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New Media, Technology and Democracy

Engagement 2.0? How the New Digital
Media Can Invigorate Civic Engagement
Lindsay Pettingill

Facebook and Youth Mobilization in The
2008 Presidential Election
Angela Sanson

Creating Community Through the Arts:
Cultural Engagement, Democracy, and the
Role of Civil Society
Tatyana Varshavsky

Research Spotlight: Focus On *Hyperpolitics*
an interview with *Jacqueline Klingebiel*

Meet the Candidates: Politicians' Strategies
of Self-Presentation in Online Formats
Theresa Schlafly

Coming Down the Stretch: An Analysis of
the use of Sports References in Political
Dialogues and its Effectiveness
David Garr



Submission Information

gnovis welcomes the submission of articles in any discipline concerned with contemporary topics in communication, culture and technology. Articles should be 3000 to 7500 words, excluding abstracts, citations, and appendices. All submissions will undergo a double-blind peer review process.

Our contributors are most often graduate students, but we welcome qualified submissions from all sources.

Further details about our submission guidelines, peer review process, resources for graduate students, and additional publications are available on our website, www.gnovisjournal.org.

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Research Spotlight: Focus on *Hyperpolitics* with Jacqueline Klingebiel

Summary: *The following text is a partial transcript of an interview with Jacqueline Klingebiel, conducted August 13, 2008. Klingebiel recently completed her M.A. thesis, “[Hyperpolitics: Bringing the Public Back Into the Conversation](#),” examined the use of YouTube in the 2008 U.S. presidential primaries, and was published as a blog on Georgetown’s Digital Commons. The interview, in its entirety, is available on the gnovis podcast: <http://www.gnovisjournal.org/podcast/hyperpolitics>.*

What is hyperpolitics and what are some of its core characteristics?

Hyperpolitics, basically, is the notion that politics isn’t local anymore - it’s happening in realtime in virtual, interactive spaces and its changing the way that we interact in political realms and political discourse . . . [Now there is] a two way dialogue going on between candidates and citizens and really . . . fostering a more democratic way of engaging in politics.

Politics isn’t local anymore - it’s happening in realtime in virtual, interactive spaces and its changing the way that we interact . . .

In your thesis you focused on YouTube videos. Could you tell [us] about the sorts of clips you were looking at and how you did your content analysis?

What I did is focus on this new area of YouTube . . . YouChoose08, [which] just focused on videos that were geared towards asking candidates questions or having a political discourse on certain issues. So I, to filter a lot of the videos on YouTube, only looked at videos that were in that area. . . .

So I started [looking] at “Originality” and “Affiliation” . . . and looked at how videos . . . in this broad spectrum - where they fell into place.

YouTube has a really cool feature where they do the “Top Viewed” videos of the day, so I would go through and look at that, but I was pretty calculated . . . I was monitoring pretty much every day. I started kind of getting sick of YouTube. <laughter>

[In] my daily routine I would go through and look at the top videos and the number of hits and views and comments. . . .

Can you describe any of the trends you saw [from citizens]?

Citizens [used] YouTube in a different way than candidates. They started using it as a sounding board for issues . . . particularly ones that were very personal to them. People from Alaska were talking about oil drilling. Folks from Kansas were talking about farming and energy . . .

They would not even really direct it at a certain candidate, but they would just [say] “This is how I feel.” .

Jacqueline Klingebiel received her M.A. in Communication, Culture & Technology (CCT) from Georgetown University in 2008 and also holds a B.A. in Communications from Washington State University. She is currently a Web Producer at Politico.com, where she also coauthors the Suite Talk blog, and has had previous appointments with the Political Unit of ABC News’ Washington Bureau, the press office of the House Committee on Ways and Means, and BBC Parliament in London.

. . Unfortunately, a lot of those videos weren't viewed very much.

How many videos do you think you watched during -

Oh my god. Thousands, I swear. Yeah. It had to be [about] five thousand videos. Maybe even more. . . .

What sort of impact do you think [YouTube] is actually having on democracy or on our political process in general?

