

Abstract

CREATIVE PROJECT: Breaking Through Political Filter Bubbles With Transmedia Campaigning

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Online filter bubbles created by algorithmic content personalization are intensifying partisan filter bubbles. Along with geographical gerrymandering tilted in conservatives' favor, this information vacuum creates an up-hill battle for Indiana Democrats in swing areas of the state. This creative project explores how the principles of transmedia storytelling can be used by candidates in local Indiana races. With the creation of a transmedia campaign toolkit prototype, this project aims to help Democrats to authentically connect with voters outside of these filter bubbles and close the gap created by partisan gerrymandering in many districts in the state.

Keywords: filter bubbles, partisan gerrymandering, transmedia storytelling, design thinking, digital media, digital campaigning, transmedia campaigning, Democratic campaigning, local campaigning, Indiana politics