

RASMUS KLEIS NIELSEN

GROUND



WARS



PERSONALIZED
COMMUNICATION IN
POLITICAL CAMPAIGNS

Ground Wars Personalized Communication In Political Campaigns

**Elizabeth Suhay, Bernard
Grofman, Alexander H. Trechsel**



Ground Wars Personalized Communication In Political Campaigns:

Ground Wars Rasmus Kleis Nielsen, 2012-02-05 Political campaigns today are won or lost in the so called ground war the strategic deployment of teams of staffers volunteers and paid part timers who work the phones and canvass block by block house by house voter by voter *Ground Wars* provides an in depth ethnographic portrait of two such campaigns New Jersey Democrat Linda Stender s and that of Democratic Congressman Jim Himes of Connecticut who both ran for Congress in 2008 Rasmus Kleis Nielsen examines how American political operatives use personalized political communication to engage with the electorate and weighs the implications of ground war tactics for how we understand political campaigns and what it means to participate in them He shows how ground wars are waged using resources well beyond those of a given candidate and their staff These include allied interest groups and civic associations party provided technical infrastructures that utilize large databases with detailed individual level information for targeting voters and armies of dedicated volunteers and paid part timers Nielsen challenges the notion that political communication in America must be tightly scripted controlled and conducted by a select coterie of professionals Yet he also quashes the romantic idea that canvassing is a purer form of grassroots politics In today s political ground wars Nielsen demonstrates even the most ordinary seeming volunteer knocking at your door is backed up by high tech targeting technologies and party expertise *Ground Wars* reveals how personalized political communication is profoundly influencing electoral outcomes and transforming American democracy [Political Rhetoric, Social Media, and American Presidential Campaigns](#) Janet Johnson, 2020-12-10 *Political Rhetoric Social Media and American Presidential Campaigns* explores how social media influenced presidential campaign rhetoric The author discusses media use in American presidential campaigns as well as social media campaigns for Barack Obama Mitt Romney Hillary Clinton and Donald Trump This book addresses how presidential candidates adapted their rhetorical performances for newspapers radios television and the Internet Scholars of rhetoric and political communication will find this book particularly useful

The Routledge Handbook of Political Campaigning Darren Lilleker, Daniel Jackson, Bente Kalsnes, Claudia Mellado, Filippo Trevisan, Anastasia Veneti, 2024-11-05 *The Routledge Handbook of Political Campaigning* provides an essential global and timely overview of current realities as well as anticipating the trajectory and evolution of campaigning in the coming years Offering a comprehensive analysis the handbook is structured into seven thematic sections including the campaign environment rhetoric and persuasion campaign strategies campaign tactics and platform affordances news and journalism citizens and voters and civil society The chapters within each section reflect on the latest societal technological and cultural developments and their impact on campaigning on democratic culture within societies and on the roles that campaigns might play in both facilitating and impeding political engagement Key trends and innovations are examined alongside case studies and examples from a range of nations and political contexts Issues around trust and representation are further reflected in a focus on the wider campaigning environment and the rise in importance of grassroots and pressure

groups social movements and movements that coalesce within digital environments The Routledge Handbook of Political Campaigning is an essential resource for scholars students and practitioners in political communication media and communication elections and voting behavior digital media journalism social movements strategic communication social media and more broadly to democracy sociology and public policy *Social Media and Election Campaigns* Gunn Enli,Hallvard Moe,2017-10-02 This book aims to further the research in the fields of social media and political communication by moving beyond the hype and avoiding the most eye catching and spectacular cases It looks at stable democracies without current political turmoil small countries as well as large continents and minor political parties as well as major ones Investigating emerging practices in the United States Europe and Australia both on national and local levels enables us to grasp contemporary tendencies across different regions and countries The book provides empirical insights into the diverse uses of different social media for political communication in different societies Contributors look at the ways in which novel arenas connect with other channels for political communication and how politicians as well as citizens in general use social media services Presenting state of the art methodological approaches drawing on a combination of qualitative and quantitative analyses the book brings together an interdisciplinary group of researchers in order to address emerging practices of the mediation of politics campaign communication and issues of citizenship and democracy as expressed on social media platforms This book was originally published as a special issue of Information Communication Society

