

1: Communication in U.S. Elections: New Agendas - Google Books

Communication in U.S. Elections presents work from some of the best young scholars in two disciplines—communication and political science—on how modern election campaigns are affected by such forces. The authors look at how voters acquire political information, how issues are "framed" for them by the mass media, how attitudes about.

Early history[edit] Democrat Howard Dean is credited with being the first politician to use the Internet for political purposes. Dean is credited with organizing the first campaign website, acting as a virtual headquarters for fundraising and volunteer recruitment. Dean also encouraged use of the website Meetup for his upstart presidential campaign in , making it easy for people "with a common interest to find each other and arrange to meet, face to face". The engagement in face-to-face local groups "dramatically affected how involved volunteers got with the campaign. The more Meetups people attended, the higher their average donation to the campaign". His success in the primary generated positive coverage by the news media. This early victory was important to the momentum of the campaign. Facebook was launched the same year. The Facebook Platform relies on group formation and constant communication, both of which are goals for any political campaign. While working at Facebook, Hughes designed a Facebook profile for the then presidential candidate. Some of the candidates used social media sites to announce their candidacy. Barack Obama emailed a video to 13 million when he announced his intention to run for re-election and Mitt Romney sent out a tweet. On Facebook Obama had over 29 million likes on his page and Romney had 7. On Instagram Obama had 1. President Obama had higher followers on all of his other social media accounts including Spotify Pinterest and YouTube , [18] though research suggests merely following Obama or Romney on social media sites such as Facebook may have had little influence on voter behaviors. Social media in the U. Presidential campaign Limitations and constraints[edit] Social media has been used in political campaigns ranging from small local elections to larger-scale presidential elections. According to Wael Ghonim , social media can reinforce pre-existing beliefs rather than promote new ones. Social media, while a great source of gathering volunteers and money, serves the main purpose of affirming political beliefs and strengthening a political base. Users with the most influence over social media fall into three different categories: These three types of users are the ones who others tend to follow and listen to through social media. Therefore, for political campaigns to truly reach as many people as possible, political groups first need to get those three users talking about their campaigns on social media. Political scandals are events that capture a lot of attention and eventually disappear over and are the source of intense public communication. The media has subsequently played an important role in both the breaking of these stories and the coverage they receive. In recent decades there have been an increased number of scandals relating to the Internet and social media. Weiner, a Democrat from New York, sent a link of a suggestive photograph to a woman on his public Twitter account. The tweet and picture were then sent to Andrew Breitbart , a conservative blogger, who posted them to his website before Weiner had a chance to take the tweet down. The scandal, nicknamed Weingate , is widely considered to be the first political sex scandal to come about as a result of social media. Joe Miller a Senate candidate from Alaska tweeted about decorating his office prior to any announcement that he had won the race. Miller deleted the tweets, but not before a blogger was able to screen shot them. Miller eventually lost the election. Whitman lost the election to Jerry Brown. Politicians are increasingly more vulnerable online as the separation between public and private life has quickly diminished in the increasingly more connected world. President Donald Trump ,.

2: Social media and political communication in the United States - Wikipedia

Communication in U.S. Elections: New Agendas / Edition 1 Over the past thirty-five years, the rapid development of communication technology, the decline of political parties, a growing culture of cynicism, and the rise of the Internet have all affected U.S. political campaigns.

Apart from the four research methods, there are further, infrequently used methods in election campaign communication research, such as linguistic analysis, which focuses the wording, meaning and context of chosen words within, e. Election campaign communication can be examined using one single research method or a multitude of methods. In contrast, an etic approach uses one universal instrument in all considered countries. Within a content analysis the existence of journalistic interventionism can be detected. Problems and challenges of content analysis Manual coding in content analysis, conducted by human coders, is connected to high costs. High costs of manual coding arise partly due to the fact that coders must be trained to assure inter-coder reliability. Another challenge with regard to content analysis refers to the possible existence of multiple meanings of a message, i. Due to their changeability, the usage of online databases on election campaign communication e. American National Election Study as data source for content analysis can lead to further methodological problems concerning the traceability and the ability to replicate the study. Survey as research method Survey research includes small-scale surveys, i. To gain in-depth knowledge of campaign practices, interviews can e. The single interviews, consisting of 27 questions, were conducted face-to-face or via mail. The sampling reprised from membership lists of professional organizations, but also from using the snowball approach. A further in-depth survey was conducted by Plasser and Plasser with 24 American consultants about their experiences with regard to cultural barriers and challenges in international cooperations. Problems and Challenges in Survey research Survey research always has to make sure to define an adequate sample of interview partners. Finding such an adequate sample may bear some challenges, especially in comparative election campaign communication research. If scholars are not familiar with the local election network in a country they can deal with the complex task of finding e. Disadvantageous, if a sample is not carefully selected, results may be biased. Internet survey research, in particular, is problematic with regard to selecting a representative sample. If a study does not document its exact research design and instruments, the results are not transparent, which can lead to misunderstandings and misinterpretations. Therefore, the procedural method should explicitly be stated in a study. Further challenges when using survey research refer to the statistical assessment and interpretation of answers to open-ended questions as well as the translation and phrasing of questionnaires. Experimental analysis as research method Experiments, conducted in laboratory settings, allow the testing of effects resulting from mere exposure to controlled stimuli. This research method is primarily used in psychological approaches to election campaign communication research. By exposing subjects to particular election spots and varying specific details in the ad, the variables causing an effect can be revealed. As pretest, the participants of the study had to write a letter about the U. Afterwards the participants were confronted with print and broadcast news stories about the Philadelphia mayoral election campaign, which were created using a strategy or an issue frame and simulating the actual coverage. Mostly, college students function as participants in laboratory research, which may distort the results and limit their ability to be generalized. Network analysis as research method Within network analysis the focus lies on the interactive aspects of communication, revealing, e. A network analysis of weblogs connected to campaigning in the German federal election was, e. Consideration of country-specific contexts Since campaign operations are influenced by context variables, it is necessary to know those system-inherent variables when conducting election campaign communication research. The context variables should especially be taken into account when choosing a most different systems-design, since they can be the possible causes of country-specific differences. The cross-national research is conducted by a team from one country or one cultural background and thus avoiding complexity and theoretical alternatives. Linguistic Challenges Spatial comparative research on election campaigning does not only face linguistic challenges within an international research team but also with regard to analyzing news reports and campaign advertising from different countries or phrasing and

