Technology and particularly the Internet have caused many changes in the realm of politics. Aspects of engineering, computer science, mathematics, and natural science can be applied to politics. Politicians and candidates use their own Websites and social network profiles to get their message out.

*Political Campaigning in the Information Age* includes research chapters from numerous researchers around the world who have done research studies on different aspects of political campaigning and political messaging with information technology, engineering, computer science, and math. This book strongly increases our understanding of methods for political campaigning and political communications in the information age, the effectiveness of these methods, and tools for analyzing these methods.

The prospective audience includes, but is not limited to, researchers, political campaign managers and staff, politicians and their staff, political operatives, political and public policy analysts, political scientists, engineers, computer scientists, journalists, professors, students, and individuals working in the fields of politics, e-politics, e-government, new media and communication studies, and Internet marketing.

Researchers and political operatives will be particularly interested in this book to gain a better understanding of political campaigning and political communications in the information age, the effectiveness of these methods, and tools for analyzing these methods. Researchers will be interested in this book for research ideas and to build upon the research presented in their own research. Political operatives will be interested in this book to learn how to increase the effectiveness of their political campaigns and political communications.

In “Relationship between Social Media and Political Parties: The Case of Turkey” by Kamil Demirhan, the author analyzes the adaptation of political parties in Turkey to improvements in information and communication technologies and social media. He analyzes how parties and leaders used social media in a general election and in drafting a new constitution with active participation of electors, citizens, and other groups.

In “Social Media in Political Public Relations: The Cases of the Portuguese Social Democratic Party (PSD) and the Socialist Party (PS) in the 2009 Parliamentary Campaign” by Sónia Pedro Sebastião and Alice Donat Trindade, the authors demonstrate how social media can be used in different ways to create more personalized or more impersonal messages in political public relations campaigns.

In “Amplification and Virtual Back-Patting: The Rationalities of Social Media Uses in the Nina Larsson Web Campaign” by Jakob Svensson, the author does an in-depth study of a Swedish politician’s social media usage to get reelected.

In “A Europe Wide Web? Political Parties’ Websites in the 2009 European Parliament Elections” by Cristian Vaccari, the author investigates the characteristics of 55 party Websites in the last two weeks before the election in France, Germany, Italy, Spain, and the United Kingdom. He provides an updated
mapping of the state of the art in Western European online campaigning and discovers which variables affect the characteristics of party Websites.

In “New Media in the Process of Shaping Local Democracy: The Case of Poland” by Ilona Biernacka-Ligieza, the author analyzes local elections in 2002, 2006, and 2010 to determine what are the main sources of political information for communities, which medium dominated local elections communication, whether there is a dependency on local media usage among voters, whether local voter turnout is dependent on the quality of the media campaign, and whether information and communication technologies are used for active political participation.

In “Online Political Marketing: The Use of Facebook in the 2010 Greek Municipal Elections” by Georgios Lappas, Prodromos Yannas, Alexandros Kleftodimos, and Amalia Triantafillidou, the authors do an in-depth analysis on the use of Facebook by mayoral candidates in approximately 325 municipal races. Using statistical analysis, they test a number of hypotheses to examine the differences in the use of Facebook between candidates and assess the impact of Facebook usage on the candidates’ electoral success.

In “Microblogging and the News: Political Elites and the Ultimate Retweet” by Kevin Wallsten, the author assesses the extent to which microblogging on Twitter by politicians influences traditional media’s news coverage. He tracks print, broadcast, and online news mentions of tweets from politicians during the five-and-a-half years after microblogging started.

In “Reframing Audience: Co-Motion at #SOTU” by G. R. Boynton and Glenn W. Richardson Jr., the authors analyze the audiences on Twitter for state of the union addresses.

In “Sources and Formats of Campaign Information on YouTube” by Robert Klotz, the author examines U.S. Senate campaign videos on YouTube for three elections.

In “Do Web Campaigns by Party Leaders Enhance the Images of Party Leaders Held by Voters? Experimental Evidence from Finland” by Tom Carlson, Göran Djupsund, and Kim Strandberg, the authors examine whether the Websites and blogs of party leaders in Finland during an election campaign affect voters’ perceptions of the party leaders’ traits. Website features, blogging approaches, and participant expectancies are considered.


In “A Diachronic Analysis of Portuguese Digital Campaigning” by Rui Alexandre Novais and Álvaro Cúria, the authors do a research study of the nature of online communication in e-campaigns in Portugal. They assess the evolution of the online campaign and the most influential contributions of the Internet to campaigns.

In “The New Interdisciplinary Fields of Political Engineering and Computational Politics” by Ashu M. G. Solo, I define these new interdisciplinary fields, describe the scope of research and development in these fields, and provide examples of research and development in these fields. Political engineering is the application of engineering, computer science, mathematics, or natural science to solving problems in politics. Computational politics is the application of computer science or mathematics to solving problems in politics. Political engineering and computational politics include, but are not limited to, principles and methods for political decision-making, analysis, modeling, optimization, forecasting, simulation, and expression. These fields were first originated and defined by me in a research paper entitled “The
New Fields of Public Policy Engineering, Political Engineering, Computational Public Policy, and Computational Politics,” which was published in *Proceedings of the 2011 International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government*. The definition of political engineering and computational politics will greatly increase the pace of research and development in these important fields.

