



Chapter 1	4
Preface	4
1.1 INTRODUCTION.....	4
1.2 RESEARCH QUESTION	8
1.3 CONCEPTUAL FRAMEWORK.....	8
1.4 RESEARCH METHOD	12
1.5 HYPOTHESIS	12
1.6 THE STRUCTURE OF THE UNDERGRADUATE THESIS	13
Chapter 2	14
Digital Age and the Changing Nature of Voters	14
2.1 How the Media Changes the Game of Politic in United States	15
<i>The Function of Media in Political Election Process</i>	15
<i>The history of Media usage for United States Presidential Campaign</i>	17
<i>Barack Obama Presidential Campaign in Digital Age and the Discussed Issues</i>	19
2.2 Changing Nature of Voters in Digital Age.....	21
<i>Political Alignment and the Changing Nature of Voters</i>	21
<i>The Rise of Candidate-Centered Politics and Political Participation in Media Age</i>	25
Chapter 3	29
Hillary Clinton Presidential Campaign on Digital Media and Its Target of Voters	29
3.1. Hillary Clinton Presidential Campaign on Digital Platform	29
3.2. Hillary Clinton Presidential Campaign’s Target of Voters.....	31
<i>Women</i>	31
<i>Race Group</i>	36
<i>LGBT</i>	39
How Hillary Clinton Lost the 2016 Presidential Election	42
CHAPTER 4	44
Conclusion	44
BIBLIOGRAPHY	47