

ABOUT THE EDITORS

John Allen Hendricks (PhD, University of Southern Mississippi) is professor and chair of the Department of Mass Communication and director of the department's graduate program at Stephen F. Austin State University in Texas.

He has authored/edited eight books. They include: *Keith's Radio Station: Broadcast, Internet, and Satellite* (with Bruce Mims; Focal Press/Routledge, 2015); *Presidential Campaigning and Social Media: An Analysis of the 2012 Campaign* (with Dan Schill; Oxford University Press, 2014); *Social Media and Strategic Communications* (with Hana Noor Al-Deen; Palgrave, 2013); *The Palgrave Handbook of Global Radio* (2012); *Social Media: Usage and Impact* (with Hana Noor Al-Deen; Lexington Books, 2011); *Techno Politics in Presidential Campaigning: New Voices, New Technologies, and New Voters* (with Lynda Lee Kaid; Routledge, 2011); *The Twenty-First-Century Media Industry: Economic and Managerial Implications in the Age of New Media* (Lexington Books, 2009/2010); and *Communicator-in-Chief: How Barack Obama Used New Media Technology to Win the White House* (with Robert E. Denton, Jr.; Lexington Books, 2009/2010), which was awarded the 2011 Distinguished Book Award by the Applied Communication Division, National Communication Association. Dr. Hendricks has also published many refereed scholarly articles and chapters.

From 2015 to 2016, he served as president of the Broadcast Education Association (BEA). He also served as the organization's vice president for Academic Relations (2014–2015) and secretary/treasurer (2013–2014). From 2009 to 2013, he served on the BEA board of directors representing District 5 (Texas, Oklahoma, Kansas, Missouri, and Arkansas). He is past chair of the Southern States Communication Association's Political Communication and Mass Communication divisions.

Dr. Hendricks serves as founding editor of the book series "Studies in New Media" for Lexington Books, the scholarly publishing imprint of Rowman & Littlefield in Lanham, Maryland. The series aims to advance the theoretical and practical understanding of the emergence, adoption, and influence of new technologies. It provides a venue to explore how new media technologies are changing the media landscape in the twenty-first century.

Dan Schill (PhD, University of Kansas) is an associate professor in the School of Communication Studies at James Madison University, where he teaches courses in advocacy, political communication, and media and politics.

His research is focused on communication, politics, technology, and mass media. Dr. Schill has published two books on political communication topics, including

Presidential Campaigning and Social Media (with John Allen Hendricks; Oxford University Press, 2014) and *Stagecraft and Statecraft: Advance and Media Events in Political Communication* (Lexington Books, 2009). His other works have appeared in *American Behavioral Scientist*, *Mass Communication & Society*, *Review of Communication*, and *PS: Political Science & Politics*. He has also received top paper awards from the Political Communication Divisions of the International Communication Association, National Communication Association, and the Central States Communication Association.

In addition to his academic research, Dr. Schill frequently conducts research for media outlets with frequent collaborator Dr. Rita Kirk. Since 2008, he has organized and moderated on-air dial focus groups for CNN and provided real-time analysis of debates, speeches, and ads. He is also an expert in telecommunications and Internet policy and spent the 2009–2010 academic year working on these issues in Washington, DC, for the US Senate as an American Political Science Association Congressional Fellow.

CONTRIBUTORS

Jessica Baldwin-Philippi (PhD, Northwestern University) is an assistant professor of new media in Fordham University's Department of Communication and Media Studies. Her research is fundamentally concerned with how engagement with new technologies can restructure forms of political participation and ideas about citizenship. She has published in the *Journal of Information, Technology, and Politics*; *International Journal of Communication*; and *Political Communication*. Her book, *Using Technology, Building Democracy: Digital Campaigning and the Construction of Citizenship*, published in the summer of 2015 (Oxford University Press).

Jody C. Baumgartner (PhD, Miami University) is a professor of political science at East Carolina University. His research focuses on political humor effects as well as the vice presidency. His recent books include *Laughing Matters: Humor and American Politics in the Media Age* (Routledge, 2007, co-edited with Jonathan Morris), *Conventional Wisdom and American Elections: Exploding Myths, Exploring Misconceptions* (Second Edition, Rowman & Littlefield, 2010, with Peter Francia), *Politics Is a Joke! How TV Comedians Are Remaking Political Life* (Westview, 2015, with S. Robert Lichter and Jonathan Morris). His work has appeared in *Political Research Quarterly*, *Public Opinion Quarterly*, *HUMOR: International Journal of Humor Research*, *Public Opinion Quarterly*, *Journal of Broadcasting and Electronic Media*, *American Politics Research*, and more.

Kirby Bennett (B.A. Rhodes College 2015) is a political science major from Memphis, Tennessee. In addition to being named a Bonner Service Scholar, she was involved with the Kinney Community Service Organization—a campus-wide effort to engage students in service and social action in Memphis. Her research interests include urban politics and policy, women and politics, and media and campaigns.

Arielle Cardona (MA, University of Texas at Austin) is a research associate for the Engaging News Project, an organization dedicated to developing and testing commercially viable and democratically engaging techniques for digital journalism. She previously worked for the Annette Strauss Institute for Civic Life as a program coordinator, organizing student voter registration and civic engagement efforts. Arielle's research pursuits focus on women in politics and the discourse surrounding women online, an area of public dialogue she hopes to improve upon.

Joan L. Connors (PhD, University of Minnesota) is an associate professor of communication studies at Randolph-Macon College. Her research interests focus on political campaign communication, representation of politics in editorial cartoons, and media portrayals of diversity. She is co-author of *Perspectives on Political Communication: A Case Approach* (Pearson, 2008, with Lauren Cohen Bell and Theodore F. Sheckels) and co-editor of *The Harms of Crime Media: Essays on the Perpetuation of Racism, Sexism and Class Stereotypes* (McFarland, 2012, with Denise L. Bissler). Her work has appeared in *American Behavioral Scientist*, *PS: Political Science and Politics*, and the *International Journal of Press/Politics*.

Nicole Smith Dahmen (PhD, University of North Carolina at Chapel Hill) is an assistant professor in the School of Journalism and Communication at the University of Oregon. Her research focuses on ethical and technological issues in visual communication, with an emphasis on photojournalism in the digital age. Dahmen's research appears in journals such as *Visual Communication Quarterly*, *Newspaper Research Journal*, *Journalism Studies*, and *American Behavioral Scientist*. Her work on visual ethics centers on the "power of the image" and the associated moral responsibilities of visual communicators. Recent work in this area includes visual framing of Hurricane Katrina and 9/11 and studies of graphic news media photographs. In regard to technology, her work examines the visual presentation of mass-mediated information and associated technologies—from both a content and effects perspective. Recent work in this area includes cutting-edge eye-tracking research and a book chapter on the changing role of photojournalists and the considerations related to static photographs in a dynamic digital space. She blogs about visual communication at <http://nicoledahmen.wordpress.com/>.

Daniela V. Dimitrova (PhD, University of Florida) is a professor and director of graduate education at the Greenlee School of Journalism and Communication at Iowa State University. Her research interests focus on news media framing of political news and cross-cultural journalism studies. Her more recent work focuses on the impact of social media on political knowledge and civic engagement. Dimitrova's scholarly record includes more than 50 peer-reviewed publications in journals such as *Communication Research*, *Journalism & Mass Communication Quarterly*, *New Media & Society*, *Press/ Politics*, *International Communication Gazette*, and the *Journal of Computer-Mediated Communication*. Dimitrova is a member of AEJMC, the largest US organization for journalism educators, and most recently served as head of its Communication Technology division.

Rocío Galarza (MA, Tecnológico de Monterrey) is a graduate student in communication at the University of Missouri working on her PhD. Her interests include media coverage of elections and the role of media in transitional democracy.

