



# Course program and reading list

Semester 1 Year 2021

**School:** Sammy Ofer School of Communications B.A

## Political Campaigns in the Digital Age

**Lecturer:**

Mr. Arik Segal [arik.segal@runi.ac.il](mailto:arik.segal@runi.ac.il)

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<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
7448	Workshop	2	2

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Paper	211744802	English

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### Course Description

**Course trailer:**

[https://www.youtube.com/watch?v=-j-LFI-CGhY&feature=youtu.be&ab\\_channel=ArikSegal](https://www.youtube.com/watch?v=-j-LFI-CGhY&feature=youtu.be&ab_channel=ArikSegal)

**Course subjects:**

1	Introduction of the workshop	An introductory session to technological developments of the last decade and its impact on political campaigning.
2	From Strategy to tactics	Political campaigns in the digital age from A to Z- exercise and presentation of a strategic model for designing political

		campaigns.
3	The "Big 5"- new actors on the block	Simulation exercise that examines the changing power balance between states, tech companies and citizens. The follow up discussion will focus on the involvement of new tech actors in political processes.
4	Analyzing "Cambridge Analytica" – the psychology of online campaigning	Learning how to use psychological biases and social identity mechanisms in political advertisements.
5	"The message is the message"	Learning how to apply "design thinking" methodology to create targeted and effective political messages on virtual platforms.
6	Presentations of Mid-semester assignments	
7	Processes of impact 1 – Open virtual spaces	A macro-to-micro overview of "open space" platforms – Facebook feed and pages, Twitter, YouTube and Instagram to effectively deliver messages in political campaigns.
8	Processes of impact 2– Online communities	Detailed overview of how to create and operate online influential communities on closed Facebook/WhatsApp groups that appeal to segmented target groups.
9	"Bots...bots everywhere"	Discussion about artificial intelligence and learning how to program bots for Facebook Messenger.
10	Guest lecture-	Digital communities in action – a lecture by a former digital campaigner
11	From Fake News to hate speech	How to manage campaign spoilers during campaigns – the technological and human response.
12	The "Internet of Everything" – political campaigns	How will the expected connection of 20 billion objects in 2024 affect political campaigning? How can we use objects (things) in our processes of political campaigning?

	in 2024.	
13	Presentations of final projects.	



## Course Goals

### **Course description:**

The rapid technological developments of the past decade made the World Economic Forum to mark this era as the "[Fourth Industrial Revolution](#)", characterized by "a range of new technologies that are fusing the physical, digital and biological worlds". The changes caused by the "Fourth Industrial Revolution" will have a significant impact on social, economic and political systems.

This new era has introduced new spaces, platforms and tools that have been widely used in political campaigns. Social media data collection and micro-targeting, digital communities, bots and disinformation operations are some examples for impact technology has on political campaigning.

In this workshop students will learn how to design digital political campaign through three dimensions: people, digital platforms and powerful technological tools. Throughout the semester, students will actively practice and experience political campaigning on social media platforms and in the "physical world".

### **Course goals:**

1. To learn how to design a strategy for digital political campaigns
  2. To learn how to implement two digital campaigning processes
  3. To practice digital campaigning based on the methods and tools learned in class
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## Grading

### **Assignments and Requirements:**

- **Mandatory attendance** in all sessions of the workshop

Maximum 2 absences, as per IDC's policy

- **First assignment** - Design of an online political campaign social media post based on the psychological models learned in class.

- **Mid semester assignment** - Group class presentations that analyze a global political campaign.

- **Final exercise** - Design and implementation of a "real life" online political campaign (in groups). The exercise will be presented with a PPT and submitted on a document which summarize that material learned during the semester.

**Grade composition:** [according to assignments in percentage]

<u>Percentage</u>	<u>Assignments</u>
10%	Taking part in class discussions, games and activities
20 %	First assignment
30%	Mid semester presentations
40%	Final exercise

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## Learning Outcomes

1. To learn how to design a strategy for digital political campaigns
2. To learn how to implement two digital campaigning processes
3. To practice digital campaigning based on the methods and tools learned in class

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## Lecturer Office Hours

Sundays at 10am, or by appointment

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## Tutor Office Hours

None

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## Teaching Assistant

None

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## Additional Notes

### **Production protocols:**

The school allows usage of the technological infrastructure in accordance with the production protocols as published on the school's website.

### **Content:**

All content produced as part of the workshops will follow ethical guidelines and will not contain inappropriate or offensive remarks.

The school maintains the exclusive right to publish and present selected student works in school events and in the media.

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## Reading List

### **Bibliography**

Issenberg, Sasha. *How President Obama's Campaign Used Big Data to Rally Individual Voters*. MIT Technology Review. December 19, 2012

O'Connor, Patrick and Dante Chinni. *Election 2014: Results Show Limits of Big Data*. Wall Street Journal. November 9, 2014

Graefe, Andreas. 2014. *Accuracy of Vote Expectation Surveys in Forecasting Elections*. Public Opinion Quarterly, 78(Special Edition), 204-232

Andrew Chadwick. 2017. *The Hybrid Media System: Politics and Power*. 2nd ed. Oxford, UK: Oxford University Press

Jaime E. Settle. 2018. *Frenemies: How Social Media Polarizes America*. Cambridge, UK: Cambridge University Press

Daniel Kreiss. 2016. *Prototype Politics: Technology-Intensive Campaigning and the Data of Democracy*. New York, NY: Oxford University Press

Eitan D. Hersh. 2015. *Hacking the Electorate: How Campaigns Perceive Voters*. Cambridge, UK: Cambridge University Press.

Evan Davis. 2017. *Post-Truth: Why We Have Reached Peak Bullshit and What We Can Do About It*. London, UK: Little, Brown