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II. Campaigns and Elections in the New Media Environment: ; 4. YouTube and TV advertising campaigns: Obama versus McCain in 2008 / Anne Crigler, Marion Just, Lauren Hume, Jesse Mills, and Parker Hevron; ; 5. The rise of web campaigning in Finland / Tom Carlson and Kim Strandberg; ; 6. E-campaigns in Old Europe: observations from Germany, Austria, and Switzerland / Urs Gasser and Jan Gerlach -- ; Section III. Civic Mobilization and Governance in the New Information Age: ; 7. Preaching to the choir or converting the flock: presidential communication strategies in the age of three medias / Matthew A. Baum; ; 8. Twitter and Facebook: new ways for members of Congress to send the same old messages? / Jennifer L. Lawless; ; 9. The dog that didn't bark: Obama, Netroots Progressives, and healthcare reform / Matthew R. Kerbel; ; 10. New media and political change: lessons from internet users in Jordan, Egypt, and Kuwait / Deborah L. Wheeler and Lauren Mintz.

Sommario/riassunto

Politicians rely on Twitter, Facebook and YouTube to exercise political power. Citizens around the world also use these tools to vent political frustrations, join political groups and organize revolutions. Political activists blog to promote candidates, solicit and coordinate financial contributions and provide opportunities for volunteers. iPolitics describes the ways in which new media innovations change how politicians and citizens engage the political arena. Among other things, contributors to this volume analyze whether the public's political knowledge has increased or decreased in the new media era, the role television still plays in the information universe, the effect bloggers have had on the debate and outcome of healthcare reform, and the manner in which political leaders should navigate the new media environment. While the majority of contributors examine new media and politics in the United States, the volume also provides a unique comparative perspective on this relationship using cases from abroad.
