency. By employing user-friendly digital platforms and informative campaigns, the goal is to extend outreach and engagement. This initiative seeks to empower voters by providing accurate information about candidates and electoral processes. Ultimately, it aims to bolster democracy by simplifying elections and encouraging active participation.

This will be achieved through the following objectives :

1. To improve the voter accessibility to all candidates manifestos and agendas for more and informative and decisive voting process.
2. To investigate ways to integrate and possibly migrate the campaign process to an online platform
3. To reduce the expenses and time used for the campaigning process for the candidates and campaigners.
4. To eradicate the information gap among voters.
5. To examine methods of spreading unbiased and comprehensive information regarding candidates and electoral procedures

## 1.4 Research questions

The following research questions will help in guiding the study and in the development of the artifact.

1. How can accessibility of information on the candidates be improved for the voters?
2. What will be used to get data to enable the creation of an online driven campaign system?
3. How will the project reduce the expenses incurred in the electioneering process by the campaigners ?
4. How can the existing information gap be effectively eradicated?
5. How will unambiguous, valid and comprehensive information on candidates be availed to the potential voters

## 1.5 Significance of the study

The research study covers the most used way of determining and obtaining and securing leadership in the modern world which is democracy. Though the current study environment is in the university, it still purposes to simulate and use the system which citizens exercise power by participating in the decision-making process either directly or through elected representatives by voting in the campus setting.

Addressing the main objective of the study will prove useful as it will bring about transparency in the campaigning process. The impact of transparency will require the candidates and campaigners to be more intentional in driving their agendas in a more detailed and informative way. Accuracy of information delivery will be deterministic in the whole electoral process as the clearer and more convincing the agendas, the better chance at getting mobilizing many voters. Transparency and well informed campaigning will also promote accountability and trust among voters. This will enhance their confidence the eventual leaders that will be chose. It will also strengthen leadership quality as the research contributes to the development of future leaders by emphasizing the importance of informative communication during campaigns

Not only will this the study result to a clearer and easier electioneering process, it will also provide a platform where students see the need of a clear and informative electoral process even as they venture into the world. Leaders are in all fields of life today and as long as the democratic right will be in place for choosing them, then it will be useful and educative for students when they get to practice it in campus. This study will result to cultivating of a more informed citizenship with the knowledge and necessary skills needed to evaluate candidates and make well informed decisions.

## 1.6 Scope and limitations

The main purpose of the study is to simulate the democratic process of campaigning in an online environment in order to debunk and solve some of the problems that affect the normal way of electioneering. It will do so by making the process more clear and transparent.

The key focus area will be understanding how the current campaigning works within the university in order to develop a simulated online campaign system that mirrors the actual campaign process and improve its efficiency by ensuring that it is fair and all inclusive for all the students. The time period of the study is four months.

The limitations of the study are :

1. The study is confined to the university hence may not clearly provide an exact simulation of the societal electoral dynamics.
2. Time and resources may limit the depth of study and the creation of the artifact.
3. Existing online social platforms may prove to be a hindrance in marketing the artifact and ensuring its use
4. Migrating to an online campaign method might be cumbersome as change takes time and effort and willingness

## 1.7 Justification of the study

The main reason and signal of committing towards this study was an observation made during the schools election periods. In the normal hustle and bustle of the day of a student, the cost and efficiency of doing tasks and maintaining their schedules and expenses is at the top of his/her mind. The addition of a voting period which goes concurrent with school activities, may sometimes seem like a nuisance to some(the voters) and an opportunity to others(the campaigners and candidates) .Though the opportunity is a privileged one, it is also self sacrificing and expensive in cost,energy and time. Hence the main motivation to doing this study is to reduce the negative effects of the electoral period on students lives.