Lindsey A. Harvell (PhD, University of Oklahoma) is an assistant professor in the School of Communication Studies and an affiliate faculty member in the Department of Psychology at James Madison University. Her research interests focus on extending Terror Management Theory, understanding the cognitive processing of messages utilizing existential awareness as a persuasive tool and building these messages, as well as political advertising effects. Harvell's scholarly record includes

peer-reviewed publications in journals such as *Health Communication*, *Iowa Journal of Communication*, and *European Journal of Geography*. Additionally, Harvell is an editor on a book examining the interdisciplinary approaches to Terror Management Theory with Taylor & Francis coming out in 2016.

Sisi Hu is a master's student and research assistant at the Greenlee School of Journalism and Communication at Iowa State University. Her research interests focus on political news framing and media use and religion.

Amy E. Jasperson (PhD, University of Minnesota) is department chair and associate professor of political science at Rhodes College. Her current research focuses on media framing and its resonance with citizens, communication during crises, campaign advertising strategies, gender and media, and citizens' real-time responses to candidate campaign messages. She has published research on these topics in a range of journals, including *Political Communication*, *Polity*, *International Journal of Public Opinion Research*, *Journal of Advertising*, *American Behavioral Scientist*, *American University Journal of Gender, Social Policy and the Law*, and the *Journal of Political Marketing*. Her research also appears in edited volumes, including a recent chapter examining candidate and citizen-generated social media frames during the presidential campaign in *alieNATION: The Divide and Conquer Election of 2012*. Her academic work is also informed by experience gained while serving as an APSA Congressional Fellow during the 109th Congress.

Freddie J. Jennings (MA, University of Arkansas) is a graduate student in communication at the University of Missouri working on his PhD. His interests include political participation, polarization, and digital media.

Charles Kelley, Jr. (B.A. Rhodes College 2016, expected) is a political science major and religious studies minor from Florence, Alabama. He is a member of Pi Sigma Alpha (Tau Delta Chapter)—the political science honor society, the Mortar Board Society, and he was the Interfraternity Council President. His research interests include environmental law and policy and campaign politics. He plans to attend The University of Alabama School of Law in fall 2016.

Regina G. Lawrence (PhD, University of Washington) is a professor in the School of Journalism and Communication and director of the George S. Turnbull Portland Center and the Agora Journalism Center at the University of Oregon. Her research focuses on the role of the media in public discourse about politics and policy. She has been chair of the Political Communication section of the American Political Science Association, book editor of the journal *Political Communication*, and a fellow at the Shorenstein Center on the Press, Politics, and Public Policy at Harvard. Dr. Lawrence's books include *When the Press Fails: Political Power and the News Media from Iraq to Katrina* (University of Chicago Press, 2007, with W. Lance Bennett and Steven Livingston) and *Hillary Clinton's Race for the White House: Gender Politics and the Media on the Campaign Trail* (Lynne Rienner Publishers, 2009, co-authored with Melody Rose). Her research focuses on political reporters' use of social media to cover presidential politics and on female candidates' communication strategies and news coverage of women politicians. Her work has appeared in the *Journal*

of *Communication*, *Political Communication*, *Political Research Quarterly*, *Journalism*, *Journalism Studies*, and *International Journal of Press/Politics*.

Shannon C. McGregor (MA, University of Florida) is a doctoral student at the University of Texas at Austin and the 2014–2015 Jesse H. Jones Fellow for the School of Journalism. Her research interests center on political communication, digital media, gender, and computational methods.

Jonathan S. Morris (PhD, Purdue University) is an associate professor of political science at East Carolina University. His research focuses on the media and politics, especially political humor and cable news. He is co-authors of *Politics Is a Joke! How TV Comedians Are Remaking Political Life* and has published in several journals, including *Political Research Quarterly*, *Public Opinion Quarterly*, *Legislative Studies Quarterly*, and *Political Behavior*.

Rachel R. Mourão (MA, University of Florida) is a doctoral student at the University of Texas at Austin. Her research focuses on political communication, protests, gender, new media, and Latin American studies. She is particularly interested in the relationship between government, media, and social movements when facing event-driven news. Her work has appeared in several journals, including *Journalism: Theory, Practice and Criticism*, *International Journal of Communication*, *Digital Journalism*, and *Journal of Information Technology & Politics*.

Gwendelyn S. Nisbett (PhD, University of Oklahoma) is an assistant professor of strategic communication in the Mayborn School of Journalism at the University of North Texas. Her research focuses on mediated social influence in popular culture and political popular culture. Nisbett's research has appeared in *Mass Communication & Society*, *Journal of Political Marketing*, and *The Journal of Social Media in Society*.

David Lynn Painter (PhD, University of Florida) is a Lecturer of Communication at Rollins College in Winter Park, Florida. He has more than 20 years of experience consulting with a wide variety of organizations, celebrities, and politicians on branding and strategic communication campaigns. David's research interests include political communication and public relations, with particular expertise in television advertising and social media. His most recent work focuses on the influence of campaign advertising and political expression on normative democratic values, attitudes, and relationships. David's scholarly record includes publications in *Journal of Information Technology and Politics*, *Public Relations Review*, and edited volumes.

Jae Hee Park (PhD, University of Tennessee) is an assistant professor of the Department of Communication at the University of North Florida. His research interests are online brand communities, online consumer behaviors, online political communication, intercultural studies, and online health communication. His work has appeared in *Journal of Promotion Management*, *Public Relations Review*, *Journal of International Consumer Marketing*, and *Online Journal of Communication and Media Technologies*.

Joshua M. Scacco (PhD, University of Texas at Austin) is an assistant professor of media theory and politics in the Brian Lamb School of Communication at

Purdue University. He also serves as a research associate with the Engaging News Project, which conducts innovative research to improve the commercial viability and democratic benefits of online news. He is interested broadly in the communicative role elites and organizations, including political leaders, journalists, and news outlets, play in American political life. Scacco's research has appeared in the *Journal of Computer-Mediated Communication*, *New Media & Society*, *International Journal of Press/Politics*, and *Journal of Political Science Education*.

Ori Tenenboim (MA, Tel Aviv University) is a doctoral student in the School of Journalism at the University of Texas at Austin, and a graduate research assistant at the Annette Strauss Institute for Civic Life. Tenenboim previously worked in the Israeli news industry, serving as the head of the news desk and a news editor at Walla!, a popular website. His last position at Walla! was editing a mini website that provided political coverage and analysis for the 2013 general elections in Israel. Tenenboim's areas of study are political communication, participatory journalism, and social media. His work on user engagement with online news has been published in *Journalism: Theory, Practice and Criticism*.

Terri L. Towner (PhD, Purdue University) is an associate professor of political science at Oakland University in Michigan. Her research focuses on American politics, public opinion, new media coverage of elections and political institutions, and the politics of race, class, and gender. Her research has been published as book chapters and journal articles, most recently in *The Journal of Women, Politics & Policy*; *Presidential Campaigning and Social Media: An Analysis of the 2012 Election*; *The Journal of Political Marketing*; *Social Science Computer Review*; *Web 2.0 Technologies and Democratic Governance: Political, Policy and Management Implications*; *New Media & Society*; *Techno-Politics in Presidential Campaigning: New Voices, New Technologies, and New Voters*; and *The Howard Journal of Communications*.

Tom Vizcarrondo (PhD, Louisiana State University) is a course director at Full Sail University, teaching in both the new media journalism and public relations graduate programs. His teaching focuses on marketing communications, including social media, advertising, and public relations. Tom's research agenda primarily focuses on media ownership and regulation and also includes political communication. He has presented results of his award-winning research at numerous conferences and has been published in journals such as *International Journal on Media Management*.

Benjamin R. Warner (PhD, University of Kansas) is an assistant professor in the Department of Communication at the University of Missouri. He studies the influence of campaign communication and digital media on political attitudes and beliefs. He is particularly interested in attitude reinforcement and has studied the polarizing effects of partisan media, social media, and presidential debates. His research has appeared in outlets such as *American Behavioral Scientist*, *Communication Studies*, *Communication Quarterly*, *Computers in Human Behavior*, and various other journals and books.

