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AUDIENCE PSYCHOLOGICAL PROFILING OF POLITICALLY INCLINED
STUDENTS OF HIGHER EDUCATION

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Abstract

Psychology in marketing is all about understanding the correct target audience in order to endure efforts in the right direction. Knowing the audience profile that connects better to the marketing of a certain type of political agenda or campaign can help improve the cost effectiveness. The growing cynicisms towards the politicians have come to rest since 2014 elections. The political marketing successful formula decoded by the researchers is to be given credit for it. The citizens of the nation trust and believe in the political ability of the country in the present scenario. In this research the population chosen was the ones which are currently enrolled in the higher education system in Haryana. Understanding the particulars of the research population on political marketing was aimed. Audience profiling of a sample of 512 students of higher education from various universities in Haryana was aimed. Cluster analysis and ANOVA were applied on the data and the demographic profiles prior and post were compared. The results came out also pointed to the fact that psychographics are a stronger base for segmenting than Demographics any day. Further, the keystone of the study is also to validate Survey based results through a Case Study done for Extracted Cluster i.e.140 students of higher education from various universities in Haryana respectively.

1.1 Introduction

The profound ability of the current political system in India is known at large. The cultural and deep rooted political agendas are filling the skies with flying color. Knowing and understanding the correct use of political agendas and marketing can be well observed and learnt in the difficult times of today. Politics and politicians have never been more popular and up close to the people before. It's the changing scenario of the reach of the politicians to the people through the medium. These mediums are electronic and print¹. The range of electronic medium in the past half decade had expanded its reach and due to that the dissemination of information is faster and reliable.

In the modern India, the reach to the people has increased making the marketing active 24*7 for the politicians. It is a blessing as well as a curse in disguise. With Increased amount of surveillance, the politicians have to be careful of their each and every move. Everyone these days has a smart phone and in the presence of any political figure and VIPs the camera of the Smartphone by many surrounding them is switched to an active mode. This has made the work of the politicians difficult at the same time. Controlling the cynicism of the common man over a small issue that was mislead in the wrong notion or a mislead context has convoluted. The political stability being witnessed by India was dream stability and one party power². Though it has been said that it was needed for the quick decision making, at the same time when the scenario when occurred in India for real, it was criticized for access power to one individual. Cynicism is a part of the nation that can never be eradicated yet it can be abridged.

The role of opposition in the current scenario has weakened and the faith of the nation lies in the hand of one party. The country has witnessed quicker decision making in the situation of a pandemic, which has kept the nation out of a grave danger. All this happened successfully due to the power of medium and faith established among people via political marketing.

Political marketing is a technique that if decoded successfully by a politician or political party can do wonders for them. Audience profiling is a part in which they need to understand the core influenced people as they play a lead role in creating the network of positive image among people. Audience profiling is a technique that unifies and analyse by understanding the touch points of the consumer behavior³. This helps the marketer in identifying the correct target audience. Targeting is the most important process. The process is gain more momentum as the social media has kicked in. the era of social media in India has changed the outlook and definition of time engagement and entertainment. This has happened throughout the world but in India it has happened a little later in comparison⁴.

The free internet or cheap internet in India came less than half a decade back. Due to late providence of infrastructure, India witnessed delay in growth. The most beautiful part of the social media marketing is the specification. The way targeting can hit the psychographics of an individual the importance of targeting increases to a whole new level.

In this research the researchers have aimed to ensure the profiling of the students if can be done based on their attitude towards various factors of political marketing and politics. The researcher have aimed to collect responses from the students n Masters. The age range was from 18-25. The age range was decided as 5 years from now at the time of next elections, these will be decision maker, opinion leader and influencers. The impactful and most exposed to political marketing scenario are the people in this age range as they are most available on all mediums of communication. The dynamism of political marketing is most experienced by the age category, they are opinionated and they share. Sharing is another form of networking of the message. The sharing technique only works if the message is share worthy. To make a message share worthy it is the art that ensures that the design of the message makes is attractive⁵. The message for attraction needs to be high on the emotional value rather than rationalism. This age group has proven time and again that they enjoy cynicism. The negative marketing campaigns as a result are turning out to be successful. Therefore the factor that played an important role in the previous elections and the elections prior to it, negative marketing is taken as a part of the study. There are other important elements to the study which are discussed later on in the Literature section.

