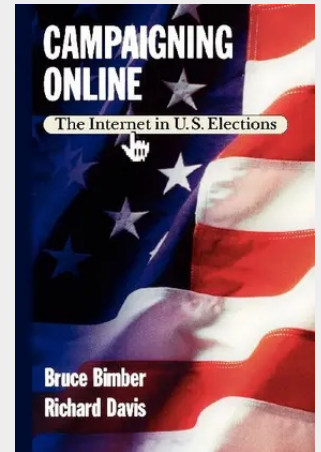


Campaigning Online

The Internet in U.S. Elections

Campaigning Online provides an authoritative new portrait of the role of campaign web sites in American elections. How do candidates use the Internet to gain or reinforce voter support? Are voters influenced by what they see on candidate's web sites? Do they learn anything? Are their votes influenced? The authors answer these questions using a wealth of new data and evidence about the 2000 election drawn from national and state-wide surveys, laboratory experiments, interviews with campaign staff, and analysis of web sites themselves.

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