Hyun Jung Yun (PhD, University of Florida) is an associate professor in the Department of Political Science at Texas State University. Along with her two

doctoral degrees in Political Science and in Journalism and Communication, Dr. Yun's research has been dedicated to interdisciplinary approaches across political communication, public opinion, geopolitics and applied methodology, focusing on e-government, ethno-politics, social capital, and social media. Her publications in several leading journals, such as *American Behavioral Scientist*, *Journalism Studies*, and *The American Review of Politics*, and several book chapters demonstrate how individuals' political perceptions, attitudes, and behaviors are influenced by political predispositions within a group and by political resources within a geopolitical and media system at the aggregate level.

INDEX

A/B testing, 28, 32, 37–8

Abbot, Greg

ads of, 229–30, 233–4

debate with Wendy Davis, 43

knowledge about, 235

supporters' attacks on Wendy Davis, 191

voter ID law and, 45

ABC, 12, 105–6

abortion

access to, 58–9

core beliefs, conflicts in, and, 63, 78

facilities for, 61

public opinion on, 58

religion and, 58, 60, 61, 74–5, 76–7

Wendy Davis and, 191, 196, 199, 200, 203

See also Tennessee Amendment 1

Abramowitz, A. I., 84–5, 93–4

ACA (Affordable Care Act), 10

actor-network theory, 26

advertisements

accuracy of, 236

backfiring/boomerang effect of, 226, 234, 235, 236

campaign agendas and, 63, 211

comparison ads, 229, 232, 234–5

cues used in, 244–5, 248, 250–3, 255–7, 263

gender of candidate and, 194

Internet, 15, 17, 169, 172, 184, 236

issues mentioned in, 10–11

Obama in, 10

past- *vs.* future-oriented, 244, 248, 250

repetition of, 228

spending on, 16–18, 209

sponsoring of, 3, 4–5, 209–10, 228

strategies for, 220–1, 262

targeting of, 27–8

testing of, 37–8

understanding of, 226–7

viral, 169, 172, 184

volume of, 16–17

voter enthusiasm, effect on, by, 211, 217–18

See also advertisements, issue *vs.*

image; advertisements, processing

of; advertisements, television;

advertisements, types/themes of;

analytics; cues/cueing; Florida,

advertising in; frames/framing;

geopolitical color; tone/valence

advertisements, issue *vs.* image

coding of, 248

memory and, 244

overview of, 212–13

racism, comparative advantage in, and, 244

voter attitudes, effect on, by, 219, 235, 250, 262

voter enthusiasm, effect on, by, 217–18

voter intent, effect on, by, 229

See also advertisements

advertisements, processing of, 225–36

heuristic processing, 226–7, 231–2, 236

heuristic *vs.* systematic, frequency of use of, 231–2

intent to vote and, 232–5

research context, 225–9

research method, 229–31

systematic processing, 227, 231–2

tone and, 232

See also heuristic processing; systematic processing

advertisements, television

vs. Internet advertising, 236

knowledge about candidates and, 153

polarization and, 86, 87

- advertisements, television—*Continued*
 spending on, 17, 209
 about Tennessee Amendment 1, 64–5,
 67–72, 76
See also advertisements
- advertisements, types/themes of
 candidate ratings and, 229, 251, 252–7,
 263
 choice of, by candidates, 250–7
 description of, 212–13, 229, 243–5,
 247–8
- affect
 ad frame and, 77
 ad tone and, 211–12
 information processing and, 226, 232
 intent to vote and, 233–4
 measurement of, 210
 transfer of, 84
See also polarization, affective
- affirmative information, 227
- Affordable Care Act (ACA), 10
- African Americans, 8, 47, 58. *See also* race
- age
 ads, response to, and, 91, 235
 behavior on Facebook and, 15
 imagery indicating, on Facebook, 66,
 73–4
 midterm elections, participation in, and,
 8
 partisanship and, 7–8, 91, 93
- agendas/agenda-setting
 in gubernatorial races, 243, 244
 overview of, 10–11
 pictures and, 118
 political ads and, 63, 211
 by social media, 13
 verbal content and, 118
See also issues
- agentic traits, 193–4, 203
- Alaska, 3, 17, 122, 125, 180, 182, 183
- Alvarez, R. M., 46–7
- American Civil Liberties Union, 62
- American National Election Study (ANES),
 50
- American Voter*, 44
- Analyst Institute, 28
- analytics, 25–40
 culture of, advocacy groups for, 30
 culture of, definition of, 28–9, 32–3
 culture of, development of, 27–8, 29–33
 testing, 37–8
 tools, pre-made/third-party, 34–7
 traditional data *vs.*, 33–4
See also advertisements
- ANES (American National Election Study),
 50
- ANOVA tests, 217, 218, 233, 234, 249, 250
- apathy, political, 19, 86, 154, 243. *See also*
 attitude, political
- Arkansas, 180, 183
- Assemblies of God, 60
- Atkeson, L. R., 46–7
- attack ads, 86, 108, 209. *See also*
 advertisements; tone/valence
- attitude, political
 dissatisfaction/apathy, 19, 86, 154, 243
 enthusiasm, 211, 213, 215, 216–17, 218,
 220
 government, trust/cynicism toward, 48,
 50, 52–3, 154, 158–9
 mobilization, 153–4, 228
 political information efficacy, 85, 87, 88,
 90, 91–2, 93, 94
 political participation, 48, 52, 84–5, 148,
 153–4
See also enthusiasm; government, trust/
 cynicism toward; political efficacy;
 political information efficacy (PIE);
 political interest; political participation;
 public opinion
- Austin, E. W., 158
- Baldwin-Philippi, Jessica, 25
- Balz, Dan, 169
- Banning, S., 118
- Bartels, L. M., 225
- battleground states. *See* elections,
 competitive
- Baumgartner, Jody C., 131
- Begich, Mark, 180, 182, 183
- Bekafigo, M. A., 147–8
- Bennett, Kirby, 57
- Benoit, W. L., 116, 243–4, 244
- bias. *See* conflict bias; polarization, affective
- Bible belt, 60
- Biblical Recorder*, 61
- Bichard, S., 149, 153
- big data analytics, 13
- Black people, 8, 47, 58. *See also* race
- Bollen, J., 148

- Brale, Bruce, 104–5
 coverage of, frames used in, 107–8
 images of, analysis of, 180, 183, 184
- Branstad, Terry, 105
- Brennan Center for Justice, 46
- Brewer, Paul, 46, 47
- Brown, A., 146
- Brown, Scott, 172, 180, 184
- Brownstein, Ronald, 9
- Bucy, E. P., 118, 129
- budget deficit, 11
- Bumiller, E., 171
- Burgoon, M., 231
- Burke, Mary, 196, 197, 200–1, 202
- Bush, George H. W., 173
- Bush, George W., 5, 171, 173, 181
- call-to-action frame
 description of, 150
 effect of, on ad viewers, 153, 154–5,
 157–9, 160, 161
 frequency of use, 151
See also frames/framing
- campaign finance
 “dark money,” 3, 4, 11, 17, 18
 in Iowa midterm elections (2014), 104–5,
 108
 media coverage of, frequency of, 108
 message/agenda and, 11
 overview of, 4–5
 regulations, 209–10
- campaign information
 exposure to, effects of, 153, 154–5, 157,
 158, 159, 162, 211
 personalization and, 202
 social media messages about, frequency
 of, 160–1, 195, 198
See also frames/framing
- campaign strategy
 ad framing, 57–8, 77
 candidates’ clothing choices as, 173
 of Democrats *vs.* Republicans, 243–4,
 250, 257, 262
 gender and, 194
 geopolitical color and, 242–3, 250–7, 262–3
 personalization as, 193, 199
 political strategists, 30, 185, 202
 for social media, 14–15
See also advertisements; analytics;
 candidate image
- Campbell, Angus, 9, 44
- candidate image
 advertisements about, 212–13, 219, 226,
 229, 233–4, 244, 262
 building of, on social media, 195,
 198–200
 building of, on traditional media, 171,
 173
 definition of, 210
 evaluations of, 210, 212, 215, 216–20,
 231
 importance of, 169, 170–1
 oppositional positioning within, 116–17
 of presidential candidates, history of,
 172–3
See also advertisements, issue
vs. image; person perception
 theory; personalizing messages/
 personalization; photographs; Twitter,
 candidate images on
- candidates
 challengers *vs.* incumbents, 4, 15
 character of, 212, 228
 credibility of, 153, 157–8, 172, 213–14,
 243
 personalization, importance of, 193
 relationship with electorate, 15, 153, 173
 voter opinion on/attitudes toward, 149,
 209, 210, 211–12, 233
See also candidate image; Twitter,
 candidate images on
- canvassing, 31
- Cardona, Arielle, 191
- Carr, David, 171–2
- Carsey, T. M., 84
- Carter, Bill, 13
- Catholics, 58, 61
- CBS News*, 10, 105–6
- Center for Responsive Politics (CRP), 18
- Chaiken, S., 226
- Chattanooga, Tennessee, 67–72
- Choma, R., 18
- Christ, Charlie, 209
- Church of God, 60
- Churches of Christ, 60
- Cillizza, Chris, 18
- Citizens United v. Federal Election
 Commission*, 18
- civic knowledge, 136, 137, 138
- civil rights/liberties, 63

