

Public Abstract

First Name:Daniel

Middle Name:

Last Name:Leveton

Adviser's First Name:Esther

Adviser's Last Name:Thorson

Co-Adviser's First Name:

Co-Adviser's Last Name:

Graduation Term:FS 2015

Department:Journalism

Degree:MA

Title:Citizens United and the 2012 Election: How Did the Presidential Campaigns and Outside PACs Frame the Candidates?

The 2010 Supreme Court decision on Citizens United drastically changed the way campaigns are financed by allowing unlimited money, some of it anonymous, to be donated to political campaigns. This research looked at advertising in the 2012 presidential race and determined that negative advertising was prevalent no matter the sponsor. Though the candidates' campaigns focused on more positive tones, both they and their supporting super PACs still tilted heavily towards negative ads, attacking the opponent both personally and on issues.