

社会学部 Lunchtime Brownbag

Alice Hong教授 セミナー



2019 December 12 (Thursday) 12:30~

事前予約不要、入場無料、使用言語=英語
昼休みの気軽な会です。昼ご飯は持参ください。

Title: Social media use in election campaigns : U.S. vs. Japan vs. Singapore vs. Taiwan.

This study tries to find how social media have been strategically applied in the major elections. The results showed that social media use seems to have a significant impact on voting behavior in the U.S.; however, the same results didn't occur in Asia. In Singapore, the Internet and social media did not prove to be game-changers. In Taiwan, social media use did lead to a significant impact on political involvement but not voting behavior. And in Japan, many Internet users shy away from politics, controversy and barbed language.

場所 : McKim Hall M2, Global Lounge

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専門分野: 社会心理学、政治コミュニケーション、広告効果、
ソーシャルメディア利用

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