Political Parties and Campaigning in Australia Glenn Kefford,2021-02-15 Big data and microtargeting steal the headlines about campaigning But how important are they really to the way that political parties campaign This book provides a fine grained account of the campaign practices of three Australian political parties It explores how prevalent data driven campaigning is introduces an original theoretical framework to understand these practices and demonstrates that there is a disconnect between what Australian voters think about these issues and the way that parties campaign in the 21st century Drawing on 161 interviews participant observation and original survey data it shows that the reality of contemporary campaigning is often different to what we are led to believe **The Oxford Handbook of American Election Law** Eugene D Mazo,2024-11 Election law plays a critical role in regulating the political arena at a time when Americans are witnessing unprecedented levels of polarization The Oxford Handbook of American Election Law provides a comprehensive overview of the field a survey of core themes and summaries of the most pressing debates Bringing together 47 leading scholars of election law the Handbook offers readers a clearly written guide to aid navigation through this complex area tackling controversial issues and situating them within the field s ongoing scholarly dialogue Unparalleled in the breadth and depth of its coverage The Oxford Handbook of American Election Law is an invaluable resource for scholars students policymakers and practitioners

Presidential Campaigning in the Internet Age Jennifer Stromer-Galley,2019-07-29 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 six 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 In the fully revised second edition *Presidential Campaigning in the Internet Age* examines election cycles from 1996 when the World Wide Web was first used for presidential campaigning through 2016 when campaigns had the full power of advertising on social media sites As the book charts changes in internet communication technologies it shows how even as campaigns have moved from a mass mediated to a networked paradigm the possibilities these shifts in interactivity seem to promise for citizen input and empowerment remain farther than a click away

The ^AOxford Handbook of Electoral Persuasion Elizabeth Suhay, Bernard Grofman, Alexander H. Trechsel, 2020-04-01 This volume surveys the vast political science literature on electoral persuasion emphasizing contemporary research and topics and encouraging cross fertilization among research strands A global roster of authors provides a broad examination of electoral persuasion with international perspectives complementing deep coverage of U S politics Major areas of coverage include general models of political persuasion persuasion by parties candidates and outside groups media influence interpersonal influence electoral persuasion across contexts and empirical methodologies for understanding electoral persuasion

Recruiting and Retaining Party Activists Robin T. Pettitt, 2020-06-08 This book explores how experienced party organisers in the UK work to recruit and to retain party activists for local campaigning Local door to door campaigning is widely regarded as being a key element in a successful election campaign However for door to door campaigning to work a large number of volunteer activists are required The question then is How can parties identify recruit and retain such volunteer activists Based on interviews with highly experienced campaigners original party documents the wider campaigning and volunteering literature numerous informal conversations and the author s own experience of local campaigning over a 20 year period this book provides an answer to that question It shows how potential activists are identified encouraged to become active and supported through their initial encounter with local campaigning The author also shows how local parties can encourage activists to remain active by creating a retention enhancing campaigning environment and what that involves

Local Campaign Behaviour in

Canadian Elections Jacob Robbins-Kanter, 2025-08-07 Local Campaign Behaviour in Canadian Elections investigates the relationship between the local and national components of Canadian political parties Jacob Robbins Kanter emphasizes the significance of local campaigns often overlooked by scholars voters and the media and examines when and why these campaigns deviate from national directives during federal elections Grounded in original data the book explores the intricate dynamics between local campaigns and central party headquarters during Canadian elections highlighting their cooperation clashes and divergences It reveals the prevalence of undisciplined local campaign behaviour and the underestimated agency of local actors The book argues that local campaigns retain meaningful agency to make critical decisions influence election outcomes and articulate local interests Drawing on nearly 100 interviews primary source documents and data collected as an embedded researcher during the 2019 federal election Robbins Kanter delves into the practice of undisciplined local campaign behaviour which often challenges or diverges from central party directives Local Campaign Behaviour in Canadian Elections presents a nuanced portrayal of local actors positioning them as neither entirely autonomous nor merely instruments of a central party apparatus

The Only Constant is Change Ben Epstein, 2018 Over the course of American political history political elites and organizations have often updated their political communications strategies in order to achieve longstanding political communication goals in more efficient or effective ways But why do successful innovations occur when they do and what motivates political actors to make choices about how to innovate their communication tactics Covering over 300 years of political communication innovations Ben Epstein shows how this process of change happens and why To do this Epstein following an interdisciplinary approach proposes a new model called the political communication cycle that accounts for the technological behavioral and political factors that lead to revolutionary political communication changes over time These changes at least the successful ones have been far from gradual as long periods of relatively stable political communication activities have been disrupted by brief periods of dramatic and permanent transformation These transformations are driven by political actors and organizations and tend to follow predictable patterns Epstein moves beyond the technological determinism that characterizes communication history scholarship and the medium specific focus of much political communication work The book identifies the political communication revolutions that have in the United States led to four relatively stable political communication orders over history the elite mass broadcast and the current information orders It identifies and tests three phases of each revolutionary cycle ultimately sketching possible paths for the future The Only Constant is Change offers readers and scholars a model and vocabulary to compare political communication changes across time and between different types of political organizations This provides greater understanding of where we are currently in the recurring political communication cycle and where we might be headed

