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Agenda setting at the municipal level: A comparison of strategies in two campaigns to increase wage standards in a mid-size Canadian city

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UWill Discover Abstract:

Agenda setting at the municipal level: A comparison of strategies in two campaigns to increase wage standards in a mid-size Canadian city

Type of Proposal: Poster Presentation

Faculty: Faculty of Arts, Humanities and Social Science

Presenter (Principal Investigator): Linda K. Coltman, from the Political Science Department at the University of Windsor is conducting this research as part of an undergraduate Outstanding Scholars research project

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Abstract

Research in agenda setting theory rarely focusses on local level investigations but this project does. It examines two locally-based parallel public campaigns focused on raising wage standards.

The purpose of this research is to determine the effectiveness of the strategies employed in the “Windsor-Essex Living Wage” campaign and the “Windsor-Essex Fight for \$15 and Fairness” campaign to assess whether the campaigns have been successful in bringing the issue of increasing wage standards onto the municipal policy agenda and if so, why.

The research methodology employed in this investigation involves a combination of cataloguing public data found from traditional and new media sources, such as local newspapers, social media feeds and blog postings, as well as conducting interviews with politicians, political staff, other policy elites and individuals who are knowledgeable about one or both campaigns.

Examination of this data compares the organizational structures and distinctions between the two campaigns.

Campaign effectiveness will be measured through an analysis of the level of public, political and media/social media penetration each group achieves as well as how effective they are in accomplishing their campaign goals.

This research aims to provide a better understanding of how social movements can be more effectively organized and what strategies are successful in raising issue salience at the municipal level.