

資訊科技媒介應用在政治選舉之行銷效果：以2010年五都選舉為例

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摘要

This study would like to explore what the effects of political marketing on electors will be when different political parties using different Information Technology media to propagate, in the meantime, will party tendency and personal characteristics make different levels of effects on political marketing to electors using different IT media to receive political candidates advertisements. This study indicates that political party of candidate, application of information technology media, party identification and personal characteristics of electors made significant differences in effects of political marketing to electors.

關鍵字：Information Technology, Political Marketing