

Content

General Reflections on Political Campaigning on the Web

Sigrid Baringhorst

**Introduction: Political Campaigning in Changing Media Cultures –
Typological and Historical Approaches**..... 9

Jeffrey Wimmer

**The Publics Behind Political Web Campaigning.
The Digital Transformation of ‘Classic’ Counter-Public Spheres**31

Rainer Winter

**Forms of Digital Resistance. The Internet and the Constitution
of a Transnational Public Sphere**53

Appropriation of the Web

Sarah Zielmann/Ulrike Röttger

**Characteristics and Developments of Political Party Web Campaigns
in Germany, France, the United Kingdom, and the United States
between 1997 and 2007**.....69

Johanna Niesyto

**Virtualized Campaigning for Europe: Towards Reinvigoration
of European Public Sphere(s)?** 93

Lorenzo Mosca/Daria Santucci

Petitioning Online. The Role of E-Petitions in Web Campaigning..... 121

Stuart Hodkinson

**Internet Campaigning across Borders: The Virtual Revival
of Labour Internationalism?** 147

Veronika Kneip

**Political Struggles within the Market Sphere –
The Internet as a ‘Weapon’?**173

Alice Mattoni

Organization, Mobilization, and Identity: National and Transnational Grassroots Campaigns between Face-to-Face and Computer-Mediated Communication..... 199

Subsumption and Outlook

Ralf Lindner

Communication and Campaign Strategies of Intermediary Organizations – A Comparative Analysis..... 233

Geert Lovink interviewed by Johanna Niesyto

A Plea for More Experiments and Creativity in Political Laboratories 257

Contributors..... 273