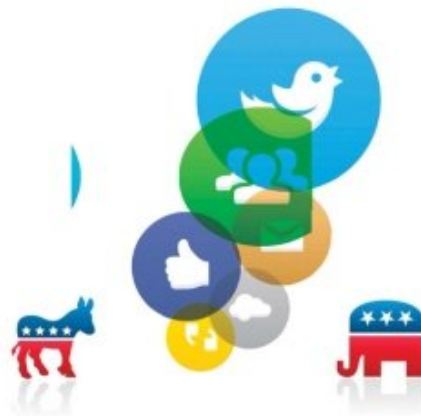


PRESIDENTIAL CAMPAIGNING AND SOCIAL MEDIA: AN ANALYSIS OF THE 2012 CAMPAIGN BY JOHN ALLEN HENDRICKS, DAN SCHILL

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"Hendricks and Schill provide the most comprehensive collection on the use of social media in the 2012 presidential campaign. This impressive volume provides insight into the growing importance, role, and scope of social media in contemporary political campaigns."--Robert Denton, Virginia Tech

"*Presidential Campaigning and Social Media* is a good, thorough examination of the uses and impact of new technological advancements on the political landscape. It does an excellent job of providing a backdrop for research into social media and the way that it shapes the behavior of voters."--Michael K. Romano, Western Michigan University

"In fact, the greatest contribution of *Presidential Campaigning and Social Media* may be that it lays the groundwork for future social media research. The book cannot provide definitive answers about a phenomenon that is still evolving, but it does provide a solid research foundation upon which scholars can build." --Kyle Heim, Seton Hall University, *Presidential Studies Quarterly*

About the Author

John Allen Hendricks is Chair and Professor of Mass Communication at Stephen F. Austin State University. He is the author of six books including *Communicator-in-Chief: How Barack Obama Used New Media*

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Social media are revolutionizing the American electoral process. Their integral role in facilitating campaign communication and networking has rapidly evolved into a standard element of candidate strategy, voter engagement, and media reporting.

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