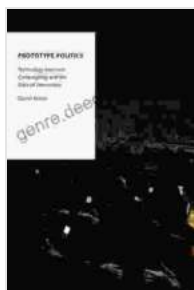# Technology-Intensive Campaigning and the Data of Democracy: Oxford Studies in Digital Politics

Technology-Intensive Campaigning and the Data of Democracy: Oxford Studies in Digital Politics explores the evolving relationship between technology, elections, and democratic governance. The book brings together a team of leading scholars to examine how digital technologies are transforming the way that political campaigns are conducted and how citizens engage with the political process.

Prototype Politics: Technology-Intensive Campaigning and the Data of Democracy (Oxford Studies in Digital Politics) by Daniel Kreiss

★★★★☆ 4.7 out of 5

Language	: English
File size	: 3238 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 303 pages
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The book begins by examining the history of technology-intensive campaigning, from the early days of radio and television to the present day of social media and big data. The authors show how technology has been

used to both expand and contract democratic participation, and they explore the implications of these changes for the future of democracy.

The book then examines the specific ways in which digital technologies are being used in political campaigns. The authors discuss the use of social media to mobilize supporters, target voters, and spread campaign messages. They also examine the use of big data to identify and persuade voters. The authors argue that these technologies have the potential to both improve and undermine democracy, and they explore the ways in which they can be used to promote democratic values.

Finally, the book examines the implications of technology-intensive campaigning for democratic governance. The authors argue that these technologies are changing the way that political campaigns are conducted, and they explore the implications of these changes for the future of democracy. They also examine the ways in which these technologies can be used to promote democratic values and to strengthen the democratic process.

Technology-Intensive Campaigning and the Data of Democracy is a timely and important book that provides a comprehensive overview of the evolving relationship between technology, elections, and democratic governance. The book's insights are essential reading for anyone who wants to understand the future of democracy in the digital age.

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- Social Media and Political Mobilization

- Big Data and Voter Targeting

- The Implications of Technology-Intensive Campaigning for Democratic Governance

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Author Biographies

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