



# The Use of the Internet in Political Campaigns

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Thad Hall, University of Utah

<http://electionupdates.caltech.edu>

[www.vote.caltech.edu](http://www.vote.caltech.edu)



# Internet Access in America

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- Households with Computers have Internet
- 78% Internet Connectivity At Median Household Income and Higher
- Internet Use Rates Very High
- High-Speed and Dial-up Variation



# The Political News Online

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- 26 Million Americans Get Political News Online Daily in 2006
- Up from 11 million in 2002
- More Likely to be:
  - Male, College Graduate, Broadband User



# Online Political “Types”

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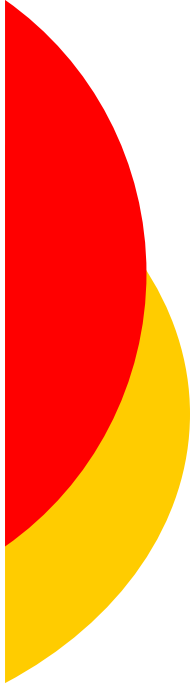
- **Omnivores:** News and Political Junkies
- **Selective Reinforcers:** Know About “Their” Candidate or Party
- **Tuned Outs:** Know Little About Politics
- **Contrarians:** Hate the Other Guy



# democratic Debate in 2004

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- Internet Promotes Political Knowledge
  - Can Merely Reinforce Bias
- Compliments Traditional Media
  - With Broadband Growth, Replacing It
- Used to Find Non-Traditional Media



# Rise of the Bloggers

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- Blogs Very Popular Among Liberals
- Sought Out by “Reinforcers”
- On the Left, Iraq is Key Issue
- Promote Different Agenda than Campaigns or Traditional Media



# Power of Blogs

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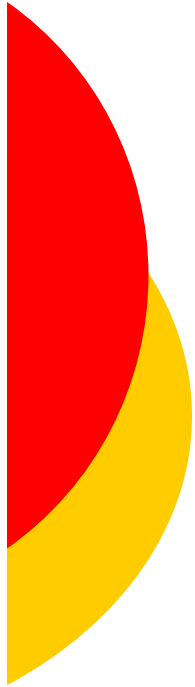
- Senator Lieberman Primary Election Defeat
- Suggested Power:
  - “Buzz”
  - Net-roots
  - Fundraising
- Actual Power: Drive Traditional Media



# Campaign Websites

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- Fundraising
- Identifying and Motivating the Active
- Insider Communication
- Voter Education



**Hillary** *for Senate*

En Español Action Center Volunteer Contribute

get email from Hillary:   Go

Economy National Security Homeland Security Health Care Education Environment Women Children/Family More

**Stay Informed**

- Working for New York
- On the Issues
- About Hillary
- Media Center
- Hillary TV
- Photo Album
- En Español

**Join the Team**

- Contribute
- Volunteer
- Endorse Hillary

**Action Center**

- Create Account/Login
- Build Support
- Raise Money
- Contact the Media
- Event Center
- Plan a House Party

**Resources**

- Downloads
- Store
- Internships
- Contact Us
- Privacy Policy

Done

**CLICK TO PLAY**

**New Ad: Coming Through for New York**

New York took a chance on Hillary Clinton in 2000, and she's come through for us. Take a look at her new television ad, "Coming Through" to learn more about what Hillary has accomplished for New York in the Senate.

[Click here to watch the ad](#)

**"Where I stand on Iraq"**

Hillary talks to the *New York Daily News* about where she stands with Iraq: "We have to deal with the Iraq we have, not the Iraq we wish we had. And the Iraq we have is a deteriorating, violent conflict that, if not technically a civil war, is about as close as you can get."

**Get a HillaryClinton.com Account**

Take just a few moments and fill out the following information to get access to all of our online tools.

First Name:  Last Name:

City:  State:  Zip:

Email Address:

Pick Password:  Re-Type Password:

**SUBMIT**

Already have an account? [Login Here](#)

Are you living abroad? [Register Here](#)

**Get Your Hillary T-Shirt Today!**

Wear your contribution with pride. Donate and get your exclusive Marc Jacobs designed Hillary T-Shirt.

