



Midwest Association for Public Opinion Research

MAPOR 2016 Webinar Series

Join us for MAPOR's Methods and Substance Webinar Series! For the first presentation of 2016, Professor Tom Johnson will discuss New Media and Politics.

From Blowing Sax to Blowing Stacks: The Influence of New Media on Political Campaigning

Tom Johnson, the Amon G. Carter Jr. Centennial Professor in the School of Journalism at University of Texas at Austin and Director of the Digital Media Research Program



This webinar will discuss how presidential candidates have relied on different new media from the 1992 to 2016 elections, from appearances on late night talk shows and Oprah back in 1992 to how they have used blogs and various social media to try (and in some case fail) to get out their message and mobilize supporters in the last three presidential elections. Candidates rely on new media from talk show appearances, to candidate websites to social media because they allow the candidate to control the message presented to the audience. But in relying on social media in the last three elections have they given up some of their control?

April 20th, 12-1 pm central time

ADMISSION:

\$10 for students, \$40 for non-student MAPOR members, \$50 for non-members

Recordings of the webinar will be available for those who cannot attend the event live. If interested, please register and you will receive a link to the recording after the event.

Register online at <http://www.mapor.org/WebinarRegistration.html>