



The Impact of YouTube on U.S. Politics

LaChrystal D. Ricke

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The Impact of YouTube on U.S. Politics provides a historical, descriptive, and conceptual analysis of the broad and evolving political impact of YouTube. It specifically addresses how politicians, campaigns, the media, and the public utilize YouTube for political campaigning, communication, and engagement. The text provides a synthesized illustration of the ways in which YouTube has become a requisite political tool and normalized as a central platform for political communication in the United States. LaChrystal Ricke discusses political YouTube videos and strategies spanning across the 2006, 2008, 2010, and 2012 election cycles, and addresses the potential impact of YouTube in future U.S. elections.

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