

# HEaLL Lunch Seminar

SCHOOL OF EDUCATION:

**Department of Higher Education & Lifelong Learning**

*Apolitical vs Political Consumerism: Associating citizens' political identities during the 2023 Okaku regional council and as Keetmanshoop Rural Constituency by-election Social media campaigns.*

**Date:** Wednesday, 14 June 2023 **Time:** 12h30 - 14h00

**Physical Venue:** ILRC: Auditorium

**Zoom Link:** <https://zoom.us/j/97659160606?pwd=RnJEYWlxRFIBalVPWmVnNURoR3g5UT09>

**Meeting ID:** 976 5916 0606 | **Passcode:** EDU034



**Dr Sadrag P. Shihomeka**

## ABOUT THE SEMINAR:

Political digitalisation may empower political parties and voters to mobilise, campaign and convince their electorates to cast their votes in large numbers during any elections time. Lately, social media and other online platforms became heaven for political consumerism, identity conceiver and mobilisation efforts around the globe, particularly in Namibia. However, equating the voter turn-out with crowded campaigns/gatherings during the run-ups of the recently held Okaku regional council and Keetmanshoop Constituency by-election results shows a regressive political winning tendency for some parties and associations. The purpose for this seminar is to present an analysis of how online politics, apolitical and political consumerism influence the voting behaviours of the electorates in the local authorities' campaigns and elections in Namibia.

## ABOUT THE PRESENTER

Dr Sadrag Panduleni Shihomeka is a media and communication professional, specialised in

social media and youth political participation. As a researcher, he presented, and published in digital human rights, gender studies, as well as conferences, projects and seminars associated to e-Mourning and Post-death Digital Presence, online violence, e-ethics and marginalisation of women online areas. He holds a PhD in Media and Communication from Erasmus University Rotterdam, The Netherlands, MBA, and a B. Ed (Secondary). Currently he is the Head of Department for Higher Education and Lifelong Learning and a Senior Lecturer for Educational Media and Technologies at the University of Namibia. As an ICT4D researcher, Dr Shihomeka, collaborated with several NGOs, Universities, and Institutions to promote digital literacy, digital romance, e-democracy, e-addiction, e-deception and cyberbullying to empower citizens with digital skills.

## For more information Contact:

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