List of tables

Chapter Two
Table 1: Australians’ use of digital media in the 2010 election 31
Table 2: YouTube videos posted within 50 days of the 2010 federal election date 32
Table 3: Voter engagement by party website in the 2010 federal election 49
Table 4: Election activity 58

Chapter Three
Table 5: Social media typology 75
Table 6: Time spent on the internet and political activity, under 30s 80
Table 7: Political use of Facebook 99

Chapter Four
Table 8: Political social media, response rates by gender 124
Table 9: Stranger on a train scenario, gender differences 125

Chapter Five
Table 10: Mobilisation channel 151
Table 11: Heard about protest via SNS, by age 151