# CHAPTER TWO

# LITERATURE REVIEW

## 2.1 Introduction

Election campaigns and the times surrounding them serve as crucial pillars of democratic processes, profoundly impacting the choice of leaders and influencing the development of political history. Understanding their historical development, evaluating their efficacy, weighing their benefits and drawbacks, and suggesting prospective improvements are essential for ensuring the voting system's fairness and integrity. With a focus on both historical and modern contexts, this literary analysis aims to delve into the archives of election and campaign times. We seek to unearth a thorough grasp of their numerous dimensions by delving thoroughly into their approaches, efficacy, and societal repercussions. Additionally, this study aims to shed light on the urgent need for improvement and revolutionary change within current political systems,particularly focusing on campaigns within the educational context.

The basic significance of this research issue rests in its capacity for transformation, which has the power to alter existing viewpoints on electioneering and the crucial process of selecting our leaders. The pre-election campaigns have a significant impact on the electoral process overall. Electioneering, which is a crucial component of elections, is essential to our democratic society since elections cannot take place without it. In addition to a thorough examination of traditional campaigning techniques, this analysis will go further into the complex world of educational systems. It will provide a thorough analysis of the methods used in campaigns historically, the tactics deployed, and the many nuances that control electoral discourse. It will examine the mutually beneficial link between educational institutions and the democratic process in particular, offering light on how young people view, interact with, and are impacted by political campaigns. We hope to promote a paradigm change through this in-depth investigation, one that could alter the democratic process of choosing leaders and reinvigorate the democratic foundation of our society. As we embark on this path, our goal is to foster discussion, arouse skepticism, and open the door to a more informed and active electorate.

## 2.2 The history of the electoral process

### 2.2.1 Athenian democracy

In order to delve into the electoral process, democracy must be defined. Democracy operates through the election of representatives by the people to direct the path of their country,group or an organization. In Greek, it is a combination of two words ‘demos’ meaning people and ‘crata’ meaning to rule. Democracy is a systematic and structured style of governance that is primarily used by the majority of the population. Through there are elected delegates, residents can participate in decision-making processes, exercise their rights, and have a say in laws and policies under this participatory approach. Through voting, citizens may collectively shape the direction and progress of their society, promoting inclusivity, representation, and a sense of shared responsibility. Every voice counts, and equal opportunity and just representation are promoted to create a government that reflects the desires and goals of its populace. This is the fundamental tenet of democracy.

Though there are studies that claim of existence of a democratic system in the pre-historic times, it is in 6th century BCE when a relatively democratic form of governance was seen and this was in Athens by the Greeks. In 700 BC/BCE, Solon an Athenian who aided in mitigating the crisis in Athens that would bring a fall out and a division in the city(Academy4sc). He solved the issue by canceling all debts and gave citizens the right to appeal the decision of a magistrate. This by itself was not democracy but it was a force that was leading to it, because the process gave Athenian citizens a sense of equality and also made the participants of the assembly invaluable because of Athenian citizenship. The cons of this practice was that it was mainly carried out among the higher ups and the wealthy in the society.

The most predominant of this Athenian democracy is Cleisthenes who served as a high magistrate of Athens(Britannica). The purpose of the its first practice was a peculiar one as its main reason was for exile. The Greek male land owners voted for political leaders whom they wanted to be in exile for the proceeding ten years. If a candidate accumulated 6000 votes, then the leader would be exiled. This was to rid the city of a powerful but an unpopular figure, hence historians refer to the elections as negative elections. The democratic power was performed by the Athenian government which consisted of three major institutions which are the ‘ekklesia’, ‘boule’ and ‘dikasteria’.

The ekklesia was made up by at least 6000 members of which were citizens of Athens. This group was the main authoritative body in Athens. Children and women were not regarded as citizens in the fourth century BCE, hence only males. It was within the Ecclesia's purview to enact legislation, decide on significant policy issues, and hold public hearings on issues of general concern. To attend and take part in Ecclesia meetings, a male Athens resident had to be at least 18 years old. For the Attic state to operate effectively, judgments made in the Ecclesia were essential (Ober, 2008).On the Pnyx hill, a public area with room for tens of thousands of people, the Ecclesia met. People could participate actively in the democratic process since meetings were often conducted, typically 40 times a year. They would discuss topics, put forward legislation, and cast votes on a range of issues, such as resource distribution, military issues, and public policy initiatives (Forsdyke, 2008).

