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Nota di contenuto	Introduction - David Taras -- Chapter 1: Owning Identity: Struggles to Align Voters during the 2020 U.S. Presidential Election Daniel Kreiss, University of North Carolina; Shannon McGregor, University of Utah; and Regina Lawrence, University of Oregon -- Chapter 2: Trending Politics: How the Internet has Changed Political News Coverage Kevin Wagner, Florida Atlantic University, and Jason Gainous, University of Louisville -- Chapter 3: Feminism, Social Media and Political Campaigns: Justin Trudeau and Sadiq Khan Kaitlyn Mendes, University of Leicester and Dretman Dikwal-Bot, De Montfort University -- Chapter 4: A Women's Place is in the (U.S.) House: An analysis of issues women candidates discussed on Twitter in 2016 and 2018 Congressional elections Heather K. Evans, University of Virginia's College at Wise -- Chapter 5: Two Different Worlds; The gap between the interests of voters and the media in Canada in the 2019 Federal Election Chris Waddell, Carleton University -- Chapter 6: The Agenda building power of Facebook and Twitter: The Case of the 2018 Italian General Election Sara Bentivegna, University of Rome, Rita Marchetti and Anna Stanziano, University of Perugia -- Chapter 7: "Many thanks for your support": Email Populism and the People's Party of Canada Brian Budd and Tamara Small, University of Guelph -- Chapter 8: Benjamin Netanyahu and online campaigning in Israel's 2019 and 2020

elections Michael Keren, University of Calgary -- Chapter 9: Stabbed democracy: How social media and home views made a populist president in Brazil Francisco Brandao, University of Brasilia -- Chapter 10: Memes; a New emerging logic: Evidence from the 2019 British General Election Rosalynd Southern, The University of Liverpool -- Chapter 11: Populists and social media campaigning in Ukraine: The Election of Volodymyr Zelensky Larisa Doroshenko, Northeastern University -- Chapter 12: The changing face of political campaigning in Kenya Martin Ndlela, Inland Norway University of Applied Sciences -- Chapter 13: Social media as strategic campaign tool: Austrian political parties use of social media over time Uta Russman, FH Wien University of Applied Sciences -- Chapter 14: "Many thanks for your support": Email Populism and the People's Party of Canada Chris Wells, Blake Wertz, Li Zhang, and Rebecca Auger, Boston University Conclusion - Richard Davis.

Sommario/riassunto

Today, political leaders and candidates for office must campaign in a multi-media world not only through the traditional media forums - newspapers, radio, and television - but also through new digital media, particularly social media. Electoral Campaigns, Media, and the New World of Digital Politics chronicles how Twitter, Facebook, Reddit, email, and memes are used successfully and unsuccessfully to influence elections. Each of these platforms have different affordances and reach different audiences in different ways and campaigns often have to wage different campaigns on each of these mediums. In some instances, they are crucial in altering coverage in the mainstream media. In others, digital media remains under-utilized and undeveloped. As has always been the case in politics, outcomes that depend on economic and social conditions often dictate people's readiness for certain messages. However, the method and content of those messages has changed with great consequences for the health and future of democracy. This book answers several questions: How do candidates/parties reach audiences that are preoccupied, inattentive, amorphous and bombarded with so many other messages? How do they cope with the speed of media reporting in a continuous news cycle that demands instantaneous responses? How has media fragmentation altered the campaign styles and content of campaign communication, and general campaign discourse? Finally and most critically, what does this mean for how democracies function?.