The demographic profile is always easier to identify. Although in the field of politics, the products are unpredictable and are based on future

commitments. It is highly unlikely to get a demographic profile. The study was confined to a niche segment for a reason. If there is any remote chance of finding demographic profile of interested candidate, it should be tried on a smaller segment first⁶. No better segment can be found then the one which are highly opinionated, politically inclined and prone to exposure. Hence this study was aimed at the students of higher education. The demographic factors that were targeted in the study to ensure a profile were 5 all these are discussed in Table 1.1.

2.1 Literature Review

Literature was extensively reviewed. Although not much of research on the subject of political marketing has been conducted in India but there are other developed nations democracies that can provide ample literature. The flavor of ever democracy is different. The Indian political scenario has shown high instability to a decade long stable government loosing the power by huge margin for another decade. This ensures that from last one and a half decade the political stability has been observed. Same is the life span of political marketing in India. Al though campaigning and advertising has taken place prior to 2004 also but the actual scenario in which advertising agencies played a big role happened in the last 4 elections. Social media played the role of the king maker in the previous two elections. Understanding of the power of media came from the year 2004. To recognize the nitty-gritty of political marketing, one needs a comprehensive study of these constructs.

2.1.1 Political Advertising

The first factor that one needs to understand is the ‘political advertising’. This advertising is different from the advertising of a product or service. The political advertising can be about a person, a team or a brand name. to understand it better lets the example of the 2014 election. In the *Lok Sabha* elections of 2014 the personal branding was done of the prime ministerial candidate. Brand *NAMO* was in the opposition to the ruling party brand *RAGA*. The parties were also advertising themselves as the brand which was *BJP* and *Congress*. The association of various parties which were being advertised as team was *NDA* and *UPA*. This is one aspect of advertising in which the efforts are flowing in the positive directions to boost the image of the candidate and parties⁷. This is a defensive technique of advertising, in which the party is focusing on repairing and improving its own image⁸. The second technique is the attacking technique. This technique is the one in which the candidate and the party in the opposite corner is attacked.

2.1.2 Negative Advertising

This is an old technique in which the negative publicity of the opposite party is done. This is done in two ways, one is the direct attack and second is called the dummy attack. In the direct attack both the parties in India can advertise and question on the basis of factual information. This is done as per law. When an attack or comparative advertising is based on some factual information the parties can name and use the logo of the opposite party, but it should not be used in a demeaning manner⁹. Second is the dummy attack in which no factual information is presented and instead of attacking a person or a logo a dummy similar to that is attacked. Even metaphors are used in implementation for striking a point towards the opposition and their past history. All such techniques have been used in past¹⁰.

2.1.3 Social Media

The Hypodermic needle model of communication best explains this scenario. The model states that any new media that comes close to people works like a hypodermic syringe and has a quick and deep effect on the psychology of the target. The example of World War II when Radio was introduced and Germany used it to the best of its advantage can be quoted. Similarly when television came in to hands of the common man anything and everything that was initially telecasted was taken very seriously¹¹. The products that were able to advertise their product were able to fetch maximum market share. Since last one decade this throne of impact is held by the social media. Moreover the traditional media never gave the option of targeting a specific segment, based on demographics or psychographics. There was a waste of effort by making the message reach the audience which is not in target zone or profile¹².

Social media provides the option to target a very specific person, a person who has interest in the related areas and is showing the prominent results by visiting the interested and related area sites. Also the option is to cater to the point will see what kind of advertisement. For example, the people who are affiliated to one's own party will see the positive image advertisement to strengthen the bond. On the contrary the opposition affiliated target audience will see positive as well as negative publicity by the advertised brand¹³. Negative publicity if done properly can hamper the image of the targeted brand very easily. In politics the entire race is about the image building in the eyes of the voter.