The boule in Athens was responsible for preparing legislation and making decisions on certain administrative matters .The boule council consisted of 500 members, 50 from each Athenian tribe. The 10 tribes are as follows Erechtheis, Aigeis,Panadionis,Leontis,Akamantis,Oineis,Kekropis,Hippothontis,Aiantis,Antiochis.(Hansen 1987) Additional duties included presenting laws and decrees to be debated and voted on in the Ecclesia, directing the work of magistrates, managing finances, and handling international affairs (Hansen 1987). The Agora of Athens, the city's main marketplace, is where the Boule gathered in the Bouleuterion structure. Members of the Boule would congregate at the Bouleuterion, a crucial political and administrative hub, to discuss and debate significant problems (Kroll,1972).The operation of the Boule was a crucial component of ancient Athens' administration and decision-making process and a basic component of the Athenian democratic system.

The Dikasteria was made up of a sizable number of persons who were chosen at random from the pool of potential jurors. A wide representation of the populace was ensured by the use of a lottery in the selecting process. Depending on the case, the jury size could range from a few hundred to more than a thousand for extremely important trials (Hansen, 1989).The Dikasteria had authority over a wide range of situations, including criminal trials, property disputes, contract problems, and even political issues. In addition to filing private lawsuits, citizens had the option of accusing someone of crimes including theft, assault, or murder (Ober, 1989). The Dikasteria also had the authority to determine political impeachments and judge whether laws were valid.

An integral part of Athens' democracy was the Dikasteria's trial system. Trials took place in an open and public setting, with parties arguing their positions in front of the jury members who served as both the jury and the judges. In order to bolster their claims, the plaintiffs had the chance to make statements, offer proof, and subpoena witnesses (Lanni, 2006).The Dikasteria was a representation of the democratic values of Athens, putting a focus on the concepts of "isonomia" (equal treatment under the law) and "isegoria" (equal right to speak). This contributed to the democratic administration of the city-state by enabling residents to actively participate in the judicial system (Ober, 2008).

Election campaigns now are very different from those in ancient Athens democracy, as observed in the context of the Assembly (Ekklesia) and other democratic institutions. Public participation was an essential component of the political process under Athens' direct democracy. There were means for people to spread their ideas and get support even if there were no political parties or official campaigns like in modern systems.

Politicians and other public figures in ancient Athens used rhetoric and oratory to influence and persuade their fellow citizens. They frequently spoke before the Assembly, outlining their concepts, suggestions, or viewpoints on numerous subjects. Gaining support for particular ideas depended heavily on the strength of one's oratory abilities (Ober, 1989).

Open debates and discussions took place in the Ekklesia. The right to propose legislation, advocate for or against proposed laws, and express opinions on issues affecting the state was guaranteed to all citizens. These discussions gave people a stage on which to express their ideas and shape the opinions of their fellow residents (Ober, 2008).

Citizenship was viewed as requiring active participation in local politics. Regular attendance at Assembly meetings, participation in discussions, and input into decision-making were expected of citizens. Participating in these open forums allowed people to voice their opinions and have an impact on the decisions that were made (Hansen, 1989).

In order to ensure a fair and random distribution of posts among the population, authorities, Dikasteria jury members, and Boule (Council of Five Hundred) members were chosen by lot. With the emphasis on equality and justice, this approach sought to reduce the impact of wealth or rank (Hansen, 1989).

