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Think Ground

Guiding Questions

1. Which of the major party presidential candidates are more negative?
2. How receptive are people to negativity?
3. When are the candidates negative?

Lit Review

This paper will look at both **campaign negativity** and the use of **new media in campaigns**. The sources for this lit review will therefore be divided into these categories and described in each section.

**Campaign Negativity**

**Geer, John Gray. *In Defense of Negativity: Attack Ads in Presidential Campaigns.* Chicago: U of Chicago, 2006. Print.**

Fundamental reading that points to previous theory on negativity. Though a spirited rebuttal to demobilization theory, this work is pivotal to understanding the difference in content and effect that negativity in the campaign cycle can have.

**Lazarsfeld, P.F., Berelson, B. and Gaudet, H. (1948) *The People’s Choice: How the Voter Makes up his Mind in a Presidential Campaign*. New York: Columbia University Press.**

A very old but entirely essential reading to understanding selection. It is important to pair this with other works on decision theory and use the idea of minimum effects, and more observations by Iyengar to demonstrate that media can affect voting (this give a first ground to then argue that social media can affect behavior)

Kaid, Lynda Lee., and Anne Johnston. *Videostyle in Presidential Campaigns: Style and Content of Televised Political Advertising.* Westport, CT: Praeger, 2001. Print.

A surprising relevant book for this topic

Perlmutter, David D. *The Manship School Guide to Political Communication.* Baton Rouge: Louisiana State UP, 1999. Print.

Ridout, Travis N.,and Michael M. Franz. *The Persuasive Power of Campaign Advertising.* Philadelphia: Temple UP, 2011. Print.

Chapter 1 (Role of campaign advertising) “few studies that analyze actual campaigns have been able to demonstrate that advertisements persuade individuals to change their mind” (Huber and Arceneaux 2007, 957)

(Zaller 1996 for alternative view)

focus on Ad Environment instead of specific instance (5)

Thurber, James A., Candice J. Nelson, and David A. Dulio. *Crowded Airwaves: Campaign Advertising in Elections.* Washington, D.C.: Brookings Institution, 2000. Print.

**https://pcl.stanford.edu/research/books/#mediapolitics**

**New Media in Campaigns**

Blumler, J.G. and Kavanagh, D. (1999*) The third age of political communication: Influences and features*. Political Communication 16(3): 209–230.

Giglietto, F. and Selva, D. (2014) *Second screen and participation: A content analysis on a full season dataset of tweets*. Journal of Communication 64(2): 260–277.

Gurevitch, M., Coleman, S. and Blumler, J.G. (2009) *Political communication-old and new media relationships*. ANNALS of the American Academy of Political and Social Science 625: 164–181. [http://doi.org/10.1177/0002716209339345](http://doi.org/10.1177/0002716209339345" \t "_blank)

Howard, Philip N. *New Media Campaigns and the Managed Citizen.* Cambridge: Cambridge UP, 2006. Print.

Jungherr, A. (2014) *The logic of political coverage on Twitter: Temporal dynamics and content*. Journal of Communication 64(2): 239–259.

Johnston, T. J. “Media and Voting: Building Upon the Foundations of Journalism.” *Journalism & Mass Communication Quarterly* 93.3 (2016): 504-08. Web

Kreiss, D. (2014) *Seizing the moment: The presidential campaigns’ use of Twitter during the 2012 electoral cycle*. New Media & Society, [http://doi.org/10.1177/1461444814562445](http://doi.org/10.1177/1461444814562445" \t "_blank)

**Morstatter, F., Pfeffer, J., Liu, H. and Carley, K.M. (2013) *Is the Sample Good Enough? Comparing Data from Twitter’s Streaming API with Twitter’s Firehose*. International Conference on Weblogs and Social Media; pp. 400–408, AAAI, [http://arxiv.org/abs/1306.5204](http://arxiv.org/abs/1306.5204" \t "_blank).**

Farrar-Myers, Victoria A., and Justin S. Vaughn. *Controlling the Message: New Media in American Political Campaigns*. New York: New York UP, 2015. Print

(The Competition to Control Campaign Messages on YouTube by Klotz 74)

(Campaign News in the Time of Twitter by Lawrence 93)

(New and Traditional Media Reportage on Electoral Campaign Controversies Gruszczynski 113)

(Traditional Media, Social Media, and Different Presidential Campaign Messages Eshbaugh-Soha 136)

(Sparking Debate: Campaigns, Social Media, and Political Incivility Coffery, Kohler and Gragner 245)

http://bits.blogs.nytimes.com/2012/08/01/twitter-unveils-the-twindex-a-new-political-index/