



# The Internet and Political Engagement

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Civil Discourse**

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[Infoacrs.com/politicalengagement.pdf](http://Infoacrs.com/politicalengagement.pdf)



# New Media and Politics

- 1993 White House website
- 1994 First campaign website for Senator Diane Feinstein
- 2004 Zip-code targeting, meet-ups, fact-checks



# 277 Million Display Ads in 2007

- Romney - 37 %
- McCain- 34 %
- Obama- 27 %
- Clinton -1%

(Kaye, 2007)



# 2008 Political Engagement

- 59% had some campaign activity online
- 39% used the internet for "unfiltered" campaign materials
- 39% have watched online political videos
- 22% say that they would not be as involved in the campaign if not for the internet.

(Smith 2008, Smith & Rainie, 2008)



# Spending for Online Ads 2008

- Obama \$16 million
- McCain \$3.6 million
- Most online ads were targeted  
(Kaye, 2009)

<http://www.barackobama.com/>



OBAMA'08

# CHANGE

WE CAN BELIEVE IN



**JOIN THE MOVEMENT**

Email Address

Zip Code

**LEARN MORE**

PAID FOR BY OBAMA FOR AMERICA

**SKIP SIGNUP**  
GO TO THE WEBSITE

APRIL 13, 2008



## Barack Obama, for leadership

All of the myriad issues facing the next president of the United States coalesce into a single question: Who can best lead? For Pennsylvania Democrats, the best answer in the April 22 primary is Barack Obama.

[CONTINUE READING](#)

### OTHER NEWS

- Apr 21 [Kennedy: Obama inspires people, works tirelessly](#)
- Apr 21 [Crowd of 2,600-plus cheers Obama in Reading](#)
- Apr 20 [Endorsement: Obama](#)
- Apr 20 [Obama whistle-stops through the southeast](#)
- Apr 19 [Obama greeted by largest crowd of his campaign](#)

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BARACKTV

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### OBAMA EVENTS

SATURDAY, APRIL 19, 2008



## On Track for Change Tour

*in* [Winnwood](#), [Beali](#), [Downingtown](#), [Lancaster](#), &

### OTHER EVENTS

- Apr 21 [On Track for Change Town Hall with Barack Obama](#)  
*in* [MCKEESPORT, PA](#)
- Apr 21 [On Track for Change Rally with Barack Obama](#)  
*in* [PITTSBURGH, PA](#)



[LOGIN](#)

[MY.BARACKOBAMA.COM](#)

Make friends • Host events  
Help fundraise • Your own blog  
and much more!

[SIGN UP NOW](#)



# Voter Engagement with Obama

- 10 million emails collected
- 744.9 million dollars in fundraising
- 1,792 Obama-related videos uploaded since November 2006, about 4 uploads/day (Jeremiah Owyang, 2008)
- 8.5 million visitors to Obama's website (comScore, November 20, 2008)



## GIVE HILLARY THE RESOURCES TO WIN

IN THE UPCOMING PENNSYLVANIA PRIMARY AND BEYOND








[MAKE A CONTRIBUTION](#)

### HELP WIN UPCOMING STATES



[MAKE CALLS](#)  
CLICK TO GET STARTED

### HELP MAKE HISTORY

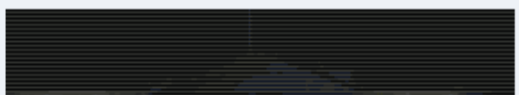
-  **JOIN TEAM HILLARY**  
Sign up as a supporter today
-  **MAKE PHONE CALLS**  
Start calling voters right now
-  **FIND OR PLAN EVENTS**  
Find events near you or plan your own
-  **HELP RAISE MONEY**  
Be a HillRaiser and help keep us strong
-  **TRAVEL FOR HILLARY**  
Volunteer in an upcoming primary state

[\\$ CONTRIBUTE](#)

### POP QUIZ:

**WHO SAID THIS?**

#### HILLARY TV





#### SPOTLIGHT



**Earth Day**  
Hillary outlined a comprehensive plan to address the energy and environmental concerns facing our country.

#### FEATURE SITES

-  HillBlazers  
Youth for Hillary
-  Women for Hillary  
Join our movement

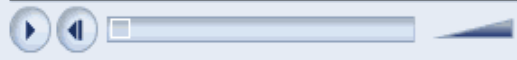
**MAKE A CONTRIBUTION**



**GO TRAVEL FOR HILLARY**  
Volunteer in an upcoming primary state

**\$ CONTRIBUTE**

### HILLARY TV



#### Kitchen

Harry Truman said: "If you can't stand the heat, get out of the kitchen." Hillary has what it takes.