- Claibourn, M. P., 212
 class, 3, 11
 Clinton, Bill, 173
 Coakley, Martha, 172
Colbert Report, 137
 Coleman, R., 118
 Colorado, 180, 183
Columbia Journalism Review, 12
 comedy, political, 131–40
 - anxiety, reduction of, by, 134–5, 137–40
 - growth of, 132
 - research context, 131–4
 - research methods, 134–7
 Comedy Central, 132, 137
 communal traits, 194–5
 communications directors, 32
 computational management, 28
 conflict bias, 115–29
 - contested races, coverage of, and, 122
 - in debate coverage, 123
 - in headlines, 122–4, 126–7
 - overall coverage and, 120–1, 127–8
 - in photography, 124–5
 - research context, 115–19
 - research method, 119–20
 - See also* frames/framing
 conflicting information, 227
 Conners, Joan L., 115, 117, 126
 consensus coding, 176
 constitutionality, 44–5, 60
 consulting firms, political, 29–30, 32, 35–7, 38
 Converse, P. E., 44
 Cook, Charlie, 11, 19
 Cook Political Report, 4, 60
 cookies, browser, 27–8
 Cordova, V., 147
 Costa, R., 10
 Cotton, Tom, 180
 Crist, Charlie
 - approval ratings of, 219
 - image evaluations of, 216, 217–18, 219
 - perceived flaws of, 213–14
 cues/cueing
 - church leaders and, 77
 - coding for, 248
 - effect of, on public support, 250–7, 263
 - issues, salience of, and, 117, 128
 - kinds of, 244–5
 - partisanship and, 84, 87, 242
 culture of analytics. *See* analytics
 - culture of testing. *See* analytics
 - cynicism, political, 19, 86, 154, 243. *See also*
 - attitude, political
Daily Show with Jon Stewart, 137
Dallas Morning News, 191–2
 Dallek, M. J., 5
 “dark money,” 3, 4, 11, 17, 18
 Data Science research group (Facebook), 15
 data-driven campaigning. *See* analytics
 Dauber, C., 170
 Davis, Wendy, 43
 - ads of, 229–30, 233, 234
 - campaign of, effects of personal life on, 191–2
 - filibustering of SB5 by, 191, 196
 - processing categories and, 233
 - responses to, on social media, 200–1
 - social media use of, 196–7, 199–200, 202, 203
 Dean, Howard, 13
 debates
 - conflict bias in, 116–17, 125, 126–7
 - importance of, 53
 - polarization and, 86, 87
 democracy
 - analytics, effect of, on, 28
 - civil rights and, 63
 - debate and, 53
 - election campaigns, purpose of, 211–12
 - episodic *vs.* thematic media coverage and, 110–11
 - personalization and, 200
 - polarization and, 84–5
 - See also* government
 Democratic National Committee, 19
 Democratic Party of Tennessee, 61
 Democrats/Democratic Party, 3–4
 - advertisements of, 10–11
 - demographics of, 6–8
 - disillusionment with, 5, 11
 - Internet, early use of, by, 13, 30
 - losses of, 19
 - members of, disenfranchisement of, 46
 - midterm elections (2014), importance of, for, 101
 - voter turnout and, 6
 - See also* independent/third party voters;
 - party affiliation; Republicans/Republican Party

- demographics, 6–8, 32, 60, 70, 88–9
Des Moines Register, 108, 109
 Devitt, J., 173, 184–5
 DeVreese, C., 103
 DiGrazia, J., 148
 Dimitrova, Daniela V., 101
 “Documented Voter.” *See* voter ID laws
 Dole, Bob, 173
 donations, 15
 dramatization bias, 116
 Druckman, J. N., 195
 Dual Electorate, 8–9, 19
 Duggar family, 61
 Dukakis, Michael, 173
 Dulio, D. A., 154
- economy, 5, 11, 15, 242
 Edgerly, S., 14
 Edwards, J. L., 116–17
 Elaboration Likelihood Model (ELM), 226
 Election Day, 5, 30, 44. *See also* voter ID laws
 election fraud, 45–7, 48, 49, 52
 elections. *See* elections, history of;
 gubernatorial races (2014); House
 of Representatives, races for (2014);
 presidential elections; senatorial races
 (2014)
 elections, competitive
 advertising during, 16, 212, 220, 262, 263
 candidate photos in, analysis of, 182–4
 coverage of, 122, 123–4
 polarization and, 86
 social media use in, 15, 147, 175, 246,
 257, 262
 elections, history of
 advertising, 16, 16–17, 18, 212, 227
 analytics, use of, 25–6, 27–31
 dark money, 18
 geopolitical color, 241–2
 media coverage, 102, 131
 midterm elections, interest in, 12
 partisan politics, 3
 presidential candidates, images of, 172–3
 seats, gains/losses of, 3–4, 8
 Twitter use, 146–7
 voter disenfranchisement, 43, 44
 voter turnout, 5–6, 7, 9
 electorate
 candidate relationships with, 153, 245
 demographics of, 6–8
 dissatisfaction of, 19, 86, 154, 243
 Dual Electorate, 8–9, 19
 See also attitude, political; public opinion
 Ellsworth, P. C., 172
 ELM (Elaboration Likelihood Model), 226
 e-mail, 15, 32, 34
 endorsements, 125, 150, 219–20
 Enli, G. S., 193
 enthusiasm
 ad content, effect of, on, 217
 ad tone, effect of, on, 216–17
 ad tone/content interactions and, 218
 definition of, 211
 measurement of, 215, 216, 220
 prior research on, 213
 See also attitude, political
 Entman, R. M., 63, 111, 116, 118
 Ernst, Joni
 images of on Twitter, analysis of, 180, 183
 senatorial race of, coverage of, 107–8,
 109
 senatorial race of, overview of, 104–5
 “squeal” ad of, 169, 172, 184
Esquire, 173
 Evans, H. K., 147
 external efficacy
 definition of, 48
 measurement of, 50, 159–60
 political participation and, 154
 Twitter ad frames, effect of, on, 158–60
 voter ID messages, effect of, on, 51–2,
 53–4
 See also attitude, political; internal efficacy
- Faber, R. J., 244
 Facebook
 analytics tools in, 36
 popularity of, 245–6, 248
 support on, as predictor of electoral
 outcomes, 148, 257, 258–61
 Tennessee Amendment 1 and, 64, 66–7,
 73–5
 use of, by candidates, 15, 32, 170, 257,
 263
 voter interest, generation of, by, 13–14,
 154
 See also social media; women
 gubernatorial candidates, social media
 messages of