Analytic Activism David Karpf, 2016 Among the ways that digital media has transformed political activism the most remarkable is not that new media allows disorganized masses to speak but that it enables organized activist groups to listen Beneath the waves of e petitions

likes and hashtags lies a sea of data a newly quantified form of supporter sentiment and advocacy organizations can now utilize new tools to measure this data to make decisions and shape campaigns In this book David Karpf discusses the power and potential of this new analytic activism exploring the organizational and media logics that determine how digital inputs shape the choices that political campaigners make He provides the first careful analysis of how organizations like Change.org and Upworthy.com influence the types of political narratives that dominate our Facebook newsfeeds and Twitter timelines and how MoveOn.org and its netroots peers use analytics to listen more effectively to their members and supporters As well he identifies the boundaries that define the scope of this new style of organized citizen engagement But also raising a note of caution Karpf identifies the dangers and limitations in putting too much faith in these new forms of organized listening

Campaigns and Elections Stephen K. Medvic, 2021-11-29 Stephen K Medvic's *Campaigns and Elections* is a comprehensive yet compact core text that addresses two distinct but related aspects of American electoral democracy the processes that constitute campaigns and elections and the players who are involved In addition to balanced coverage of process and actors it gives equal billing to both campaigns and elections and covers contests for legislative and executive positions at the national state and local levels including issue oriented campaigns of note The book opens by providing students with the conceptual distinctions between what happens in an election and the campaigning that precedes it Significant attention is devoted to setting up the context for these campaigns and elections by covering the rules of the game in the American electoral system as well as aspects of election administration and the funding of elections Then the book systematically covers the actors at every level candidates and their organizations parties interest groups the media and voters and the macro level aspects of campaigns such as campaign strategy and determinants of election outcomes The book concludes with a big picture assessment of campaign ethics and implications of the permanent campaign New to the Fourth Edition Fully updated through the 2020 elections looking ahead to the 2022 midterms Covers the impact of the COVID 19 pandemic on the 2020 election as well as the January 6 2021 insurrection at the US Capitol Adds new sections in Chapter 3 on election integrity and the assessment of election administration Reviews recent Supreme Court cases on gerrymandering and faithless electors Expands coverage of social media as a source of news of the increasingly partisan nature of the media and of the role of media fact checking in campaigns and elections Reorganizes the chapters on the various actors so that the chapter on candidates leads directly to the chapter on campaigns Fully updates the resources listed at the end of each chapter

[Hacking the Electorate](#) Eitan Hersh, 2015-06-09 *Hacking the Electorate* focuses on the consequences of campaigns using microtargeting databases to mobilize voters in elections Eitan Hersh shows that most of what campaigns know about voters comes from a core set of public records and the content of public records varies from state to state This variation accounts for differences in campaign strategies and voter coalitions across the nation

Campaigns and Elections American Style Candice J. Nelson, James A. Thurber, 2018-09-03 Following one of the most contentious and surprising

elections in US history the new edition of this classic text demonstrates unequivocally Campaigns matter With new and revised chapters throughout Campaigns and Elections American Style provides a real education in contemporary campaign politics In the fifth edition academics and campaign professionals explain how Trump won the presidency comparing his sometimes novel tactics with tried and true strategies including how campaign themes and strategies are developed and communicated the changes in campaign tactics as a result of changing technology new techniques to target and mobilize voters the evolving landscape of campaign finance and election laws and the increasing diversity of the role of media in elections Offering a unique and careful mix of Democrat and Republican academic and practitioner and male and female campaign perspectives this volume scrutinizes national and local level campaigns with a special focus on the 2016 presidential and congressional elections and what those elections might tell us about 2018 and 2020 Students citizens candidates and campaign managers will learn not only how to win elections but also why it is imperative to do so in an ethical way Perfect for a variety of courses in American government this book is essential reading for political junkies of any stripe and serious students of campaigns and elections Highlights of the Fifth Edition Covers the 2016 elections with an eye to 2018 and 2020 Explains how Trump won the presidency the changes in campaign tactics as a result of changing technology new techniques to target and mobilize voters the evolving landscape of campaign finance and election laws and the increasing diversity of the role of media Includes a new part structure and the addition of part introductions to help students contextualize the major issues and trends in campaigns and elections

