

“All the President's Tweets: Social Media and the New Political Rhetoric.”

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How do presidential candidates use social media to connect with voters, and how do voters respond? As we move from the Twitter Campaign to the Twitter Presidency, UC San Diego has compiled a complete database of all tweets by every presidential candidate and the campaign SuperPACs, analyzing them using a combination of human judgment and machine learning algorithms. What issues do candidates tweet about, and do they offer factual claims or opinions? Do they stake clear ideological positions, and how do these change from the primaries to the general election, and then after a presidential inauguration? What sorts of tweets go viral, and what does this say about what voters really want from their civic discourse?

Thad Kousser is a professor of political science and department chair at UC San Diego. He studies American state and national politics, government reform, direct democracy, interest group influence, and how politicians use social media. His books include *The Logic of American Politics*, *Politics in the American States*, *The Power of American Governors*, *The New Political Geography of California*, *Term Limits and the Dismantling of State Legislative Professionalism*, and *Adapting to Term Limits: Recent Experiences and New Directions*. He has been a visiting professor at Stanford University, held the 2015 Flinders Fulbright Distinguished Chair in American Political Science in Adelaide, Australia, is a recipient of the UCSD Academic Senate's Distinguished Teaching Award, the Faculty Mentor of the Year Award, serves as co-editor of the journal *Legislative Studies Quarterly*, and has worked as a staff assistant in the California, New Mexico, and United States Senates.

Thursday, June 8th, 2017 at 12:00-1:00pm

UC Center Sacramento 1130 K Street, Room LL3 Sacramento, CA 95814

Lunch will be served

To register go to: uccs.ucdavis.edu/events RSVP by June 5th!