- families
 depiction of, on social media, 198–200, 202, 203
 gender roles and, 194–5, 202–3
 Family Research Council, 62
 femininity. *See* gender; women
 gubernatorial candidates, social media messages of
 Fico, F. G., 122
 field operations, 30–1
 Fink, K., 176
 Fiorina, M. P., 84
 Flickr, 170
 Florida, 16, 213. *See also* Florida, advertising in
 Florida, advertising in, 209–21
 content focus of, effect of, 217, 219
 party affiliation and, 218, 219–20
 research context, 210–14
 research method, 214–16
 tone/content interactions of, effects of, 217–18
 tone of, effect of, 216–17, 219
 uniqueness of, 209–10
See also enthusiasm; tone/valence
 focus groups, 33, 37
 foreign policy
 comedy about, effects of, 137–40
 ignorance of, by mass public, 132
 importance of, in midterm elections, 139–40
 public anxiety and, 132–3
See also comedy, political
 Forgette, R., 128
 Fortunato, J. A., 117
 Fourth Estate, 102
 Fowler, E. F., 10–11, 16, 18
Fox News, 13
 frames/framing
 candidate character and, 118, 150
 conflict bias and, 116, 126
 definition of, 118, 149
 determination of, 106
 episodic *vs.* thematic, 102–3, 106, 108, 112
 “framing war,” 171
 issue ownership and, 76–7
 meta-framing, 107, 109
 news media, influence of, on, 103–4
 public opinion and, 63–4
 reframing, 76–7
 strategic game *vs.* substantive issue, 10, 102, 106, 107–8, 112, 122–3, 160
 strategies for, 57–8, 77
 strength of, 78–9
 of tweets, 146, 149–50, 151, 152, 153, 160–2
 types of, 66–7, 74–5, 78
 visual, 118–19, 124–5, 126, 128–9
See also advertisements; call-to-action
 frame; campaign information; conflict bias; Iowa; issues; Michigan midterms (2014), Twitter use in; strategic game frame; Tennessee Amendment 1; tone/valence
 fraud. *See* election fraud
 Fridkin, K. L., 194, 203
 fundraising, 15, 29, 61, 62

 Gainous, J., 170, 187
 Galarza, Rocío, 83
 Gallup, 11
 Gans, H. J., 111
 GAO (US Government Accountability Office). *See* US Government Accountability Office (GAO)
 Gardner, Cory, 180, 183
 Garramone, G. M., 172, 173
 Garrett, R. K., 85
 gender
 behavior differences, on Facebook, 15
 campaign strategy and, 194
 candidates, attitudes toward, and, 233
 equal pay, 6–7, 11, 199–200
 foreign policy issues, salience of, and, 138
 gendered imagery, use of, on Facebook, 66, 73–4, 76
 personalization on social media and, 195–6, 198–200
 Twitter usage and, 147
See also women gubernatorial candidates, social media messages of
 gender gap, 6–7, 11, 199–200
 gender stereotypes. *See* women gubernatorial candidates, social media messages of
 geopolitical color, 241–63
 advertising strategies, choice of, and, 250–7
 coding for, 247

- definition of, 241–2
 incongruence with, 242, 244–5, 262
 research context, 241–6
 research methods, 246–9
 social media use and, 246
See also advertisements
- Georgia, 16, 88–90, 92, 122, 180, 183
- Gerber, Alan, 29
- German, K., 173, 185
- Gershtenson, Joseph, 52–3
- get-out-the-vote efforts (GOTV), 4, 25
 - field operations and, 30–1
 - in Texas, 43
 - on Twitter, 146, 198
- Ginsburg, Ruth Bader, 45, 46
- Gold, R., 10
- Goldstein, K. M., 5, 117–18
- Google Analytics, 35–6
- GOTV (get-out-the-vote efforts). *See* get-out-the-vote efforts (GOTV)
- government
 - citizens, care for, by, 51, 52
 - regulation by, 74–5, 78
 - trust in, 48, 50, 52–3, 154, 158–9
 - See also* democracy; government, trust/cynicism toward; politicians
- government, trust/cynicism toward
 - measurement of, 50, 158–9
 - Twitter messages and, 154, 159
 - voter ID controversy, exposure to, and, 48, 52–3
 - See also* attitude, political
- governors. *See* gubernatorial races (2014)
- Grabe, M. E., 118, 129
- Graber, Doris, 171
- grassroots movements, 29, 61–2
- Green, Donald, 29
- “green lantern theory,” 8
- Greenwood, M., 85, 86, 92
- Greider, Erica, 192
- Grose, Christian, 47
- Gruszczynski, M., 103
- gubernatorial races (2014), 3–4
 - advertising in, 16–17, 243–5
 - agendas/issues in, 11, 243
 - frequency of coverage of, in newspapers, 120
 - geopolitical color and, 242
 - in Iowa, 105
 - social media use in, 147–8, 245–6
 - voter turnout and, 6, 7
 - See also* geopolitical color; House of Representatives, races for (2014); senatorial races (2014)
- Gulati, G. J., 146, 148
- gun control, 11
- Guttmacher Institute, 58
- Hagan, Kay, 180, 184
- Hale, M., 118–19
- Haley, Nikki, 196
 - responses to, on social media, 200–1
 - social media use of, 197, 199, 202, 203
- Hall, T. E., 46–7
- Hansen, J. M., 116
- Harkin, Tom, 104
- Hart, R., 211–12
- Harvell, Lindsey A., 225, 235
- hash tags, 74, 174
- Hastorf, A. H., 172
- Hatch, Jack, 105
- Hayes, A. F., 91–2
- headlines, newspaper
 - conflict bias in, 122–4, 126–7
 - tone of, 119, 122
 - See also* newspapers
- health, 75
- Healthy and Free Tennessee, 61
- Hendricks, John Allen, 3
- heuristic processing
 - definition of, 226–7
 - effect of, on viewers, 236
 - frequency of use of, 231–2
 - testing for, 231
 - tone and, 232
 - See also* advertisements; systematic processing
- Heuristic Systematic Processing Model, 226–7
- Highton, B., 5
- Hispanic voters, 8
- “horse-race” news coverage. *See* strategic game frame
- House of Representatives, races for (2012), 147
- House of Representatives, races for (2014), 3, 10–11, 105, 120. *See also* gubernatorial races (2014); senatorial races (2014)
- Howard, Phil, 28

- Hu, Sisi, 101
 human interest stories, 106–7
 humor. *See* comedy, political
- identity, personal, 77, 84. *See also* candidate image
 image
 ideology, 83, 84, 91, 225, 228. *See also*
 polarization, affective
- Illinois, 125
 image. *See* candidate image; photographs
 immigration, 11
 income/wealth distribution, 11
 independent/third party voters
 abortion rights, support for, by, 58
 ads, effect of, on, 218, 219, 220, 229
 number of, 6
 Tennessee Amendment 1, support for, 62
See also Democrats/Democratic Party;
 party affiliation; Republicans/
 Republican Party
- Indiana, 46
 Instagram, 170, 187. *See also* social media
 internal efficacy, 48, 50, 51–2. *See also*
 attitude, political; external efficacy
- Internet
 advertising on, 15, 17, 169, 172, 184, 236
 popularity of, as news source, 170–1
 traffic, tracking of, 34
 use of, history of, 13
See also analytics; social media
- Iowa
 2014 midterms in, overview of, 104–5
 affective polarization in, 90, 92
 demographics of, 88–9
 news coverage in, 101, 105–12, 122
See also Ernst, Joni; frames/framing;
 polarization, affective
- Islamic State of Iraq and Syria (ISIS)
 anxiety about, survey of, 133, 135–8
 political comedy about, 134–5, 138–9
- Issenberg, Sasha, 25, 29
- issues
 advertisements about, 212–13, 226, 229
 convergence of, 11, 102
 coverage of, 117–18, 213
 importance, for midterm elections
 (2014), 5, 10–11
 Internet discussion of, 15, 32
 news media as main channel for, 110
 ownership of, 76–7
 salience of, visual framing and, 118–19
 testing/determination of, 25, 27
See also advertisements, issue *vs.* image;
 agendas/agenda-setting; foreign policy;
 frames/framing
 Iyengar, S., 84, 102–3
- Jackson, Tennessee, 67–72
 Jaspersen, Amy E., 57
 Jennings, Freddie J., 83
 Jon Stewart, 132
- Kaid, L. L., 90, 93
 Kansas, 46, 122, 180, 182, 183
 Kaplan, M., 118–19
 Karpf, David, 30
 KCCI-TV Channel 8, 105, 108, 109, 110
 Kelley, Charles, 57
 Kennedy, Anthony, 19
 Kennedy, John F., 27
 Kenney, P. J., 194, 203
 Kentucky, 122, 147–8
 King, Alveda, 61
 Kioulos, S., 153
 Klar, S., 79
 Knoxville, Tennessee, 67–72
 Koch brothers, 4–5, 108
 Kreiss, Daniel, 28
 Kushin, M. J., 154
- Land, Terri Lynn, 149, 152, 157–8, 160
 Lassen, D., 146
 Latinos, 47. *See also* race
 Lavaan software, 91
 law, 58–9, 209–10. *See also* Tennessee
 Amendment 1; voter ID laws
 Lawrence, Regina G., 43, 103, 191
 Lawyers Committee for Civil Rights under
 Law, 46
 Layman, G. C., 84
 Levin, Carl, 149
 listicles, 14
 live-tweeting, 186
 Lodge, M., 84
 Louisiana, 147–8
 Love, B., 122
- Madison, Tennessee, 61
 mass public, 132. *See also* attitude, political;
 public opinion