### 2.2.2 Romanian Democracy

A complicated governmental structure based on the rule of law, a balance of power, and a combination of democratic and oligarchic components, the Roman Republic was founded in 509 BCE. It did not establish contemporary democracy, but it did lay the foundation for representative government. The republic allowed for citizen participation and was made up of a Senate, magistrates, and different assemblies.

A crucial element of the republic and a distinguishing aspect of Roman political life was the Senate. The Senate, which was made up of respected elders and statesmen, served largely as an advisory body and had a big say in decisions. Senators, also referred to as "senatores," were chosen from the higher strata of society, such as previous judges and aristocratic family members (Lintott, 1999). The Senate was tasked with advising judges, voting on legislation, overseeing finances, managing foreign policy, and administering foreign affairs. Their judgment and expertise were highly valued, and the republic's government heavily considered their suggestions. Lintott (2000).

Roman magistrates were chosen representatives with both executive and judicial authority. The "magistratus ordinarii," which included consuls, praetors, censors, and other officials, and the "magistratus extraordinarii," who were chosen in emergency situations, were the two main categories of magistrates. According to Lintott (1999), magistrates were in charge of managing the administration of justice, commanding the Roman army, performing religious ceremonies, and upholding the law. The highest-ranking magistrates, the consuls were the head of the Roman army and presided over the Senate and popular assemblies in addition to being chosen twice a year. Praetors: Originally judges, their responsibilities later evolved to encompass overseeing entire regions and particular legal issues. Censors: Charged with carrying out the census and overseeing public morals.

The democratic framework of the Roman Republic was fundamentally based on the popular assemblies, which gave citizens direct access to the political process. They participated in choosing magistrates, making laws, and casting votes on significant topics. They were arranged according to social classes. Comitia Centuriata: This body, arranged into centuries (military units), had the power to enact laws and declare war as well as elect consuls, praetors, and censors. Comitia Tributa: This tribal organization elected subordinate magistrates and exercised legislative authority. Concilium Plebis: A distinct assembly for the plebeians, it grew in authority through time and had the ability to make laws that only pertained to them (Lintott, 1999).

When it came to campaigning the following methods were used in order to gain mobility of votes:

Public oratory: Candidates spoke to the public at open forums to outline their platforms and objectives. These lectures played a major role in influencing the public's view (Lintott, 1999).

Electioneering and Networking: Candidates actively participated in electioneering by canvassing communities, going to public locations, and approaching people one-on-one to win their support (Lintott, 1999).

Patronage Networks: Candidates depended on patronage networks to build connections with powerful people and win their support. This help could take the form of financial assistance or organizing supporters (Lintott, 1999).

Candidate and faction identification was done via symbols such particular colors, emblems, or insignia (Tatum, 1999).

Candidates made use of inscriptions on statues, monuments, and public structures to highlight their accomplishments and draw attention to themselves (Tatum, 1999).

### 2.2.3 Medieval and Renaissance in Europe

The medieval period/the middle ages is the time after the fall of the Roman empire from the 5th century AD/CE to the 15th century. The structure of governance in medieval and Renaissance Europe was diverse and evolved over time, reflecting a complex interplay of feudal, monarchical, and emerging democratic elements. While absolute monarchies were prevalent in many regions, localized governance, evolving legal frameworks, and nascent democratic principles also played significant roles.

The feudal system, which was defined by a hierarchical arrangement of lords, vassals, and serfs, was the predominant sociopolitical structure. The ties within this structure were shaped by land ownership and obligations, which influenced local government and the distribution of power (Bloch, 1961).

In some areas in Europe the system of governance was monarchial(absolute or limited). The king or queen exercised significant consolidated power over the state in many areas during absolute monarchy. The king held control over the rule of law, government, and taxation, and their authority was frequently justified by divine right (Perry, 2003).Limited Monarchy: In some regions, kings had their authority restricted by long-standing customs, laws, or rising representative bodies. The severity and influence of these restrictions varied.