2.1.4 Advertising Issues

There are certain issues which are highlighted in the advertisements. Advertisements are not always about the positive and negative image building. In politics it is very prominent for the candidates to highlight the current ongoing issues. These issues can be the ones that are hampering the living situation of the society at present or the absence of something, the presence of which can make things better for the society. Which candidate has better issues and how those issues will be achieved in how much time is the material for advertisement in political marketing¹⁴. As much as the relevance of the issues is high to the general public that much is the chance of the success of the campaign.

2.1.5 Voter Psychology

It is very important to understand the voter's psychology towards the political marketing approach. If the psychology of the people is positive towards the efforts of marketing of politicians, this will help the marketer to place better risk in marketing of the candidate. On the contrary if the psychology of the voter is not positive towards the political marketing then the job of the marketer becomes difficult. Getting the worth of efforts, time and money spent on marketing the candidate is absolutely required. The worth can come out only after knowing the psychology of the majority of respondent¹⁵. The marketer can curb out the plan of marketing accordingly.

3.1 Rationale of the Study

Other than the use of one medium there is no other medium that can utilize psychographics for the purpose of targeting. Demographic profiling for politicians and political parties is a necessity. Since there are no studies that have attempted to create an audience profile in a niche group for political marketing, it was an attempt to do the same. Picking up the niche segment in a state of India was for two reasons. One was to check it on a smaller level first before preceding the same with a higher amount of respondents. The time frame for the study was also kept small to keep its relevance for the ongoing elections at the time when research was conducted.

3.2 Research Methodology

The study is aiming to explore the possibility of demographic profiling of the voters can be done or not. To achieve this, study was designed to check a

niche segment of students in higher education. This segment is the actively involved segment in this election and also the active segment for the next election to come. The importance of each segment is equal in political marketing. The exchange value concept if understood properly every target and consumer is the same. They all have one vote no one that holds power to vote twice. There are different opinion leaders in the area that can influence more number of voters in the favor of one person. These opinion leaders in politics are approached for association rather than influence by marketing. To understand the niche target segment the study deployed five constructs. Based on the evaluation of these five constructs and 27 variables in ti the study was conducted. Identification of the highly influenced group was made which was later tested for demographic profiling.

3.3 Objective of the Study

The objective of the study was to find out whether demographic profiling of the students that gets influenced by political marketing can be done or not. The study aimed at the student of higher education and trying to pinpoint a demographic profile. If it can be done then other than social media campaign other campaign can also benefit from better targeting and full worth advertising. Also the study is proposed to validate the survey based results and case study analysis.

3.4 Sampling

Randomized sampling technique with the help of multi stage sampling was deployed in the collection of sample. The population of the research was Students of her education in Haryana. The age group that the researchers needed to deal with were above the age of 18 so the researchers targeted graduates. The aim of the researchers were to select an appropriate random sample that can later on represent the bigger chunk of population in the age category. The sample size was 512. It is safe to say that that the sample will be a representation of the youth in Haryana state only. India is one of the most diversified nations in the entire world. This is because this land caters to too many religion and sub cultures. The representation of this sample is not applicable to a bigger part of the population. The culture and related issues that are addressed in this political marketing are applicable mostly to the state of Haryana hence the reaction to the political marketing focused on the students of Haryana.

3.5 Research Technique

Cluster analysis has been used for finding out the group that has been most influenced by political marketing. To find out the aimed result K-means cluster with the help of the SPSS software was applied and also ANOVA was run on the 4 cluster to see whether all 4 clusters vary on the variables responses or not.

4.1 Data Analysis and Interpretation

The data collected from the respondents was analysed by applying cluster analysis and ANOVA. First it was important to study the respondents' demographic profile. For this 5 demographic elements were selected and were analysed. Table 1.1 shows the demographic profile of the respondents prior to the application of cluster analysis.