- Massachusetts, 172
- McCain, John, 146
- McGhee, E., 5
- McGregor, Shannon C., 191
- McKee, Rick, 135
- McKelvey, K., 148
- McKinney, M. S., 90, 93–4
- media, local, 12, 111, 117–18. *See also* Iowa;
news media
- Media Matters*, 12
- Media Research Center*, 12
- medicine, 75
- Memphis, Tennessee, 60, 67–72
- Mendez, Matthew, 47
- Michigan midterms (2014), Twitter use in,
145–62
amount of, 149, 161
content analysis of, 149–52, 160–1
exposure to, effects of, 156–62
research context, 145–55
research method, 155–6
See also attitude, political; frames/framing;
Twitter
- microtargeting, 28, 31
- Middle Tennessee State University, 62
- midterm elections
coverage of, 160
foreign policy, importance of, in, 139–40
importance of, 101
polarization and, 84
vs. presidential elections, 8, 9, 11–12,
127–8
See also House of Representatives, races
for (2014); midterm elections (2014),
overview of; presidential elections;
senatorial races (2014)
- midterm elections (2010), 31–2, 147
- midterm elections (2014), overview of,
3–19
advertising, 16–18
campaign finance, 4–5
coverage of, 11–13
demographics, 6–10
digital/social media usage, 13–15
gains/losses, 3–4, 5
issues/agendas, 5, 10–11
viewership of, 13
voter turnout, 6–10
- Miller, W. E., 44, 231
- Minnesota, 125
- minority voters, 43, 44–5, 46, 49–50. *See*
also race
- Mintz, Dan, 29
- mobile phones, 31, 32, 186
- mobilization, 153–4, 228. *See also* attitude,
political
- moderates, 85, 87
- Mondale, Walter, 173
- Moore, Russell D., 61
- Moriarty, S. E., 172, 173, 185
- Morris, Jonathan S., 128, 131
- Mourão, Rachel R., 191
- MoveOn.org, 28, 29
- Narwhal project, 25, 31
- Nashville, Tennessee, 60, 61, 67–72
- National Conference of State Legislatures,
58
- National Elections Studies, 89
- National Exit Pool, 6
- NBC, 12
- “netroots” movement, 29
- Netroots Nation (conference), 30
- New Hampshire, 122, 180, 184
- New Mexico, 46–7
- New Organizing Institute (NOI), 28, 30
- New York Magazine*, 8
- New York Times*
on competitive elections, 175
on *Fox News*, 13
on Obama campaign (2008), 171–2
photographs in, 173
on political party affiliation, 10
on voter ID laws, 46
on voter turnout, 6
- news, Internet, 65–6
issues, prominence of, on, 117
vs. newspapers, 185
around Tennessee Amendment 1, 72–3
See also Internet
- news anchors, 116
- “news grazers,” 128
- news media
campaign agendas and, 63
coverage, interest in, 11–12
criticisms of, 102
financial problems of, 126–7
ideal of, 102, 111
issues, coverage of, by, 12
issues covered, prominence of, 117–18

- news media—*Continued*
- as liberal, 104, 110
 - as negative, 104, 110, 116
 - objectivity of, 110, 111, 126, 127
 - partisan, 85–6
 - political attitudes, effect on, by, 44, 48–53
 - as political institution, 110
 - politicians, relationship with, 109
 - sources for, 103–4, 107, 109–10, 111, 112
 - tone of, 104
 - as watchdog, 102, 109, 111
 - See also* conflict bias; Iowa; issues; newspapers; polarization, affective
- Newseum.org, 119
- newspapers
- conflict bias, analysis of, in, 119–29
 - decline of, 185
 - endorsements by, 219–20
 - format of, 121
 - headlines of, 119, 122–4, 126–7
 - issues, prominence of, in, 117, 119–20, 124–5
 - photographs in, choice of, 184–5
 - Tennessee Amendment 1, coverage of, in, 65–6
 - See also* headlines, newspaper; news media
- Nisbett, Gwendelyn S., 225
- NOI (New Organizing Institute). *See* New Organizing Institute (NOI)
- nonprofits, 18
- No-on-One campaign
- Facebook. usage of, by, 66–7, 73–5
 - faith/religion frame and, 75, 76–7
 - government regulation frame and, 75, 78
 - television ads by, 61–2, 67–72
 - See also* Tennessee Amendment 1; Yes-on-1 campaign
- North Carolina, 88–90, 92, 122, 125, 180, 184
- Novak, V., 18
- Nunn, Michelle, 180, 183
- Obama, Barack
- analytics, use of, by, 25
 - federal courts and, 19
 - foreign policy of, 133, 134–5, 139
 - importance of, in midterm elections, 12, 131–2
 - Internet, use of, by, 13, 146, 153, 171–2
 - photographs of, 173
 - reelection of, 8
 - voter satisfaction with, 5, 6, 9–10
- Obradovich, Kathy, 105
- opposition research, 4
- oppositional positioning, 116–17
- Orca project, 25, 31
- Orman, Greg, 180, 184
- Ornstein, N. J., 8
- PACs, 18
- Painter, David Lynn, 209
- Paletz, D. L., 116
- Palin, Sarah, 191
- Pangopoulos, Costas, 5
- Parmelee, J., 149, 153
- partisan bias, 86
- partisan strength, 91
- partisan-selective exposure, 84–5
- partisanship. *See* party affiliation; polarization, affective
- party activists, 160
- party affiliation
- abortion stance and, 58
 - ad content, effect of, and, 218, 219
 - ad effectiveness, 225
 - ad strategies and, 243–4, 250, 257, 262
 - agentic traits and, 194
 - candidate choice and, 10
 - candidate credibility and, 158
 - candidates, images of, on Twitter, and, 176, 179–84, 186–7
 - changing of, 10
 - cueing of, 257
 - field operations of, 31
 - foreign policy, salience of, and, 138
 - framing and, 63, 103
 - issues and, 11
 - measurement of, 215
 - political humor and, 139
 - president, attitude toward, and, 9–10
 - processing category and, 232
 - social media usage and, 15, 147, 245
 - Tennessee Amendment 1, support for, and, 62
 - voter ID laws, 43
 - See also* Democrats/Democratic Party; independent/third party voters; polarization, affective; Republicans/Republican Party
- Patterson, Thomas, 44