Manorial System: The manorial system, in which a lord administered an estate or manor and exercised control over its occupants, had an impact on local governance. In addition to dispensing justice, the lord also levied taxes (Bennett, 1983).

Guilds and Communes: Within towns and cities, guilds and communes served as examples of self-governing institutions. They contributed to local governance, economic regulation, and the defense of shared interests (Cameron, 1998)

Assembly of Representatives: In some areas, assemblies of representatives, such as the Estates-General in France, began to take shape. These gatherings, which were attended by representatives from many social strata, were summoned by the king to offer counsel or approval on issues like taxation (Koenigsberger, 2001).

Law Codification and Reforms: Efforts were undertaken to codify laws and establish legal frameworks. Due process and the idea of legal rights started to develop, which helped to safeguard individual liberty (Tierney, 1997).

A revival of interest in classical literature, the promotion of humanist ideas, and a reexamination of political structure all occurred during the Renaissance. The exploration of political structures and ideas by Renaissance thinkers affected the development of governance models (Hankins, 1990).

The intricate and multifaceted structure of government during this time period reflected the transition from feudalism and absolute monarchies to evolving democratic principles and regionalized systems of government. The foundation for the eventual development of democratic systems was built by the influence of the Renaissance, legislative changes, and the growth of representative assemblies.

### 2.2.4 The Enlightenment era

The Enlightenment, also known as the Age of Enlightenment or the Age of Reason, was an intellectual and philosophical movement that dominated Europe during the late 17th and 18th centuries. It emphasized reason, science, individualism, and skepticism of traditional authority. This period saw the emergence of ideas that significantly influenced the development of modern democracy.

The religious strife and tyranny that had pervaded Europe for ages were addressed by the Enlightenment. Science's advancements, the printing press's ability to disseminate knowledge, and people's willingness to consider alternative viewpoints all contributed to this. Influence of Key Thinkers: John Locke, Montesquieu, Jean-Jacques Rousseau, Voltaire, and other Enlightenment philosophers were important figures. They advocated for ideas like liberty, equality, the separation of powers, and human rights through their writings.

The concept of a social compact, according to which the legitimacy of authority derives from the consent of the governed, was promoted by Enlightenment intellectuals. Rousseau believed that the public should be involved in the creation of laws and policies (Rousseau, 1762).

The separation of powers doctrine put forward by Montesquieu had a significant impact on democratic governance. To prevent any one entity from acquiring total power, he recommended creating three departments of government: the executive, legislative, and judiciary (Montesquieu, 1748).

According to John Locke, people have intrinsic and unalienable rights to things like life, liberty, and property. These concepts had an impact on how democratic institutions and human rights were formulated (Locke, 1689).

Democratic republics, in which the people have the power of the state, were developed as a result of Enlightenment concepts. These influences may be seen in the American Revolution and the subsequent creation of the United States with its democratic constitution.

Press and Expression Freedom: Voltaire, a well-known Enlightenment thinker, supported press and expression freedom. These concepts, which emphasized the value of free speech and conversation, were crucial in the development of democratic societies (Voltaire, 1763).

The Enlightenment promoted fundamental ideas such popular sovereignty, the separation of powers, unalienable rights, and freedom of expression, laying the philosophical groundwork for contemporary democratic institutions. These concepts had a significant impact on the growth of democratic states and still influence democratic governance today.

##### 2.2.4.1 Campaigning methods used in the Enlightenment period

The spread of ideologies and political messaging during the Enlightenment was essential for influencing public opinion and rallying support for a variety of causes. There were attempts made to propagate Enlightenment concepts and gain support for reforms and revolutions, even though the term "campaigning" in the modern sense might not properly apply.

Pamphlets, newspapers, and other printed materials were used by Enlightenment activists and thinkers to disseminate their ideas. These literary works frequently criticized pre-existing political and social structures while promoting reform and change. Example: Voltaire published a number of pamphlets and essays, such as "Philosophical Letters" (1734), that were extensively read and had a significant impact on the promotion of religious tolerance and intellectual freedom.

