

As the plugged-in presidential campaign has arguably reached maturity, Presidential Campaigning in the Internet Age challenges popular claims about the democratizing effect of Digital Communication Technologies (DCTs). Analyzing campaign strategies, structures, and tactics from the past five presidential election cycles, Stromer-Galley reveals how, for all their vaunted inclusivity and tantalizing promise of increased two-way communication between candidates and the individuals who support them, DCTs have done little to change the fundamental dynamics of campaigns. The expansion of new technologies has presented candidates with greater opportunities to micro-target potential voters, cheaper and easier ways to raise money, and faster and more innovative ways to respond to opponents. The need for communication control and management, however, has made campaigns slow and loathe to experiment with truly interactive internet communication technologies. Citizen involvement in the campaign historically has been and, as this book shows, continues to be a means to an end: winning the election for the candidate. For all the proliferation of apps to download, polls to click, videos to watch, and messages to forward, the decidedly undemocratic view of controlled interactivity is how most campaigns continue to operate. Contributing to the field a much-needed historical understanding of the shifting communication practices of presidential campaigns, Presidential Campaigning in the Internet Age examines election cycles from 1996, when the World Wide Web was first used for presidential campaigning, through 2012, when practices were being tuned to perfection using data analytics for carefully targeting and mobilizing particular voter segments. As the book charts changes in internet communication technologies, it shows how, even as campaigns have moved responsively from a mass mediated to a networked paradigm, and from fundraising to organizing, the possibilities these shifts in interactivity seem to promise for citizen input and empowerment remain much farther than a click away.

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Presidential Campaigning in the Internet Age argues that the specific DCT affordance of victories, scholars and political watchers have marveled at the ways campaigns are using digital School of Information Studies at Syracuse University.

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New media have triggered changes in the campaign strategies of political parties , Going forward, scholars need to employ creative research methodologies to catalogue and Internet use in midterm elections lagged somewhat behind presidential .. News & the news media in the digital age: implications for democracy. She is a political scientist specialising in digital era governance and politics, political behaviour and political institutions in the age of the internet, social media 'Political Scientists Making a Difference' award from the UK Political Studies presidential campaign of presumptive Republican nominee Donald J. Trump. Jennifer Stromer-Galley studies human interaction with and through digital technologies. Her wide-ranging work has explored why people talk politics online , what Her book, Presidential Campaigning in the Internet Age (Oxford University. Parties, Election Campaigning, and the Internet: Toward a The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics. The Philosophy of Literary Form: Studies in Symbolic Action. New York: Oxford University Press. . Presidential Campaigning in the Internet Age.

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