

# Vienna Taiwan Lecture Series

The Department of East Asian Studies/Sinology and the Vienna Center for Taiwan Studies are pleased to announce a lecture by

TSC  
台灣研究中心

DA-CHI LIAO  
National Sun Yat-Sen University

## How Connective Populism Was Made Online A Case Study of the Han Tide in 2018

### ABSTRACT

Populism is seeing a global resurgence. Much of the difference of modern populism is due to social media which allows for direct connection with followers. This paper proposes that there is a new, connective, style of populism. The campaign of Kaohsiung City's newly elected Mayor, Han Guo-yu, is taken as a case study. Han not only won in a landslide, but also had coat-tails for party candidates even in other cities where he was not on the ballot. Some journalists have termed this island-wide wave as "Han Tide". Han's campaign activities mainly started online. His success online is as much due to his message as to his tech-savvy campaign. This paper studies the Han Tide from the perspective of connective populism and employs information technology not only to uncover his technical strategies online, but also to decode the messages hidden in his posts, Facebook posts in particular.



DA-CHI LIAO Ph.D University of Michigan in Political Science, is Senior Professor at the Graduate Institute of Political Science at the National Sun Yat-Sen University (NSYSU). She has long been focusing on legislative studies, constitutional design, identity problems, information technology and politics, election and politics. She served as the president of the Taiwanese Political Science Association and also established an iConcern website (<https://nsysu.iconcern.tw>) as a platform for university students to discuss and to form problem-solving consensus.



Date: Friday 5<sup>th</sup> April, 2019

Time: 14:00 - 15:30

Location: SIN 1, entrance 2.3, Altes AKH, Campus, Spitalgasse 2  
<http://bit.ly/aakhcampus>

Introduction and Moderation led by tbc, University of Vienna  
The lecture is open to the public without charge or prior registration

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