

Reclaiming the House with Use of Web 2.0 Tools: Democratic Candidates and Social Media during Midterm Elections in 2018

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Abstract : Modern politicians tend to resign from the traditional media as Web 2.0 tools allow them to interact with a much bigger audience while spending less money on their campaign. Current studies on this subject prove that in order to win the elections, the candidate needs to show his personal side during the campaign to appeal to the voter as an average citizen. Because of that, the internet user may engage in the politician's campaign by spreading his message along with his followers. The aim of the study is to determine how did the Democratic candidates use the Web 2.0 tools during the 2018 midterm elections campaign and whether they managed to succeed. Taking into consideration the fact that the United States as a country, has always set important milestones for the political marketing as a field of science, the result of the research can set some examples on how to manage the modern internet campaign in less developed countries.

Keywords : political campaign, midterm elections, social media, Web 2.0

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