

## Technology in Politics

I know that there are a number of new Republican Women Club President's across Texas so I wanted to give a quick summary of what this monthly article covers. As we all know, technology - specifically the internet - helped President-Elect Barack Obama win the presidency in November because he reached out to the younger generation. Why is this important? Here are a few statistics that you might find interesting:

- ❖ On average, each individual in the world spends about 30 hours on the internet a year.
- ❖ 73% of the online population streams a video, viewing an average of 83 videos per viewer per month.
- ❖ 67% of the online population visits a social networking site such as Facebook, spending 4 hours per month per visitor.
- ❖ The third most used medium to communicate is the internet only behind watching TV and the radio.
- ❖ There are 91 million in Generation Y.

The Republican Party needs to use technology to help bring in the younger generation to the GOP. If we do not, the party will slowly fall away.

Recently, TFRW put all of the monthly newsletters on the website and can easily be accessed at:

[http://tfrw.org/newsletters/presidents\\_newsletter\\_archive.html](http://tfrw.org/newsletters/presidents_newsletter_archive.html). Here is a list of all the previous technology articles with month and topic as a quick resource:

June 2008	Facebook
July 2008	Blogging 101
August 2008	How to Start Your Own Blog
September 2008	Text Messaging
October 2008	Facebook for a Group
November 2008	Why is technology so important for the Republican Party?
December 2008	Twitter

**Happy Reading!!!**