INTERNET, POLÍTICA Y ELECCIONES PRESIDENCIALES DE LOS EE.UU.

En español

Internet está cambiando el campo de juego

Por Andy Carvin

Periódico electrónico del Departamento de Estado de Estados Unidos, otubre de 2007

Las elecciones generales de 2008 en Estados Unidos serán sin duda un momento crucial en la historia de la nación, pero no necesariamente debido a un candidato o política en particular. Como ya ha ocurrido en recientes ciclos electorales, Internet ha llegado a ser una herramienta política poderosa para hacer campaña, recaudar fondos y facilitar la participación cívica. Lo que hace a este ciclo electoral tan interesante en particular, sin embargo, es que muchas de las innovaciones que tienen lugar no las hacen las campañas o los políticos sino el mismo público estadounidense.

http://usinfo.state.gov/journals/itdhr/1007/ijds/carvin.htm

Campañas presidenciales utilizan Internet: Crece uso de blogs para apoyar a candidatos

Por Mercedes Suárez

Redactora del Servicio Noticioso desde Washington

Los denominados "Web logs", conocidos simplemente como "blogs", son sitios electrónicos en la Web escritos por "blogueros" para expresar sus opiniones o pensamientos, muy a la manera de un diario electrónico. Los blogueros escriben comentarios en apoyo de sus candidatos favoritos y debaten con otros blogueros las virtudes de otros candidatos .

http://usinfo.state.gov/xarchives/display.html?p=washfile-spanish&y=2007&m=September&x=20070927165533mzeruS0.4804499

El Partido Demócrata

Sitio web del partido demócrata de los EE.UU.

http://www.democrats.org/espanol.html

El Partido Republicano

Sitio web del partido repúblicano de los EE.UU.

http://espanol.gop.com/SpanishContent.aspx?Area=HomePage

In English

Institute for Politics, Democracy & the Internet

George Washington University

The Institute for Politics, Democracy & the Internet (IPDI) is part of the Graduate School of Political Management of The George Washington University. Its mission is to promote the use of the Internet and new communication technologies in politics to enhance democratic values, encourage citizen participation and improve governance, at home and abroad; in short, to "democratize democracy." IPDI conducts research that anticipates and interprets trends; publishes studies and guidelines that that show candidates, public officials and activists how

to make the best use of the new communication tools; and holds seminars and conferences that advocate best practices, teach new skills and allow for the national and international exchange of ideas on the democratizing uses of the Internet and other new technologies.
http://ipdi.org/

Algunas de las publicaciones que pueden consultarse en su sitio web:

Best Practices for Political Advertising Online
"Best Practices for Political Advertising Online" is a white paper produced by the campaigning and electioneering program at George Washington University's Institute for Politics, Democracy & the Internet. This publication looks at paid online advertising, from search engine marketing to display advertising, and is designed to help political organizations understand online advertising and better leverage their resources to reach voters online. The authors of each chapter used their experience, expertise and analysis to compile resources and a set of best practices for each discipline within online advertising.
http://ipdi.org/UploadedFiles/BannerAdReport4.pdf

The Audience for Political Blogs
By Joseph Graf
October 2006
Political blogs have barnstormed into American politics. In just a few years they have become a fi nger in the eye of the mainstream media and a closely watched forum of political debate. Political blogs have exposed lapses in mainstream media coverage, chastened reporters with the fear of an angry online response to sensitive stories, and at times set the media agenda. Political blogs have also been infl uential in raising money for political candidates and pushing select races into the national spotlight.
http://ipdi.org/UploadedFiles/Audience%20for%20Political%20Blogs.pdf

The Internet and the 2008 Election
By Aaron Smith and Lee Rainie
Pew Internet & American Life Project Report 6/15/2008
A record-breaking 46% of Americans have used the internet, email or cell phone text messaging to get news about the campaign, share their views and mobilize others. And Barack Obama's backers have an edge in the online political environment. Furthermore, three online activities have become especially prominent as the presidential primary campaigns have progressed: First, 35% of Americans say they have watched online political videos--a figure that nearly triples the reading the Pew Internet Project got in the 2004 race. Second, 10% say they have used social networking sites such as Facebook or MySpace to gather information or become involved. This is particularly popular with younger voters: Two-thirds of internet users under the age of 30 have a social networking profile, and half of these use social networking sites to get or share information about politics or the campaigns.
http://www.pewinternet.org/pdfs/PIP_2008_election.pdf

JohnMcCain.com v. BarackObama.com
Project for Excellence in Journalism. PewResearch Center
September 15, 2008
Many observers have suggested the 2008 presidential campaign was the first internet election, in which campaigns and citizens would make extensive use of the Web for organizing, fund-raising, networking, and announcing news. With roughly seven weeks left until Election Day, how are the campaigns using the Web? How developed are their Web campaigns? Which candidate has the edge online, and how so?A new study by the Pew Research Center's Project for Excellence in Journalism finds both campaigns' official sites are

now quite advanced beyond anything we saw in previous years. For much of the campaign, Obama enjoyed a clear advantage in the new medium. Yet in the last few weeks, even as the presidential polls have tightened, the McCain campaign has narrowed the gap online, adding features and content since his nomination at the Republican convention. New features, such as a social networking component, now rival Obama's. Nonetheless, entering the last turn in the race, Obama's online social network of registered users is more than five times larger than McCain's, according to the sites' own accounting, and his site draws almost three times as many unique visitors each week.

