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Nota di contenuto	Consistent and cautious : online congressional campaigning in the context of the 2016 presidential election / James N. Druckman, Martin J. Kier, and Michael Parkin -- Campaigning in 140 characters : a content analysis of Twitter use by 2016 U.S. congressional candidates /

Casey Frechette and Monica Ancu -- I beg to differ : understanding political disagreement presented by candidates in gubernatorial primaries / Anne-Bennett Smithson and Emily K. Vraga -- The Twitter election : analyzing candidate use of social media in the 2016 presidential campaign / Steven Navarra and Mandi Bates Bailey -- Gender and presidential elections : how the 2016 candidates played the "woman card" on Twitter / Heather K. Evans, Kayla J. Brown and Tiffany Wimberly -- Digital ad expenditures by outside groups in the 2016 presidential election / Christine B. Williams and Girish J. "Jeff" Gulati -- Tipping the balance of power in elections? : voters' engagement in the digital campaign / Diana Owen -- Campaign messaging during the 2016 U.S. presidential election : Twitter compares to traditional media / David S. Morris -- "Going public" in the age of Twitter and mistrust the media : Donald Trump's 2016 presidential campaign / Peter L. Francia -- Late night talk moves online : political humor, YouTube, and the 2016 presidential election / Jody C. Baumgartner -- Issue emphasis and agenda building on Twitter during the 2016 presidential primary season / Berthany A. Conway-Silva, Christine R. Filer, Kate Kenski and Eric Tetsi -- Picture perfect? : the role of Instagram in issue agenda setting during the 2016 presidential primary campaign / Terri L. Towner and Caroline Lego Munoz -- Getting the picture : issues and the 2016 presidential campaign on Instagram / Mark D. Ludwig.

Sommario/riassunto

Although many developments surrounding the Internet campaign are now considered to be standard fare, there were a number of new developments in 2016. Drawing on original research conducted by leading experts, *The Internet and the 2016 Presidential Campaign* attempts to cover these developments in a comprehensive fashion. How are campaigns making use of the Internet to organize and mobilize their ground game? To communicate their message? The book also examines how citizens made use of online sources to become informed, follow campaigns, and participate. Contributions also explore how the Internet affected developments in media reporting, both traditional and non-traditional, about the campaign. What other messages were available online, and what effects did these messages have had on citizen's attitudes and vote choice? The book examines these questions in an attempt to summarize the 2016 online campaign.
