



Battle for Hearts and Minds: New Media and Elections in Singapore

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The Singapore 2011 General Election was dubbed by some as the first "Internet" election. How far is this true and to what extent did old and new media influence voting behaviour and political participation? What was the role of Facebook, Twitter, party political websites, political discussion and the alternative and conflicting information offered online? What theoretical insights can be gleaned about media and its use by voters? This edited volume provides an in-depth analysis of these questions through a first-ever survey of media use, political traits, political participation and attitudes towards media, and through experiments, content analysis and interviews.

This landmark collection of essays also lays the groundwork for understanding future elections, including the next general election. It also serves as a valuable record of the state of affairs on the ground in the rapidly shifting dynamics of a Singapore political landscape that is undergoing dramatic and unprecedented transformation.

This book will appeal to researchers in political communication, political science and media communication. It will also be of interest to policy makers, members of media, community leaders and observers of the impact of media on politics.

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