Salons and coffee shops served as important venues for intellectual discussions and the dissemination of Enlightenment ideals. Discussions, networking, and the sharing of ideas between intellectuals and the general public were made possible by these informal gatherings.As an illustration, the French salon culture, in which famous individuals like Montesquieu, Voltaire, and Rousseau participated, was crucial in advancing ideas of the Enlightenment. (Rousseau, Year of the lecture).

Enlightenment leaders corresponded frequently to exchange ideas, solicit assistance, and plan events. The dissemination of Enlightenment ideas throughout Europe and beyond required networks of like-minded people. For instance, Voltaire maintained a wide network of contact with thinkers, politicians, and intellectuals throughout Europe, arguing for reforms and the use of reason in politics.(Voltaire, 1734).

For the purpose of presenting their ideas to a larger audience, Enlightenment thinkers frequently gave public lectures and speeches. These occasions served as platforms for promoting democratic values, individual liberties, and reforms. Example: Rousseau drew a sizable audience to his public lectures in Paris where he spoke on issues like political philosophy and inequality, which shaped public opinion.

Political cartoons and satirical prose were utilized to ridicule the current social and political structures. They wanted to spark discussion and undermine conventional wisdom.Example: In 18th-century Britain, political people, social issues, and the monarchy were all made fun of in James Gillray's political cartoons, which influenced popular opinion and government censure.(Gillray, Year of the cartoon).

### 2.2.4 The American revolution

The thirteen American colonies sought independence from British authority during the American Revolution (1775–1783), which ultimately resulted in the establishment of the United States. During this time, revolutionary documents were written, democratic frameworks were established, and democratic ideas were birthed.

There was a great deal of unhappiness among the colonists as a result of their complaints about things like taxes without representation, trade restrictions, and British meddling in colonial affairs. The Boston Massacre (1770), Boston Tea Party (1773), and the battles of Lexington and Concord (1775) were significant events that heightened tensions and propelled the colonies toward war.

Thomas Jefferson was principally responsible for writing the Declaration of Independence, which stated the colonies' desire to break away from British rule while upholding democratic ideals and natural rights.

A representative body representing the colonies was established in 1774 with the creation of the Continental Congress. It was crucial in organizing the revolution's operations and creating significant papers (Maier, 1997).

A weak central government with a unicameral legislature was founded under the Articles of Confederation (1777–1781). States maintained a sizable amount of sovereignty as a result of apprehension over centralized power (Wood, 1969).

The U.S. Constitution was drafted as a result of the Constitutional Convention (1787), which had the intention of amending the Articles. It established a bicameral legislature, a system of checks and balances, and a separation of powers (Rakove, 1996).

Individual liberties and freedoms were safeguarded by the Bill of Rights, the first 10 amendments to the Constitution, which placed an emphasis on democratic principles (Moss, 2013).A federal democratic structure with a separation of powers, checks and balances, and the preservation of individual rights was established as a result of the American Revolution and its immediate aftermath, which showed a dedication to democratic values.

#### 2.2.5.1 Campaigning in the American revolution

Campaigning during the American Revolution mostly related to military and political initiatives to garner support for the rebel cause and launch hostilities against British soldiers. It required mobilizing soldiers, obtaining supplies, and winning political support from numerous factions.

The leaders of the revolution actively recruited and assembled soldiers from the thirteen colonies. In order to communicate the revolutionary message and enlist soldiers, committees of correspondence were essential (Ferling, 2015).

Newspapers, broadsides, and pamphlets were widely utilized to enlighten the public about the revolution and to rally support. Writings like "Common Sense" (1776) were used by revolutionary personalities like Thomas Paine to inspire the masses (Paine, 1776).

Political Advocacy: To win over different groups to their cause, revolutionary leaders engaged in political advocacy. Through speeches and writings, they emphasized the necessity of independence and mobilized opposition to British authority (Maier, 1997).

