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The Information Resource Center (IRC) of U.S. Embassy in Bangkok is pleased to offer a select list of current online reports, documents, and websites on *The Role of Media in 2012 U.S. Presidential Campaigns* from top think-tanks and non-governmental organizations (NGOs). Full texts are available at your fingertips by clicking the links provided or by copying the URL address into your Internet browser. Current and back issues of *Web Alert* are also available in our homepage at <http://bangkok.usembassy.gov/resources/web-alert.html>.

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## WEB ALERT

### "THE ROLE OF MEDIA IN 2012 U.S. PRESIDENTIAL CAMPAIGNS"

AUGUST 2012

#### ARTICLES & REPORTS



#### "Media and the 2012 Election"

[David Firestein](#). EastWest Institute, July 9, 2012.

The author, Vice President for the Strategic Trust-Building Initiative and Track 2 Diplomacy at the East-West Institute, discusses the role of the media in U.S. presidential campaigns, focusing on the 2012 campaign.

Available in video only at: <http://goo.gl/1kuqx> [1:38:04] No Transcript.

#### "How the Presidential Candidates Use the Web and Social Media"

Pew Research Center's Project for Excellence in Journalism, August 15, 2012, 33 pages.

The report, which analyzes the content and volume of U.S. presidential candidate communications on their websites and social media channels from June 4-17, 2012, explores how the U.S. political campaigns are using digital tools to talk directly with voters, focusing on the comparison of the

Obama campaign and the Romney campaign.

Full report is currently available at: <http://goo.gl/qFs0F> [PDF format; 1.55MB]

#### "The Changing Balance of Power in Presidential Campaign Reporting"

[Stephen Hess](#). *SERIES: @ Brookings Video Podcast Number 171*, July 20, 2012.

An interview with a senior fellow emeritus at The Brookings' Governance Studies about how the increasing diversification of news media—from online versions of major newspapers to political bloggers, to 24-hour cable news to social media—plus the profession's changing economics have changed the balance of power between political reporters and presidential candidates.

Available in video only at: <http://goo.gl/yeJ51> [5:51] No Transcript.

## **"An Election on Facebook: Old Media Enters New World"**

[Howard Kurtz](#) and [Lauren Ashburn](#). *PBS Newshour*, July 12, 2012, 3 pages.

Do "likes" on Facebook translate to votes? Two journalists of Daily-Download.com examine that issue and explore why traditional news outlets are partnering with social media sites this election year.

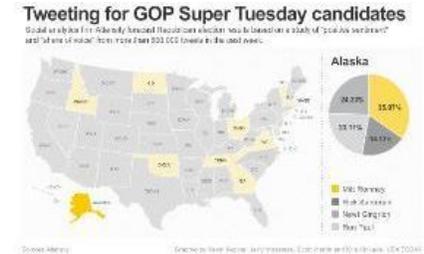
Full text is currently available at: <http://goo.gl/1ZuEq>

## **"Can Social Media Predict Election Outcomes?"**

[Scott Martin](#) and [Jon Swartz](#). *USA TODAY*, March 6, 2012, 4 pages.

The authors discuss forecasting election results based on Twitter, Facebook or other social-media sources and how U.S. presidential candidates have embraced social media to spin their messages and build support.

Full text is currently available at: <http://goo.gl/xG4eZ>



## **WEB RESOURCES**

### **The Pew Research Center's Project for Excellence in Journalism**

<http://www.journalism.org>

Non partisan, non ideological and non political, The Pew Research Center's Project for Excellence in Journalism is dedicated to trying to understand the information revolution. It specializes in using empirical methods to evaluate and study the performance of the press, particularly content analysis.

### **The Brookings Institution: Campaign 2012**

<http://www.brookings.edu/about/projects/campaign-2012>

The Brookings Institution is a private nonprofit organization devoted to independent research and innovative policy solutions. Brookings's Campaign 2012 project identifies and addresses the 12 most crucial policy challenges facing the next president in the months leading up to Election Day in November.

### **Council on Foreign Relations: Campaign 2012**

<http://blogs.cfr.org/campaign-2012/>

The Council on Foreign Relations (CFR) is an independent, nonpartisan membership organization, think tank, and publisher. The CFR's campaign 2012 project examines the foreign policy dimensions of the 2012 U.S. presidential race, tracking candidates' positions and offering insight on the top issues.

### **Gallup: Election 2012**

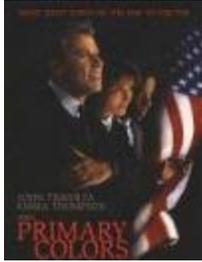
<http://www.gallup.com/poll/election.aspx>

Gallup polls aim to represent the opinions of a sample of people representing the same opinions that would be obtained if it were possible to interview everyone in a given country. It has measured and tracked the public's attitudes concerning 2012 U.S. presidential election.

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**NOW AVAILABLE AT THE IRC!**

These resources on **U.S. Elections** are readily available for loan free of charge at the IRC for your research and pleasure! All you need to do is become our member, and that's free, too! Simply call 02-205-4174 or write [irc@state.gov](mailto:irc@state.gov) for more details on our membership policy.

## DVD

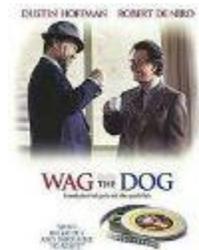


**Primary** - A political documentary of the 1960 Wisconsin Democratic presidential primary campaigns in which Senator John F. Kennedy upset Senator Hubert H. Humphrey.

**Primary Colors** - Jack Stanton is a virtually unknown Southern governor on a quest for the White House with his strong, savvy and equally ambitious wife, Susan. Running against the odds, the Stantons need all the help they

can get from their extremely colorful political team.

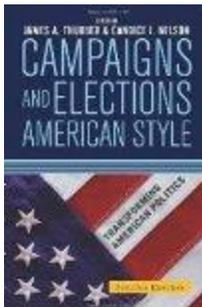
**Recount** - Explores one of the most dramatic and controversial events in recent U.S. election history, which shook a nation's faith in the ability to stage a fair and open election.



**The West Wing** - Ensemble drama series about the inner workings of the White House.

**Wag the Dog** - When the President is caught in a sex scandal less than 2 weeks before the election, 'Mr. Fix-it' decides they need a war to distract the public's attention and he calls on Hollywood's top producer to create it.

## REFERENCE BOOKS



- American Presidential Campaigns and Elections

- Campaigns and Elections American Style

- The Making of Presidential Candidates 2012

- The Road to the White House 2012: The Politics of Presidential Elections

- Elections A to Z

- How Congress Gets Elected

- For Better or Worse? How Political Consultants are Changing Elections in the United States

- Limits and Loopholes: The Quest for Money, Free Speech, and Fair Elections

- Money Rules Financing Elections in America

- Vital Statistics on American Politics 2011-2012



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