## Contents | Contents |

	Notes on Contributors	vii ix
	Introduction: Social media and election campaigns – key tendencies and ways forward  Gunn Enli and Hallvard Moe	1
1.	Wave-riding and hashtag-jumping: Twitter, minority 'third parties' and the 2012 US elections  Christian Christensen	10
2.	Political networks on Twitter: Tweeting the Queensland state election  Axel Bruns and Tim Highfield	31
3.	Between broadcasting political messages and interacting with voters: The use of Twitter during the 2010 UK general election campaign Todd Graham, Marcel Broersma, Karin Hazelhoff and Guido van 't Haar	56
4.	Mastering the art of social media: Swiss parties, the 2011 national election and digital challenges  Ulrike Klinger	80
5.	Dodging the gatekeepers?: Social media in the campaign mix during the 2011 Danish elections  Morten Skovsgaard and Arjen Van Dalen	99
6.	Personalized campaigns in party-centred politics: Twitter and Facebook as arenas for political communication  Gunn Sara Enli and Eli Skogerbø	119
7.	Untangling a complex media system: A comparative study of Twitter- linking practices during three Scandinavian election campaigns Hallvard Moe and Anders Olof Larsson	136

## CONTENTS

8. An investigation of influentials and the role of sentiment in political	
communication on Twitter during election periods	156
Linh Dang-Xuan, Stefan Stieglitz, Jennifer Wladarsch and Christoph Neuberger	
Index	187