- Perdue, David, 180, 183
- Perry, Rick, 191
- person perception theory, 172–4
 background, analysis of, using, 181
 candidate behavior, analysis of, with, 179–81, 183–4, 185
 candidate photos, scoring of, and, 176–7
 competitive candidates, analysis of, using, 182–4
 context, analysis of, using, 181, 183–4, 185–6
 perspective, analysis of, using, 182, 183–4
See also candidate image
- personalizing messages/personalization
 campaigning/policy talk and, 111, 198–201, 202–3
 coding of, 106–7
 definition of, 193
 democracy and, 200
 gender and, 203–4
 on social media, frequency of, 150, 161–2, 195–6, 197
See also candidate image
- Peters, Gary, 149, 152, 157–8, 159, 160
- Pew Research Center
 on abortion, 58
 on economy, 11
 on interest in midterm elections, 12
 on issues, 10, 11
 on local television, 101
 on polarization, 84
 on social media usage, 13, 145, 170
 on voter turnout, 6
- Pfau, M. W., 235
- photographs
 aesthetic quality of, 182, 187
 audience attention and, 170
 authenticity of, 187
 on camera phones, 186
 conflict bias in, 124–5
 issues, salience of, and, 118
 personal, on social media, 193
 placement of, 172–3, 182
 tone of, 120
See also candidate image; person perception theory; Twitter, candidate images on
- PIE (political information efficacy). *See* political information efficacy (PIE)
- Pingley, A., 147–8
- Pinkleton, B. E., 158
- Planned Parenthood, 62
Planned Parenthood of Middle Tennessee v. Sundquist, 60
- polarization, affective, 83–95
 consequences of, 94
 definition of, 84
 growth of, 84–5
 measurement of, 89–90
 model of, 86–8
 political communication and, 85–6, 90, 91–5
 testing of model of, 88–95
See also party affiliation; tone/valence
- polarization, ideological, 83, 84, 225. *See also* party affiliation; polarization, affective
- Pole, A., 147
- policy
 knowledge of, by mass public, 132
 media coverage of, 102, 122
 personalized messages and, 199–200, 202
 state-level campaigns and, 150–1
See also issues; policy, social media messages about
- policy, social media messages about
 content of, 150, 160
 exposure to, candidate credibility and, 153, 157–8, 162
 exposure to, political efficacy and, 153–4, 159, 160
 exposure to, vote likelihood/choice and, 159
 frequency of, 151, 161
 growth of, 146–7
See also policy; social media
- political confidence. *See* political information efficacy (PIE)
- political efficacy
 polarization and, 84–5
 tweets, effect of, on, 154–5, 158–9
See also attitude, political; external efficacy; internal efficacy
- political information efficacy (PIE), 85, 87, 88
 affect polarization and, 91–2, 93
 measurement of, 90
 political communication and, 94
See also attitude, political

- political interest
 anxiety and, 133
 foreign policy and, 138
 measurement of, 90, 157
 media choice and, 85, 87
 polarization and, 86–7, 88, 92, 93
 social media, exposure to, and, 213
 systematic processing and, 227
See also attitude, political
- political participation
 internal/external efficacy and, 48, 52, 154
 Internet usage and, 153–4
 polarization and, 84–5
 social media use and, 148
See also attitude, political
- political strategists, 30, 185, 202. *See also*
 campaign strategy
- politicians, 47, 84, 110, 112, 146–7. *See also*
 candidates
- Politico*, 4, 5
- Popovich, M. S., 172, 173, 185
- Preacher, K. J., 91–2
- president
 “green lantern theory” of, 8
 midterm elections, importance of, for,
 101, 131
 party of, 4
 popularity of, 9–10
See also Obama, Barack
- presidential election (1984), 173
- presidential election (2000), 116, 173
- presidential election (2004), 126
- presidential election (2008), 25, 28, 29–30,
 171–2
- presidential election (2012), 25, 173, 213
- presidential election (2016), 19
- presidential elections
 candidates, images of, in, 173
 coverage of, *vs.* senatorial races, 117–18
vs. midterm elections, 8, 9, 11–12, 127–8
See also House of Representatives, races
 for (2014); senatorial races (2014)
- Prior, M., 85
- privacy, 61–2, 63, 66, 74–5, 78
- processing. *See* heuristic *vs.* systematic
- Progressive Exchange, 35
- Protestants, 58, 60, 61
- Pryor, Mark, 180
- public opinion
 on abortion, 58
 advertisement type and, 250–7
 on Charlie Crist, 219
 determination of, 27, 247
 on Florida midterm candidates, 209
 framing and, 63–4
 on negative advertisements, 228
 on news media, 102
 news media, effect of, on, 117
 on Tennessee Amendment 1, 62
See also attitude, political; electorate; issues
- Putin, Vladimir, 135
- Qualtrics, 88, 89, 230
- R (programming language), 91
- race
 abortion, opposition to, and, 58
 foreign policy issues, salience of, and, 138
 midterm voters and, 8
 party affiliation and, 8
 racial images, use of, on Facebook, 66,
 73–4, 76
 voter ID laws and, 46–7
- Rainie, L., 245
- Ramos, Nelva Gonzales, 44–5, 46
- Ramsey, Ron, 61
- rational voter model, 84
- rationalizing voter model, 84
- Reagan, Ronald, 173
- Reber, B. H., 116
- redistricting, 4
- redlining, political, 28
- religion
 effectiveness of, as frame, 78
 opposition to abortion and, 58, 60, 61,
 74–5, 76–7
- Religion and Public Life Project, 58
- Republican National Committee, 13
- Republicans/Republican Party, 3–4
 advertisements of, 10–11, 250
 demographics of, 6–8
 Internet, use of, by, 13, 258
 positive issue ads, effects of, on, 218, 220
- Rick Scott, advertising spending for,
 209–10
- voter turnout and, 3, 6
- “wave” of victories of, 5, 43
- See also* Democrats/Democratic Party;
 independent/third party voters; party
 affiliation

- rhetoric
 analytics as, 33–4, 37, 38–9
 identity and, 77
 in voter ID debates, 45–54
 of women leaders, 194
- Ridout, T. N., 10–11, 16, 18
- rights, 63, 74–5. *See also* privacy
- Roberts, Pat, 180, 182
- Roe v. Wade*, 58, 60
- Rojas, F., 148
- Romney, Mitt, 146, 153, 173
- RootsCamp, 29, 30
- Rosenbluth, P. T., 47
- Rubio, Marco, 45, 213
- Rucker, Philip, 10, 169
- Russian occupation of Ukraine
 anxiety about, 132, 137
 media coverage of, 133
 political comedy about, 133, 135–6, 137, 138–9
- same-sex marriage, 11
- Samuelsohn, D., 13
- Scacco, Joshua M., 43
- scandals, 127
- Schauer, Mark, 149, 152, 157–8, 160
- Schill, Dan, 3, 170–1
- Schneider, D. J., 172
- Schudson, M., 176
- Scott, Rick
 ad spending on behalf of, 209, 220
 image evaluations of, 216, 217–18, 219, 220
 perceived flaws of, 213–14
- Scott, Tim, 45
- Secretary of State, 65
- Selyukh, A., 14
- senatorial races (2014)
 advertising in, overview of, 16
 analytics, use of, in, 32, 38
 Braley-Ernst race, 104–5, 107–8
 coverage of, *vs.* presidential races, 117–18
 frequency of coverage of, in newspapers, 120–2, 127–8
 issues in, 10
 policy-orientation of, 150–1
 Republican control of, 19
 seats, classes of, in, 5
 seats gained/lost in, 3, 8
- See also* candidates; conflict bias; House of Representatives, races for (2014); presidential elections
- sexual orientation, 8
- Shaheen, Jeanne, 180, 184
- Sharp, Adam, 174
- Sides, J., 5
- Silver, Nate, 88
- Sinclair, J. A., 46–7
- Sipole, S., 147
- “six-year itch,” 8
- Skogerbø, E., 193
- Slothuus, R., 103
- smartphones, 31, 32, 186
- SnapStream, 106
- SNS (social networking site). *See* social media
- Snyder, Rick, 149, 152, 157–8, 159, 160
- social media
 as agenda-shaping, 13
 analytics packages for, 35–7
 battleground states and, 246
 as direct, 173–4, 185
 election salience and, 213
vs. field operations, 30
 importance of, for candidates, 170, 186, 245, 246
 messages, kinds of, on, 195, 197–8
 messages, responses to, on, 198
 missteps on, 186
 as personal, 192
 political participation and, 153–4
 popularity of, 13, 145, 170, 186, 195, 248
 as predictor of electoral outcomes, 148
 presidential election (2008) and, 18, 171–2
 self-presentation on, 195
 strategies for, 14–15
vs. television, 14–15
 tracking of use of, 34
vs. traditional websites, 192
 utility of, in gubernatorial campaigns, 245–6, 248–9, 257–61, 262–3
 voter interest, generation of, by, 13–14
See also analytics; Facebook; Internet; policy, social media messages about; Twitter
- social pressure, 77
- sources, expert, 109
- Southern Baptist Convention, 60, 61