Table 1.1 - **Demographic profile** (Prior to Cluster Analysis)

Profile					Total
Gender	Male- 311	Female-201			512
Qualification	Under Graduate-35	Graduate-352	Post Graduate-125		512
Voted Before	Yes-334	No-178			512
Political Interest	Present-341	Absent171-			512
Political Affiliation	Unaffiliated-312	Weak-23	Normal-66	Strong-111	512

Table 1.1 shows that the sample represents a good mixture of students of higher education. More students are studying in post graduation and are above graduation. Majority of the sample had voted prior and has an interest in politics whether they are affiliated to any party or not. The unaffiliated students were found much higher in number, but most of the unaffiliated were interested in politics. Surprisingly few affiliated were uninterested in politics but were having affiliation because of family ties, research brings unexpected results at times.

Table 1.2 **Final Cluster Centers**

	Cluster			
	1	2	3	4
Advt 1	4.01	<u>4.35</u>	3.73	2.73
Advt 2	4.25	<u>4.77</u>	4.22	2.69
Advt 3	5.09	<u>5.64</u>	4.39	2.77
Advt 4	4.82	<u>5.35</u>	4.12	2.97
Advt 5	4.69	<u>5.26</u>	4.25	2.88
Advt 6	4.77	<u>5.56</u>	4.01	3.16
Advt 7	4.48	<u>5.40</u>	3.98	3.05
Neg advt1	4.58	<u>5.65</u>	3.75	2.77
Neg advt2	4.68	<u>5.56</u>	3.44	2.59
Neg advt3	5.05	<u>5.80</u>	3.70	2.94
Neg advt4	4.97	<u>5.60</u>	3.63	3.08
Neg advt5	4.62	<u>5.50</u>	3.51	3.09
Neg advt6	4.40	<u>4.63</u>	3.73	2.91
Social 1	5.21	<u>6.03</u>	4.39	2.73
Social 2	4.39	<u>4.81</u>	3.64	2.78
Social 3	4.29	<u>4.93</u>	3.86	2.77
Social 4	4.46	<u>5.40</u>	3.76	2.86
Social 5	4.65	<u>5.66</u>	3.91	2.66
Ad issue1	4.53	<u>5.06</u>	4.11	3.02
Ad issue2	4.54	<u>5.01</u>	4.23	3.45
Ad issue3	4.36	<u>4.36</u>	3.27	2.38
Ad issue4	4.66	<u>5.24</u>	4.07	2.94
Vtr Psycho1	4.21	<u>5.32</u>	3.86	2.95
Vtr Psycho2	3.99	<u>5.62</u>	4.19	2.84
VtrPsycho3	4.39	<u>5.27</u>	4.14	2.80
Vtr Psycho4	3.78	<u>5.18</u>	4.29	2.84
Vtr Psycho5	4.14	<u>5.42</u>	4.52	3.38

The above mentioned table represents the 4 groups that were made after the study of the dendrogram. The graph represented a close association at micro level in three major divisions out of which the largest division further showed two segregations. Hence it was decided based on the dendrogram that in K means Cluster, 4 divisions of the sample will be studied. The nature of responses in the above 4 division shows a significance difference in the opinion recorded of the respondents. Table 1.3 is the ANOVA table this represents that the divisions are significantly different on each variable. The second cluster is the cluster that has been chosen to check the demographic profile. In this cluster the representation of variables were found significantly higher in comparison to the other three clusters. This cluster respondent seems to be influenced higher by political marketing factors than the other three clusters.

Table 1.3 ANOVA

	Cluster		Error		F	Sig.
	Mean Square	Df	Mean Square	df		
advt1	38.341	3	2.284	507	16.789	.000
advt2	60.937	3	2.126	507	28.659	.000
advt3	127.112	3	1.933	507	65.744	.000
advt4	90.997	3	2.427	507	37.490	.000
advt5	82.899	3	2.158	507	38.423	.000
advt6	97.747	3	1.910	507	51.170	.000
advt7	86.121	3	1.907	507	45.152	.000
negadvt1	138.946	3	2.011	507	69.093	.000
negadvt2	168.683	3	1.760	507	95.822	.000
negadvt3	167.235	3	1.751	507	95.505	.000
negadvt4	141.551	3	1.882	507	75.233	.000
negadvt5	125.198	3	1.741	507	71.927	.000
negadvt6	53.149	3	2.069	507	25.687	.000
social1	166.726	3	2.080	507	80.153	.000
social2	71.414	3	1.587	507	44.988	.000
social3	69.068	3	1.447	507	47.716	.000
social4	106.520	3	1.525	507	69.831	.000
social5	141.435	3	1.455	507	97.213	.000
adissue1	61.801	3	1.966	507	31.438	.000
adissue2	35.722	3	2.001	507	17.855	.000
adissue3	88.685	3	2.352	507	37.699	.000
adissue4	82.059	3	1.773	507	46.273	.000
psycho1	86.372	3	1.439	507	60.031	.000
psycho2	116.883	3	1.732	507	67.488	.000
psycho3	85.238	3	1.642	507	51.901	.000