[Order a shirt](#)

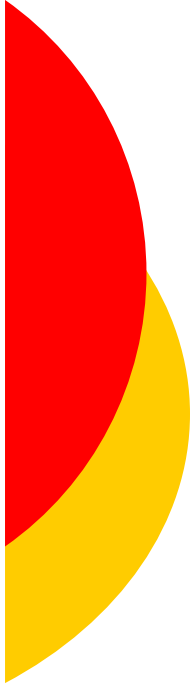




# Fundraising Online

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- In 2000, online fundraising insignificant
- In 2004, very important “online groundswell” via fundraising
  - Howard Dean
  - Wesley Clark
- Gives access to small donors



# Identification and Motivation

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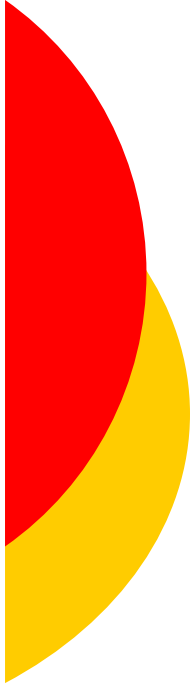
- Creating email lists of supporters
- Facilitating “Meetups”
  - Meetup.com
  - 75,000 Dean supporters attended meetups
  - 96 percent became active participants in Dean Campaign



# “Credit Card” Participation

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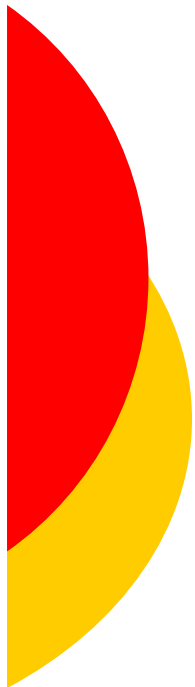
- Promoting Participation – But not too much!
- Plagiarized Participation
  - Letters to the Editor
  - Communication with Family and Friends



# Communication and Education

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- Position papers
- Ads
- Schedules and Events
- Voter Registration Assistance



# Paul R. NELSON

CONGRESS

*For a Secure America.*



Home
Paul's Latest Ads
Why Paul Will Win
Blog
Issues 2006
Biography
Photo Albums
Press Releases
In the News

Wednesday, October 18, 2006

*See our latest Ad...*

*The one the mainstream media  
won't show!*

[Sex Studies Ad](#)

Dear Friends & Neighbors,

**My name is Paul R. Nelson and I want to be your next Congressman.**

**The Third District** deserves better representation. **There will be changes under my leadership!** As your Congressman, I will focus on the **issues** that actually affect the daily lives of our citizens here in Western Wisconsin.

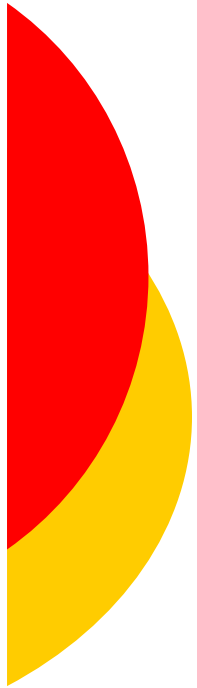




# Running Wild on the Net

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- YouTube.com
  - George Allen and the “macaca” comment
- MySpace.com
  - Hillary Clinton in ‘08
- Facebook.com



## George Allen insults



Rate this video



Rating has been

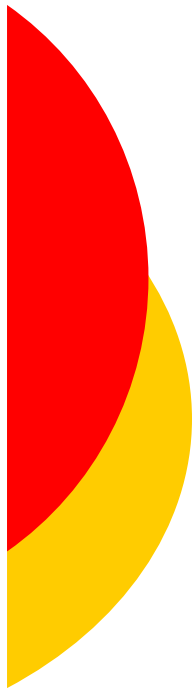
 [Save to Favorites](#)

 [Add to Groups](#)

Views: 68,260

Comments: 0

Thad Hall University of Utah



### Hillary Clinton 2008



**Last Updated:**

Aug 18, 2006

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[Subscribe](#)

**Gender:** Female

**Status:** Married

**Age:** 59

**Sign:** Scorpio

**City:** New York

**State:** NEW YORK

**Country:** US

**Signup Date:** 03/21/06

**Tuesday, October 17, 2006**

### **People talking about Clinton in 2008**

News 10 - NY Voters Calling On Hillary To Run in 2008



President Clinton Rallies Iowa Dems, Iowans Ready for 2008 and Hillary Clinton



# Conclusions

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- Civil Education Tool
  - Expands Information Availability
- Democratizing Elections
  - Removing the “middle man”
- Currently “Liberal Biased” in America



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