Handbook of Digital Politics Stephen Coleman, Deen Freelon, 2015-05-29 It would be difficult to imagine how a development as world changing as the emergence of the Internet could have taken place without having some impact upon the ways in which politics is expressed conducted depicted and reflected upon The Handbook of

Elections and Social Networks around the World Erica Guevara, Anaïs Theviot, 2024-10-28 This book analyzes the role of social networks during electoral campaigns around the world taking into account the non technological particularities political electoral social economic cultural of the media configurations of different countries Political parties all over the world engage in real virtual battles to appear at the cutting edge of technology Providing in depth case studies from across Europe North America Latin America Asia and Africa this book emphasizes the need to study how institutions culture and politics shape the processes of technology diffusion in each context It asks what are the uses of social networks in election campaigns in different countries and what are the factors that lead to social networks playing an important role in the elections of a given country International and comparative in focus this book brings together work on the uses of social networks Facebook X formerly Twitter WhatsApp TikTok Instagram Telegram and more in the context of an election campaign by different actors such as parties companies journalists and voters This book explores the different methodological and theoretical approaches developed for the study of the uses of social networks in an electoral context The contributors focus on the identification of the online ecosystem of electoral actors

in each country studying their strategies and logic They also analyze the scaremongering rhetoric about the possible effect of social media on elections as an object of study While taking seriously the issues of polarization disinformation or negative campaigning this book provides understanding of how these work and how their discourses are constructed This book will be of great interest to upper level students and scholars of Political Science Media and Communications Studies

Taking Our Country Back Daniel Kreiss, 2012-08-16 Taking Our Country Back presents the previously untold history of the uptake of new media in Democratic electoral campaigning over the last decade Drawing on open ended interviews with more than fifty political staffers fieldwork during the 2008 primaries and general election and archival research Daniel Kreiss shows how a group of young technically skilled internet staffers came together on the Howard Dean campaign and created a series of innovations in organization tools and practice that have changed the campaign game After the election these individuals founded an array of consulting firms and training organizations and staffed prominent Democratic campaigns In the process they carried their innovations across Democratic politics and contributed to a number of electoral victories including Barack Obama s historic bid for the presidency In revealing this history the book provides a rich empirical look at the communication tools practices and infrastructure that shape contemporary online campaigning Through a detailed history of new media and political campaigning Taking Our Country Back contributes to an interdisciplinary body of scholarship from communication sociology and political science The book theorizes processes of innovation in online electoral politics and gives readers a new understanding of how the internet and its use by the Dean campaign have fundamentally changed the field of political campaigning Kreiss shows how these innovations exemplified by the Dean and Obama campaigns were the product of the movement of staffers between industries and within organizational structures Such movement provided a space for technical development and incentives for experimentation Taking Our Country Back is a serious and vital analysis both on the ground and theoretical of how a small group of internet staffers transformed what campaigning means today and how cultural work mobilizes and motivates supporters to participate in collective action

Prototype Politics Daniel Kreiss, 2016 Drawing on an innovative dataset of the professional careers of 628 presidential campaign staffers working in technology from 2004 2012 and interviews with more than 60 staffers Prototype Politics details how and explains why the Democrats have taken up technology more than Republicans over the past decade

The Routledge Companion to Social Media and Politics Axel Bruns, Gunn Enli, Eli Skogerbo, Anders Olof Larsson, Christian Christensen, 2015-12-22 Social media are now widely used for political protests campaigns and communication in developed and developing nations but available research has not yet paid sufficient attention to experiences beyond the US and UK This collection tackles this imbalance head on compiling cutting edge research across six continents to provide a comprehensive global up to date review of recent political uses of social media Drawing together empirical analyses of the use of social media by political movements and in national and regional elections and referenda The Routledge Companion to Social Media and Politics presents studies ranging from

Anonymous and the Arab Spring to the Greek Aganaktismenoi and from South Korean presidential elections to the Scottish independence referendum The book is framed by a selection of keystone theoretical contributions evaluating and updating existing frameworks for the social media age

Reviewing **Ground Wars Personalized Communication In Political Campaigns**: Unlocking the Spellbinding Force of Linguistics

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