There were diplomatic efforts made to enlist outside assistance, particularly from France. To build alliances and obtain support essential to the revolution, Benjamin Franklin and other envoys labored (Ferling, 2015).

The revolution required the use of local militias and irregular forces. They were organized for combat, defense, and to act as a unit of resistance (Maier, 1997).

In order to advance the revolutionary cause and oppose British rule, campaigns were conducted during the American Revolution. They involved an organized effort to gather troops, win public and international support, and distribute propaganda.

### 2.2.6 19th Century - Expansion of Suffrage:

The 19th century was a pivotal time for democracy, with suffrage rights significantly expanding and governmental systems around the world gradually becoming more democratic. This time period witnessed the fight for equal representation, the emergence of political movements, and the adoption of measures to guarantee that a larger population had a voice in governing.

Many democracies at the start of the 19th century were only open to a small portion of the populace, usually white, landowner men. People from the working class, minorities, and women were frequently disenfranchised from the political process.Throughout this century, a number of reform movements that called for increased suffrage and representation gained strength. These included the suffragists and the Chartists in the UK.

A number of laws were made to increase voting rights, including the 15th Amendment to the United States Constitution (1870), which gave citizens the right to vote regardless of race or color, and the Reform Acts in the United Kingdom (1832, 1867).

Better working conditions, equal pay, and political representation were demanded as workers' movements and trade unions grew in strength. The push for greater democratic rights was aided by these movements (Hobsbawm, 1987).

Throughout the 19th century, there was a movement for universal male suffrage, which would have given all adult men the right to vote regardless of their status in society or ownership of property.

Limited Women's Suffrage: In the late 19th century, certain nations, including New Zealand, started providing women limited voting rights. But in the early 20th century, full suffrage for women extended more widely.

Political parties began to take shape in the 19th century and played a crucial role in the democratic process by standing in for a variety of interests and ideologies (Ware, 1987).

To provide a framework for representation and lawmaking, democratic nations established or improved legislative bodies, such as the British Parliament and the United States Congress.

#### 2.2.6.1 Campaigning in the 19th century

The 19th century saw an increase in suffrage that was strongly related to political activism aimed at promoting expanded voting and political engagement. Different strategies were used by campaigns to increase awareness, rally support, and have an impact on legislation.

Public speeches and deliberations were common forms of campaigning. Speaking engagements with the public and presentations of their cases for increased suffrage took place in many towns and cities (Rosenberg, 2008).

Newspapers and pamphlets were very effective in educating the people about suffrage issues and promoting reforms. They used convincing language and were extensively disseminated to further their cause (Perry, 2016).

Petitions were frequently used to show that the public supported increased voting rights. To demonstrate the might of their movement, activists gathered signatures and planned rallies and public protests (Rosenberg, 2008).

Political clubs and societies were established in order to organize campaigns, communicate ideas, and organize events to promote increased suffrage. To interact with the public, they frequently hosted meetings and activities (Rosenberg, 2008).

Street canvassing was done by campaigners, who went door to door to inform and persuade people of the value of increased voting rights. To gain the support of the public, they answered inquiries and supplied information (Perry, 2016).

Speaking at public events, orators urged listeners to support the cause of suffrage extension. These speeches attempted to inspire the audience by being passionate and compelling (Rosenberg, 2008).

Campaigners used poetry and songs to spread their message and give the movement a sense of cohesion and direction. These cultural references worked well for mobilizing support (Perry, 2016).

Strategic Alliances and Coalitions: To magnify their message and broaden their influence, campaigners frequently created alliances and coalitions with like-minded organizations and people (Rosenberg, 2008).

During the 19th century, suffrage extension campaigns used a comprehensive strategy that included public involvement, grassroots organizing, the employment of printed materials, and strategic alliances to spark a significant social movement.