You know, . . . I went into this being a little skeptical, as well, of how democratic it really was

After going through this whole project I did realize that it's still evolving and there are still lots of kinks that need to be worked out before it's really democratic

It's still a very small sector of the population that's actually posting YouTube videos. Until it becomes mainstream it's not going to be fully democratic. So I'm a little skeptical, I guess.

One potential criticism [of your thesis] is that by choosing a topic that is unfolding . . . inside this mammoth election season, . . . [perhaps] your work isn't fully contextualized. . . [For instance,] someone could easily comment that you can't write a thesis about YouTube in this election without addressing [the CNN/YouTube] debate[s]. How did you approach your research to address this problem of covering a rapidly changing and unfolding development while still grounding it [academically]?

It would definitely be difficult [to do this research] not being in the primary election, watching the videos as they are unfolding and debuting that week.

I did look at [the CNN/YouTube debates] . . . It was sort of this first venture of trying out a new kind of interactive debate. [But] actually, CNN was filtering a lot of the videos to fit the types of questions they wanted to ask and there was a lot of . . . kind of getting people to ask certain questions on certain topics so they could fit it in their broadcast. So until they do another CNN/YouTube interactive debate like that, [but] where they actually let people, in real time (not recorded videos) ask the questions

Studying technology and new media - technology is always evolving, there's always [the] flavor of the month. New technology is always evolving and new applications are always coming out, So YouTube, actually, now that we're in this resting area before the general election, really hasn't

7 Tips for Academic Bloggers

from *Politico's* Jacqueline Klingebiel

- 1. Write** - A blog without updates isn't a blog.
- 2. Focus** - Stick with a set of specific topics or questions . . . and then make them your own.
- 3. Simplify** - Use a clean and simple layout, so your content is easy to navigate and read.
- 4. Think dialogically** - If you want to revise an idea, *don't* "fix" your post; instead, expose the process by posting comments. This encourages your readers to join the conversation, and will also help you reconstruct your own thought processes later on.
- 5. Build Community** - Build an audience by posting worthy material and engaging with your readers. Seek out bloggers with similar interests and connect with them by commenting on their posts and referencing them in your own posts. Then carve out your own space in your new community by developing an authentic voice, perspective and style.
- 6. Back up everything!** Draft your posts in a word processor, so you have a saved copy, and then paste them into your blog forms. You don't want to lose your work if your Internet connection goes down.
- 7. Embrace the medium** - Blog for fun. Even if your topic is serious, don't take your blog too seriously. Post when you're excited about something, and let that excitement show through in your work. Embed an image or video in every post, too ... it is hypertext, after all.

seen a lot of action going on, as much as it did during the primary elections. So people might wonder . . . are people using Twitter because it's more realtime and faster? . . . There are so many other new media out there . . . competing for the same audiences.

You wrote your thesis as a blog, which was pretty unconventional. . . . Why did you decide to do that? What factors were involved?

Well, imagine me writing a 100 page thesis and explaining a video, narrating what is going on in the video. . . . It would be quite boring to read. . . . So what I thought would be more interesting is actually embedding this videos, as I'm talking about [them] in my paper so that the user could watch the video . . . and actually follow along with the discourse. . . . A blog seemed the most natural, and using the media that I was studying, it just seemed a lot easier.

The best thing about blogging is that you can also . . . embed your footnotes in it, by creating hyperlinks, so people can check [your sources].

In doing something this innovative and . . . divergent from traditional academics, you're creating a certain tension with academia . . . What sort of reactions did you get?

If anyone else takes this approach and does more of a digital project than a traditional format, there [are] a lot of things that they should probably be warned about . . .

In a way, I feel like we're kind of moving towards that in academia . . . most of us do research online, it's so much easier to Google things. I think its progressing [towards] digital projects as a way of compiling research.

Did you encounter any resistance along the way?

Completely. <laughter> And I won't say any names.

Of course not.

**Listen to this interview, in its entirety, at
www.gnovisjournal.org/podcast/hyperpolitics**