

****New Title****

New Media Campaigns and the Managed Citizen

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Contents

Introduction: the hypermedia campaign; 1. Political communication and information technology; 2. Producing the hypermedia campaign; 3. Learning politics from the hypermedia campaign; 4. Organizational communication in the hypermedia campaign; 5. Managed citizenship and information technology; Appendix: Method notes on studying information technology and political communication.

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The political campaign is one of the most important organizations in a democracy, and whether issue or candidate specific, it is one of the least understood organizations in contemporary political life. This book is a critical assessment of the role that information technologies have come to play in contemporary campaigns. With evidence from ethnographic immersion, survey data, and social network analysis, Howard examines the evolving act of political campaigning and the changing organization of political campaigns over the last five election cycles, from 1996 to 2004. Over this time, both grassroots and elite political campaigns have gone online, built multimedia strategies, and constructed complex relational databases. The contemporary political campaign adopts digital technologies that improve reach and fundraising, and at the same time adapts their organizational behavior. The new system of producing political culture has immense implications for the meaning of citizenship and the basis of representation.

- Investigates the impact of new media on political knowledge and democratic engagement
- Gives an insider's view of how information technology is used in political campaigns
- Examines how politicians and lobbyists use the Internet to manipulate people

"Howard's book is a masterful thick description of the inevitable confluence of two powerful institutions in American politics -- the networked computer and the political campaign establishment. He tracks the growth of hypermedia, implanted campaigns, political redlining and explains the meaning of your political 'data shadow.' He follows the struggles of the community of young high-tech consultants as they try to balance the need to make a living, to win elections, and also follow their shared ideals about empowering a better informed electorate. It is an important story. He is a great story teller. And he has an amazingly keen eye for enriching our theoretical understanding of the evolving digital public sphere." --W. Russell Neuman, University of Michigan