In “The New Interdisciplinary Fields of Public Policy Engineering and Computational Public Policy” by Ashu M. G. Solo, I define these new interdisciplinary fields, describe the scope of research and development in these fields, and provide examples of research and development in these fields. Public policy engineering is the application of engineering, computer science, mathematics, or natural science to solving problems in public policy. Computational public policy is the application of computer science or mathematics to solving problems in public policy. Public policy engineering and computational public policy include, but are not limited to, principles and methods for public policy formulation, decision-making, analysis, modeling, optimization, forecasting, and simulation. These fields were first originated and defined by me in a research paper entitled “The New Fields of Public Policy Engineering, Political Engineering, Computational Public Policy, and Computational Politics,” which was published in *Proceedings of the 2011 International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government*. The definition of public policy engineering and computational public policy will greatly increase the pace of research and development in these important fields.

In “Type-One Fuzzy Logic for Quantitatively Defining Imprecise Linguistic Terms in Politics and Public Policy” by Ashu M. G. Solo, Madan M. Gupta, Noriyasu Homma, and Zeng-Guang Hou, the authors describe how fuzzy logic was required to properly ask and answer a question on defining rich during a U.S. presidential debate. Then we show how fuzzy logic is needed to properly ask and answer queries about quantitatively defining imprecise linguistic terms in politics and public policy like middle class, poor, low inflation, medium inflation, and high inflation. They explain how imprecise terms like these in natural languages should be considered to have *qualitative definitions*, *crisp quantitative definitions*, and *fuzzy quantitative definitions*, and define these terms.

In “Interval Type-Two Fuzzy Logic for Quantitatively Defining Imprecise Linguistic Terms in Politics and Public Policy” by Ashu M. G. Solo, I show the advantages and disadvantages of interval type-two fuzzy logic instead of type-one fuzzy logic for asking and answering queries about quantitatively defining imprecise linguistic terms in politics and public policy like rich, middle class, poor, low inflation, medium inflation, and high inflation. I explain how imprecise terms like these in natural languages can have *qualitative definitions*, *crisp quantitative definitions*, *fuzzy quantitative definitions*, *type-one fuzzy quantitative definitions*, and *interval type-two fuzzy quantitative definitions*.

In “Using Graph Theory Software for Political Discourse Analysis” by Bogdan Pătruţ, Monica Pătruţ, and Camelia Cmeciu, the authors describe how graph theory can be used to make a content analysis of political speech.

In “Online Election Campaigning: Exploring Supply and Demand during the France 2012 Presidential Election” by Darren Lilleker and Karolina Koc Michalska, the authors examine the online presences of the main candidates and their parties in the 2012 French presidential election. Whereas most research of online campaigning focuses on the supply side, they also explore the demand side and analyze data to determine what citizens search for online and particularly determine what citizens seeking help with their voting decisions search for online.

In “Hungarian MPs’ Response Propensity to Emails” by Norbert Merkovity, the author emails every member of parliament in Hungary and analyzes the profiles of the responding representatives.
In “Mapping Research Methodology in Online Political Communication” by Rosanna De Rosa, Valentina Reda, and Tommaso Ederoclite, the authors map the political science production in e-politics during the last ten years to understand how e-politics has been studied and which approaches or methodologies were used.

There were 20 chapters accepted from 33 researchers at universities and research institutions in the USA, Canada, China, England, Finland, France, Greece, Hungary, Italy, Japan, Poland, Portugal, Romania, Sweden, and Turkey.

There were many more chapter proposal submissions and chapter submissions than could be accepted.

The editorial advisory board is listed in this book. Each of the people on the editorial advisory board helped in editing by reviewing chapters, publicity of the call for chapters, or other work.

Anas Malik Alahmed reviewed two extra chapters. Alison Novak reviewed an extra chapter. Joanna Kulesza reviewed an extra chapter.

The analyses presented in the chapters make strong research contributions in understanding political campaigning in the information age, its methods, the effectiveness of these methods, and tools for analyzing these methods. The research in every chapter can be expanded upon, built upon, or used in future research by others, and hence, motivates future research by others.

This book is dedicated to family, relatives, and friends. This book is also dedicated to freedom fighters and specifically to the greatest politician, President John F. Kennedy, who prevented a nuclear holocaust during the Cuban Missile Crisis, proposed legislation to desegregate America, and ordered NASA to put a man on the moon. Since his assassination on November 22, 1963, the U.S. federal government has been driving forward with its parking brake on. If JFK was a Corvette, the presidents who followed him were Edsels. JFK was miles ahead of the rest, and the world will never be the same without him.

The reader may also be interested in reading Handbook of Research on Political Activism in the Information Age, another book edited by me and published by IGI Global. Handbook of Research on Political Activism in the Information Age involves numerous researchers from around the world doing research studies analyzing different aspects of political activism with information technology and writing chapters on their results. Handbook of Research on Political Activism in the Information Age strongly increases our understanding of methods for political activism in the information age, the effectiveness of these methods, and tools for analyzing these methods.

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