- Stalsburg, B. L., 195
- Stanyer, J., 193
- State of the Media* (2014), 101
- Stein, K. A., 116
- Stokes, D. E., 44
- Stonecash, Jeffrey, 6
- Storey, M. C., 244
- strategic game frame
- coding for, 150
 - definition of, 102
 - headlines indicating, 122–3
 - prevalence of, 106, 107–8
 - See also* frames/framing
- strategic stereotype theory, 194, 203
- Strombak, J., 153
- Sullivan, Dan, 180, 182, 183
- Sunstein, C. R., 94
- Supreme Court, 18, 19, 45, 60
- “surge and decline” phenomenon, 9
- surveillance processing, 227
- Survey Sampling International, 49
- Svensson, E., 153
- swing states. *See* elections, competitive
- systematic processing
- comparison advertisements and, 232
 - definition of, 227
 - frequency of use of, 231–2
 - testing for, 231
 - See also* advertisements, processing of; heuristic processing
- Taber, C., 84
- Tedesco, J. C., 90, 93
- television. *See* advertisements;
- advertisements, television; media, local;
 - news media
- Tenenboim, Ori, 43
- Tennessee, 46, 60. *See also* Tennessee Amendment 1
- Tennessee Amendment 1, 57–79
- framing and, 63–4, 74–5, 76–9
 - messages about, method of analysis of, 64–7
 - messages about, on social media, analysis of, 73–6
 - messages about, summary of, 61–2
 - messages about, televised, analysis of, 67–72, 76
 - overview of, 59–60
 - political landscape around, 60
 - public opinion on, 62–3
 - research context, 57–64
 - research method, 64–7
 - wording of, 59, 62
 - See also* frames/framing
- Tennessee Baptist Convention, 61
- Tennessee General Assembly, 60
- Tennessee Right to Life, 61
- Tennessee Supreme Court, 60
- testing, culture of. *See* analytics
- Texas, 191, 229–30. *See also* voter ID laws
- Texas Tribune*, 49
- third party. *See* independent/third party voters
- Tillis, Thom, 180, 184
- Time* magazine, 132
- tone/valence
- attitudes towards candidates and, 235
 - candidate characteristics and, 228
 - and content focus, interaction between, 213–14, 217–18, 219, 226
 - effect of, on enthusiasm, 216–17, 218
 - effect of, on image evaluations, 217–18
 - effect of, on public support, 262
 - election outcomes and, 104
 - heuristic *vs.* systematic understanding and, 227
 - of Iowa local news, 110, 111
 - measurement of, 107, 215
 - of newspaper headlines, 119, 122–4
 - of photographs, 120, 124–5
 - processing category and, 232
 - of tweets, 150, 151, 152, 161, 200, 203
 - See also* advertisements; candidate image; Florida, advertising in
- Topaz, J., 10
- Towner, Terri L., 148, 154
- Tri-Cities, Tennessee, 67–72
- tweets. *See* Twitter
- Twitter, 145–62
- analytics tools in, 36
 - candidates’ credibility, effect on, by, 153, 157–8
 - candidates’ ratings, effect on, by, 258–61, 262
 - candidates’ tweets, content of, 146, 149–52
 - congress members’ tweets, content of, 147
 - hash tags, 74, 174

- history of use of, 146–7
 live-tweeting on, 186
 negativity on, 161
 as news source, 174
 political efficacy, effect on, by, 158–9
 political interest, effect on, by, 13–14, 153–4
 popularity of, 145, 155, 170, 174, 245–6, 248
 profile pages on, 177–9
 retweeting, 200–2
 speed of use of, 186
 trust in government, effect on, by, 154, 158–9
 vote likelihood, effect on, by, 158–9
See also Michigan midterms (2014), Twitter use in; social media; Twitter, candidate images on; women gubernatorial candidates, social media messages of
 Twitter, candidate images on, 169, 174–87
 aesthetic quality of, 178–9, 182
 analysis of, using person perspective theory, 179–87
 kinds of, 177–8
 research methods, 174–7
 See also person perception theory; social media; Twitter
 Tyndall, Andrew, 12

 Uberti, David, 12
 Udall, Mark, 180, 183
 Ukraine. *See* Russian occupation of Ukraine
 undecided voters, 10, 225
 unions, 109
 urbanity, 8, 62, 69–71
 US Census, 49
 US Fifth Circuit Court of Appeals, 45
 US Government Accountability Office (GAO), 46

 valence. *See* tone/valence
 values, 63–4, 76–8, 79. *See also* issues
 Vanderbilt University, 62
Vanishing Voter (Patterson), 44
 Vavreck, Lynn, 11
Victory Lab (Issenberg), 25, 29
 violence, 94
 Vizcarrondo, Tom, 209

 Vote No on One Tennessee, Inc., 61, 62
 voter ID laws, 43–54
 debates around, effect of, on political attitudes, 48–53
 debates around, overview of, 45–7
 overview of, in Texas, 44–5
 public support for, 45
 voter models, 84
 voter registration, 44
 voter turnout, 3, 5–9
 ad tone and, 233–4
 ad type and, 233–4, 243
 advertising spending and, 65
 conflict bias and, 127
 demographics and, 6–8
 likelihood of, 231, 232–4
 for midterm *vs.* presidential elections, 9
 percentage of voters, 5–6
 by state, 7
 and Tennessee Amendment 1, 65, 70–2
 in Texas, 43, 54
 tweets, exposure to, and, 158, 159
 voter ID laws and, 46
 voting intentions, measurement of, 246–7
 voting patterns, 8–9

 Wagner, K. M., 170, 187
 Wagner, M., 103
 Waldman, P., 173, 184–5
 Wallace-Wells, Benjamin, 8
 Wanta, W., 118
 Warner, Benjamin R., 83, 85, 86, 92, 93–4
Washington Post, 18, 169
 Wesleyan Media Project, 18
 West Virginia, 122, 147–8
 White, Ariel, 47
 White House, 171
 White people, 8, 76. *See also* Black people; race
 Williams, C. B., 146, 148
 Wilson, David, 46, 47
 WOI-TV Channel 5, 105–6, 108, 110
 women gubernatorial candidates, social media messages of, 191–204
 candidates profiles, 196–7
 gendered self-presentations in, 198–200
 research context, 191–7
 research method, 197–8
 user engagement with, 200–2
 See also gender; personalizing messages/personalization; social media

Xenos, M. A., 147

Yamamoto, M., 154

Yes-on-1 campaign, 61

 Facebook. usage of, by, 66–7, 73–5

 faith/religion frame and, 75, 76–7

 government regulation frame and, 75, 78

 television ads by, 64–5, 67–72

See also No-on-One campaign; Tennessee
 Amendment 1

YouTube

 effect of, on candidate ratings, 258–61,
 262

 gubernatorial candidate videos
 on, 248

 popularity of, with candidates, 170,
 245–6

 “squeal” ad on, 169, 172

See also advertisements;
 social media