psycho4	85.040	3	1.680	507	50.615	.000
psycho5	65.454	3	1.594	507	41.070	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Table 1.3 represents the ANOVA results. as it can be seen that the significance value of every variable is extremely low. This means that every variable value is lower than 0.05, which is a measure point that shows that the values lower to it represents significance in the variations of the responses of the sample divisions compared. The above mentioned ANOVA shows every variable is significant for the study and hence it has been kept. All 27 variables were used for the study. The good part is that the clusters are significantly different which means that cluster made proves the fact that there is group that is highly influenced by marketing efforts of political parties. As a matter of fact if we watch closely group 1 and 2 both show political marketing influence and the number represent more than 50% of the total sample size. The worth of political marketing efforts can be seen here but the study is done with a different objective.

Table 1.4
Number of Cases in each Cluster

Cluster	1	160.000
	2	140.000
	3	43.000
	4	168.000
Valid		511.000
Missing		1.000

Table 1.4 shows the size of the cluster that has been chosen to represent the desired outcome is 140. This is 22% of the total sample, which means that at least to the 27.34% of the total niche segment targeted the political marketing efforts are of high worth.

Table 1.5 **Demographic profiles** (Post to Cluster Analysis)

Profile			Total
Gender	Male-101	Female-39	140

Qualification	Under Graduate-21	Graduate-86	Post Graduate-33	140
Voted Before	Yes-84	No-56		140
Political Interest	Present-100	Absent-40		140
Political Affiliation	Unaffiliated-71	Weak-6	Normal-26	Strong-37 140

The above mentioned table 1.5 shows the demographic profile of the chosen second cluster. This profile is not showing any significant results. Demographic profile of the complete sample shows result similar to post cluster analysis demographic profile. The division of demographic and the pattern are not much affected. This would mean that on comparing the two results demographic profiling of the audience in the niche segment of students can't be done. The only way to create a successful profile is with the help of psychographics. One of the reasons why social media campaigns have proven to be more successful than the campaign done in other media formats is its ability to target psychographics and not demographics.

4.2 Case-study validation of results:

Case study validation has been done with the synthesis of 512 Survey Based students and Extracted Cluster 2 i.e.140 students of higher education from various universities in Haryana for the six factors specifically viz., Trust in Politicians, Political advertising effects, Negative Ads, Role of social media and internet, Opinion on some ads issues and Opinion on Indian Voter's Psychology respectively.

4.2.1. Trust in Politicians

Trust in Politicians	Trust1	Trust2	Trust3	Trust4	Trust5	Trust6	Trust7
Average of 140 Students	4.26	4.11	4.56	4.53	4.52	4.51	4.12
Rank	5	7	1	2	3	4	6

Table 6

As per Table 6, Enormity by students in context to Trust in Politicians is that "I trust those we elect will keep their promises and is followed by "Those elected will not lose touch with general public" respectively. These moreover represent the top predictors of respective factor which are selected on the basis of the synthesis of overall Survey Based students and Extracted Cluster 2 i.e.140 students.