[more videos >](#)

### SPOTLIGHT



#### Earth Day

Hillary outlined a comprehensive plan to address the energy and environmental concerns facing our country.



#### Terry McAuliffe Tours Oregon

Campaign Chairman Terry McAuliffe opened five offices across the state of Oregon.



#### HUBdate: Pennsylvania Primary Eve

Check out this morning's HUBdate for the latest from the campaign.



#### Equal Pay Day

Women only receive 77 cents for every dollar men earn. Calculate your wage gap.



#### Get Campaign Text Messages

Sign up to receive Hillary updates via text message and stay on top of the latest campaign news.

[more news >](#)

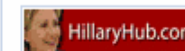
### FEATURE SITES



HillBlazers  
Youth for Hillary



Women for Hillary  
Join our movement



Hillary Hub  
Get the latest news



Fact Hub  
Get the straight facts



Delegate Hub  
Learn about delegates



Hillary Store  
Get your Hillary gear

### COMMUNITIES



MySpace



YouTube



Facebook



Eons



Flickr



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<http://www.johnmccain.com/>

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**IT'S TIME FOR ACTION TOUR**

"America is only as strong as its people."  
**DAY ONE: ALABAMA**  
Click Here to Follow the Tour

**JOHN MCCAIN**  
FOR PRESIDENT

**COURAGEOUS SERVICE**  
*Watch the incredible story of a true American hero who is singularly prepared to lead*

**DONATE** **JOIN**

**MCCAIN STORE**

SIGN UP FOR EMAIL UPDATES:  
Email Address  ZIP

**SERVICE TO AMERICA**  
CLICK HERE TO FOLLOW THE TOUR

**If you want lower gas prices...**  
Support the McCain Plan for a Summer Gas Tax Holiday  
**SIGN THE PETITION TODAY**

**PICTURES FROM THE ROAD** | **IN THE NEWS** ★ | **MCCAIN ACTION CENTER** ★

## PICTURES FROM THE ROAD



## IN THE NEWS ★

- 04.21 John McCain Continues "Time for Action Tour"
- 04.21 Time For Action Tour - Remarks By John McCain On Day One Of The Time For Action Tour
- 04.21 McCain tours Black Belt today
- 04.21 Remarks By John McCain On Day One Of The Time For Action Tour
- 04.19 Media Advisory: John McCain Kicks Off "Time for Action Tour"
- 04.18 McCain Campaign's Next Stop: 'Forgotten Parts of America'

[More News](#) | [Press Releases](#) | [Speeches](#)

## McCAIN ACTION CENTER ★

- ◆ [View McCain Upcoming Events](#)
- ◆ [A Cause Greater Than Your Own Self Interest](#)
- ◆ [McCain Blog: Make Your Opinion Known](#)
- ◆ [Register to Vote](#)
- ◆ [McCain Supporters & Endorsements](#)
- ◆ [Become a McCain Ace](#)

[McCain Online Store](#) >

[Latest Audio & Video](#) >

## POLL

By how much would the Democrats' budget resolution raise America's tax bill?

- \$0
- \$500 million
- \$200 billion
- \$500 billion

[Submit](#)

Visit the McCain Online Store! [CLICK HERE](#)

## STRAIGHT TALK EXPRESS

[+ more](#)

Get the latest from  
the Straight Talk Express



April 21st - It's Time For Action Tour - AL Selma & Gee's Bend, AL  
[Read More >>](#)

April 20th - John McCain Appears on This Week with George Stephanopoulos  
ABC

April 17 - John McCain Meets With British Prime Minister Gordon Brown  
Washington, DC





# McCain Online Advertising ROI

Sponsored Results

[John McCain for President](#)  
No On The Job Training  
Needed Help Elect John  
McCain  
[JohnMcCain.com/Experience](http://JohnMcCain.com/Experience)

- The McCain campaign had a return of about \$3-\$4 in donations for every dollar they spend on search, according to Eric Frenchman (<http://www.connelldonatelli.com/>).
- \$346.6 million in fundraising in entire campaign
- Sarah Palin increased fundraising



# McCain 2008

## New website in Summer 08

- More interactive
- More local party operations
- GOP gets out the vote
- 3.8 million visitors to McCain website (comScore, November 20, 2008)



# Voter Engagement

- **69,456,897** votes (52.9%) and 365 electoral votes for Obama
- 59,934,814 votes (45.7%) and 173 electoral votes for McCain
- 63% of voters actually voted- the highest turnout since 1960



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