http://pewresearch.org/pubs/951/mccain-obama-websites

*** Revistas ***

Más allá de la información que se encuentra disponible en Internet, el IRC cuenta con acceso a bases de datos que ofrecen el texto completo de más de 10.000 publicaciones periódicas. Estos son, por ejemplo, algunos artículos sobre el uso de Internet en la campaña electoral 2008 incluidos en nuestras bases de datos:

How to Run for President, YouTube Style
By Breslau, Karen and Skipp, Catharine
Newsweek; 12/31/2007, Vol. 151 Issue 1
The article focuses on Youtube.com and the 2008 U.S. presidential campaign. Particular attention is given to Youtube's political director Steve Grove. Topics include presidential debates cosponsored by the site, candidates interacting with users through Youtube's "You-Choose" channel, and the ways in which user-created videos are influencing politics.

Turning Clicks Into Votes
By Green, Heather
Business Week; 9/8/2008 Issue 4098
The article examines how U.S. 2008 presidential candidates Barack Obama and John McCain are using online advertising to target potential voters. By tracking what Web sites people visit and what search queries they enter, campaign advertisers are building numerous profiles for voters. The author notes that this is a controversial technique and discusses privacy concerns associated with the methodology.

Inside, Outside.
By Valero, Rafael Enrique
National Journal; 5/24/2008, Vol. 40 Issue 20
In this article, the author explores the trends in political campaigns for the U.S. election in November 2008. According to the author, Democratic presidential nominee Barack Obama's Internet fundraising and newly registered Democrats brought by Obama's and Hillary Rodham Clinton's campaigns prove that the Web has transformed the way a campaign works. He notes that the tensions between traditional politicos and the technology-savvy voters have yet to be fully reconciled.

The Machinery of Hope (cover story)
By Dickinson, Tim
Rolling Stone; 3/20/2008 Issue 1048
The article examines the political campaign of U.S. presidential candidate Barack Obama and its tactics. The campaign has used the tools of the Internet such as social networks and Web videos in tandem with the grass-roots work of thousands of volunteers. Its ability to raise large sums of campaign funds from thousands of small donors, mostly through the Internet, may permanently change U.S. political campaigns.
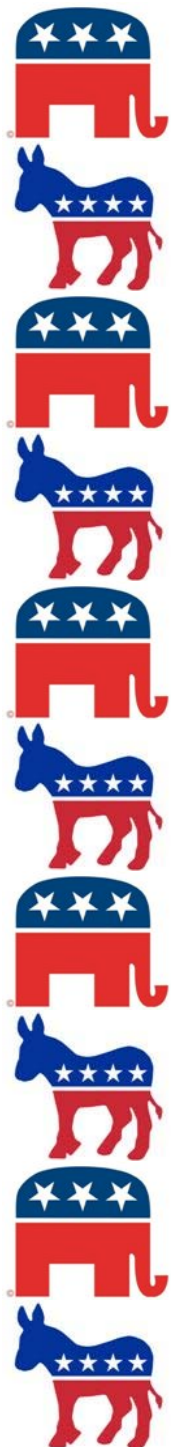
Governing at a distance – politicians in the blogosphere

By Coleman, Stephen & Moss, Giles

This paper examines blogs by three senior politicians as examples of governing at a distance. It considers how the translation of policy messages might be supported by what Scannell has called the 'for-everyone-as-someone' structure of communication. Three communicative characteristics of the blogs are considered: politicians' attempts to seem like ordinary people; their efforts to manage time and appear spontaneous; and their claims to be conversing with and listening to the public. The paper concludes by raising questions about the consequences of digitally mediated intimacy for democratic representation.

** Nuestra colección de libros **

El IRC cuenta con una colección de 2.500 volúmenes sobre los Estados Unidos, particularmente en las áreas de gobierno, derecho, economía, problemas sociales, etc. Algunos títulos que pueden consultarse en temas relacionados con el uso de Internet en las campañas electorales son:

Bimber, Bruce ; Davis, Richard
Campaign online : the Internet in U.S. elections. New York, Oxford University Press, 2003.

Browning, Graeme
Electronic democracy: using the Interent to transform american politics. – 2nd ed. – Medford : Information Today, 2002.

Johnson, Dennis W.
Congress online : bridging the gap between citizens and their representatives. – New York : Routledge, 2004.

Colección de referencia virtual del IRC

El IRC cuenta con una colección de libros electrónicos disponible a través de Internet, que incluye títulos sobre temas variados como Derecho, Educación, Ciencias Sociales, etc. Para consultar los mismos solicite la clave de acceso gratuita a BuenosAiresIRC@state.gov y consúltelos en http://spanish.argentina.usembassy.gov/coleccion_de_referencia_virtual.html

¿Necesita más información sobre Internet & las Elecciones 2008?

El IRC puede ayudarlo. Comuníquese con nosotros

BuenosAiresIRC@state.gov