translating questionnaires. To deal with linguistic diversity, a translation-oriented approach can be chosen. This translation procedure can be repeated until both questionnaire versions are equivalent. Compilation Approach Comparisons of election campaign communication can either be conducted by one team looking at different countries leading to theoretical diversity or by scholars compiling case studies and drawing conclusions from them. Drawing conclusions from a compilation of case studies can lead to methodological problems. The methodological problem refers to the lack of a unified data set, i. To deal with methodological problems rising from a compilation approach, several aspects have to be considered: Swanson and Mancini published such a compilation in to compare election campaign styles of eleven countries. To conduct comparative research the regarded objects, e. Functional equivalence of the research objects should be tested on different levels of analysis, i. To avoid item bias questionnaires need to be pretested, e. Construct equivalence does exist, if the object of investigation is equivalently embedded into the higher system level in all countries. One aspect of instrument equivalence, e. Cultural bias results if country-specific variables are not considered in the analysis.

3: Communication in U.S. Elections | New Books Zone

This volume presents work from young scholars in two disciplines - communication and political science - on how modern election campaigns are affected by such forces as communication technology, the.

4: Campaign communications in U.S. congressional elections – Northwestern Scholars

Research objective. The overall purpose of conducting election campaign communication research is to reveal how election campaigns are organized with regard to communicational aspects as well as to show how and with what effect election campaigns are covered by media reports.

5: Sell, Buy or Rent Communication in U.S. Elections: New Agendas online

Communication in U.S. Elections presents work from some of the best young scholars in two disciplines-communication and political science-on how modern election campaigns are affected by such forces.

6: Research strategies of election campaign communication research - Wikipedia

[PDF]Free Communication In U S Elections download Book Communication In U S www.enganchecubano.com International Journal of Communication Wed, 24 Oct GMT.

7: Communication in U.S. Elections : Daron R. Shaw :

*Communication in the U.S. Election: Digital Natives Elect a President (Frontiers in Political Communication) [Mitchell S. McKinney, Mary C. Banwart] on www.enganchecubano.com *FREE* shipping on qualifying offers.*

8: Communication in U.s. Elections : Roderick P. Hart :

The active participation of social media users has been an increasingly important element in political communication, especially during political elections in the s. [2] Social media are changing the nature of political communication because they are tools that can be used to inform and mobilize users in new ways.

Practical steam and hot water heating and ventilation Sayings and doings. The Blessed Marriage (Vision Forum Family Renewal Tape Library) A walk in the forest Amazing Blonde Woman Hook theory book Promises to make a gift The Penn State University Libraries administration leadership development program : a proposal Matthew J. Chang font size Come, O come, my lifes delight Thomas Campion, Horatio Parker Four paws, five directions Marketing management book Works of John Webster Locke Key Volume 2 Enzyme Engineering Volume 6 (Enzyme Engineering) Of the present ability of America, with some miscellaneous reflections. Were just good friends Dosage Calculations and Nurses Drug Handbook Package The Classic Guitar Collection Vol. 3 Pioneer life at Rocky Mount Kaplan sat 2400 Commonwealth Development Corporation, consolidation of the enactments relating to the Commonwealth Develop Manu Parekhs Banaras (Contemporary Indian Artists) Sister of the birds, and other gypsy tales Digital photography basics Best Practices in Infection Control Effect of oxygen in coal Tascam us-122 mkii manual Youre invited to Mary-Kate Ashleys birthday party Counting Down with Polar Animals Learn ubuntu 15.04 The poor, the hospitals, the prisons 110 Characteristics of successful drug prevention programs in higher education Beverly Mill-Novoa The Field Guide (Spiderwick Chronicles (Audio)) Michelin Vosges, France Map No. 4088 Mathematical economics and econometrics Andersen windows 400 series double hung Itty bitty bytes of space for the Commodore 64 computer Reel 1199. Halifax, Harnett (part: EDs 34-42, ED 43, sheets 1-12 Counties Sowing and Reaping (1955-1970)