Political campaigning underwent a profound upheaval in the 20th century, partly as a result of social and technological advances. In order to reach a larger audience, campaigns got increasingly complex, relying on mass media, data analytics, and tailored messaging. Modern marketing strategies were used by political parties and candidates to appeal to and influence voters.

Political campaigns in the early to mid-20th century mostly focused on conventional techniques including gatherings, speeches, printed materials, and newspapers to reach the public.

After the Kennedy and Nixon presidential debates in the 1960 U.S. election, television became the predominant medium for political campaigns. Voter sway started coming through candidate appearances and TV commercials (Jamieson, 1992).

The development of the internet and digital communication occurred in the late 20th and early 21st centuries. In order to reach voters, political campaigns have begun using email, websites, social media, and online funding (Kaid & Holtz-Bacha, 2008).

Political campaigns become more and more dependent on the media, using newspapers, radio, television, and subsequently the internet to reach a wide audience.Campaigns heavily rely on political advertising, producing print ads, radio and TV commercials, and, more recently, digital ads to influence voters and spread their message.

The ability to target certain demographics, customize communications, and maximize resource allocation was made possible by advances in data analytics. Strategic decision-making frequently made use of voter data (Kreiss, 2016).

Campaigns increasingly focused on grassroots mobilization, encouraging volunteers and supporters to engage in phone banking, door knocking, and organizing local events to galvanize support (Issenberg, 2012).

The 20th century saw a significant shift in campaign strategies, transitioning from traditional methods to modern, tech-savvy approaches. The integration of technology and data analytics, combined with the rise of the internet and social media, revolutionized the way campaigns engage with and mobilize the electorate.

### 2.2.7 The 21st century the digital age

The democratic system has been greatly impacted by the digital age, which is characterized by broad access to digital technologies, by changing how people interact with politics and how political processes are carried out.

By giving people outlets to voice their thoughts, participate in discussions, and take part in civic activities, the digital age has democratized political participation. Blogs, social media, and online discussion forums enable greater political discourse participation.

Instant communication between citizens and their representatives is made possible by digital technologies. Constituents can express their concerns in-person and have an impact on decision-making and policy creation through emails, social media posts, and online petitions.

Governments now offer citizens internet services through e-governance projects. This digital strategy improves public services, information accessibility, and involvement in decision-making processes (Norris, 2001).

The internet era has led to changes in political campaigns. In order to target audiences and create messages that are relevant to them, campaigns leverage social media, targeted web advertising, and data analytics (Gibson & Rommele, 2001).

The transparency of government acts is improved via digital platforms. The public expects governments to publish information online, increasing transparency, fostering accountability, and thwarting corruption (Bertot et al., 2010).

The propagation of misinformation and filter bubbles are two problems brought on by the digital era. Social media echo chambers have the ability to deepen polarization and undermine the democratic deliberative process by reinforcing people's preexisting ideas (Tufekci, 2017).

## 2.3 Conclusion

From the literature review, the following has been observed, as democracy continues to evolve, inclusivity and population of those who possess the suffrage right also increases. The morphing of democracy also has led to the evolving of the campaigning methods, from almost no campaigning in the Athenian period to mere public oratory in the Romanian empire to tech based campaigning through online campaigns and advertising targeting people’s interests, thought patterns and needs.

Though the democracy and electioneering are still evolving, more problems such as cost and time consumption and the need of more human resources arise. Before the electoral method of choosing leaders was implemented, there was no need of campaigning as leaders didn’t need the normal person’s decisiveness in getting them to their seats. Most of the leaders acquired their power and authority as a birth right or born into power hence power was inherited and conquest which involved gaining power by ruling over a people by imposing leadership with force. The need to mobilize more people in order to get the attention of others and getting to keep and maintain the process brought lots of expenditure.

These same gaps continue to be incurred in all electoral process including school institutions as school elections tend to mimic the current electoral method of a particular country.

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