

increases exponentially parallel to the growth in followers. Therefore, more effort is needed in order to address this element, which thusly translates into resources that local parties lack of.

Finally, there's no clear indication that a particular profile is "more successful" than others. This is because the 2016 election showed that the winning parties fell, evenly distributed, under the three categories. Albeit, it could be argued that self-promotional parties present fewer chances to win. Conclusively, the data and information here could be an indication of a new political configuration taking place (where there's a political landscape to be aware of and conscious about, defined by the sum of more parties, more voters and Internet political usage). Although, it must be noted that there are still many practices and citizen behaviours that are deeply rooted in traditional media and traditional parties, making it only rougher for local-level, small political parties to successfully run a proper campaign. Nonetheless, as a civic institution, it's their responsibility to push society towards a shift of its mind-set, and really take advantage of ICTs for this matter.

7. References

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