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My project will consist of collecting videos and analyzing the way in which they reflect the ideologies of the groups publishing them and the ways in which populist ideas are used by both sides in President Obama’s 2008 campaign. The main goal of this being to test my hypothesis that the messages and composition in the video’s are a reflection of the ideologies of the groups producing them and that the ploys used in those video’s were appealing to younger voters thus causing the surge in young voters and that Obama’s ability to appeal to this historically untapped voter source is what won him the election in the end.

I will identify the ideologies of the Obama campaign and the groups opposing him, the Tea Party and the National Republican Committee, by collecting mission statements from both. I will collect these mission statements by searching on their web pages (in the case of the groups opposing the Obama administration, and in the platform speeches given by Obama during his campaign). The points that come up with the most frequency will be the ones which I will use as the base for the ideologies of these groups. I will then collect videos based on two time periods (the first being from President Obama’s nomination by the Democratic Party until his election and the second being from his inauguration until the passing of his health care legislation). The videos will be collected from YouTube and other online video galleries (such as Google Video), because the Obama campaign, the Republican National Committee and the Tea Party all have official YouTube channels. The videos will be selected based on their relevance. The relevance will be determined by the amount of accusations or promises made in the video and how highly they correlate with the mission statements and goals of that group. The videos will be I will then be arranged chronologically by their date of release within the two time periods I specified above. The videos will then be selected for use in my research by taking either every other or every third video based on how many I am able to collect. I will then be able to compare these videos to the parties producing them and be able to analyze how these groups chose to reflect their ideologies through these images, all the while drawing on the way in which both sides have chosen to utilize the populist frame in their efforts to achieve their goals.

By drawing on the writings of C. Wright Mills, focusing mainly on *The Power Elite* and his concepts of systemic connections as the vein by which they rise to the top of the upper class. As well as the writings of Robert Dahl, mainly focusing on his book *Who Governs?* and his opinions of the role of the government in the political process. By analyzing both the way in which Obama and those opposing him fit into the power class (i.e. what their relation to the power class would be if they aren’t already a member) and how Dahl’s observations of the political process are being represented on a larger scale, and how they would then explain the surge in young voters in this past presidential election based on the champagne media produced by the groups.