4.2.2. Political advertising effects

Political advertising effects	Advt1	Advt2	Advt3	Advt4	Advt5	Advt6	Advt7
Average of 140 Students	4.59	4.79	4.84	4.74	4.85	4.84	4.63
Rank	6	3	2	4	1	2	5

Table 7

As per Table 7, Enormity by students in context to Political advertising effects is that “Political ads carry a higher accountability then product ads” and is followed by ‘A strong slogan or statement creates a big deal of importance in political advertisements’ along with “Television is the best media to promote politics on a mass level” respectively. These moreover represent the top predictors of respective factor which are selected on the basis of the synthesis of overall Survey Based students and Extracted Cluster 2 i.e.140 students.

4.2.3. Negative Ads

Negative Ads	Negadvt1	Negadvt2	Negadvt3	Negadvt4	Negadvt5	Negadvt6
Average of 140 Students	4.32	4.26	4.26	4.31	4.03	4.28
Rank	1	4	4	2	5	3

Table 8

As per Table 8, Enormity by students in context to Negative Ads is that “Negative ads exerts a powerful impact on voter’s mind” and is followed by “The impact of negative is fairly higher than the positive ads” respectively. These moreover represent the top predictors of respective factor which are selected on the basis of the synthesis of overall Survey Based students and Extracted Cluster 2 i.e.140 students.

4.2.4. Role of social media and internet

Role of social media and internet	Social1	Social2	Social3	Social4	Social5
Average of 140 Students	5.39	4.51	4.47	4.43	4.41
Rank	1	2	3	5	4

Table 9

As per Table 9, Enormity by students in context to Role of social media and internet is that ‘Social media reaches the young educated voter better than TV’ and is followed by “Ads done in social media and internet are reliable” respectively. These moreover represent the top predictors of respective factor which are selected on the basis of the synthesis of overall Survey Based students and Extracted Cluster 2 i.e.140 students.

4.2.5. Opinion on some ads issues

Opinion on some ads issues	Adissue1	Adissue2	Adissue3	Adissue4
Mean	4.39	4.62	3.94	4.54
Rank	4	1	2	3

Table 10

As per Table 10, Enormity by students in context to Opinion on some ads issues is that “Most people are annoyed by political ads” and is followed by “Political ads increase peoples distrust in politics” respectively. These moreover represent the top predictors of respective factor which are selected on the basis of the synthesis of overall Survey Based students and Extracted Cluster 2 i.e.140 students.

4.2.6. Opinion on Indian Voter’s Psychology

Opinion on Indian Voter’s Psychology	Psycho1	Psycho2	Psycho3	Psycho4	Psycho5
Mean	4.35	4.29	4.47	4.37	4.47
Rank	3	4	1	2	1

Table 11

As per Table 11, Enormity by students in context to Opinion on Indian Voter’s Psychology is that “Voters decide who to vote for primarily based on matching of their opinion on certain issues” along with “Most people decide who they will vote for weeks before election and campaigning needs to start early” and is followed by ‘Voters remember political ads verbally and carry its influence in polling booth’ respectively. These moreover represent the top predictors of respective factor which are selected on the basis of the synthesis of overall Survey Based students and Extracted Cluster 2 i.e.140 students.

5.1 Conclusion

The study aimed for getting a demographic profile of the respondents that are highly influenced after the exposure to political marketing. Traditional medias broadcast and print both when utilized for the purpose of marketing politics, are appealing to masses and not classes, the message at times gets wasted and doesn’t reach the target audience in the most effective manner. Knowing the trait and demographic of the audience that are more influenced by the efforts helps in targeting specifics. This can help the advertiser be more affective and save the cost. The paper aimed to do the same with help of a cluster analysis of the data collected from the students of higher education. Cluster analysis revealed that there is a significant amount of audience to the political marketing which has a great deal of influence. The result of demographic profiling although shows that there is no significance in making a demographic profile of the people influenced. This means the psychographics can create a cluster but the demographics cannot. Social media is capable of targeting psychographic segmented audience and hence social media campaign in past decade have proven to be more successful in comparison to the traditional media campaigns. Further, the results also reveal that the demographic profile of the respondents has a strong relation through the Case study validation which has been done with the synthesis of 512 Survey Based students and Extracted Cluster 2 i.e.140 students of higher education from various universities in Haryana

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