

ABSTRACT

RESEARCH: Congress & New Media: *A Data Driven Study of Congressional Public Relations*

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The primary focus of this study aims to provide a comprehensive time series analysis of the United States Congress and the extent to which supporting congressional staff have been relied upon to deliver modern public relations strategies involving New Media. Supporting data and related research suggests that turnover activity for legislative seats in the House and Senate have continually introduced a higher concentration of official press functions with each proceeding session of Congress among individual members, standing committees, and leadership offices (though not proportionally). Through an extensive collection and examination of congressional disbursement records, this study explores the hierarchical concentration of New Media skillsets identified as the primary function for press staff supporting key congressional groups. The findings of this study offer evidence to congressional researchers regarding the extent of New Media messaging developed and managed by congressional staff members servicing each of the national parties as well as individual political actors.