

New IPS Book
Battle for Hearts and Minds: New Media and Elections in Singapore

Edited by researchers from the Institute of Policy Studies (IPS), Tan Tarn How and Arun Mahizhnan and Ang Peng Hwa from Nanyang Technological University, *Battle for Hearts and Minds* looks at media in the Singapore 2011 General Election (GE2011).

In 11 chapters, 14 scholars from different universities studied three main areas: how media use is related to political participation, political traits, demographics and voting; how stakeholders such as voters, bloggers and political parties use the Internet and mobile telephony; and what theoretical insights can be gained.

They discussed topics such as whether GE2011 was an “Internet” election, youths and their media use and voting, the role of political discussion among voters, the impact of political party websites and other online tools, the democratising role or otherwise of new media in providing conflicting and alternative information, the role of Facebook and Twitter, whether mainstream or alternative media set the media agenda, and whether blogs were pro- or anti-PAP.

Many of the chapters draw on a nationwide survey conducted by IPS right after the GE2011. This book serves as a valuable record of the state of affairs on the ground during GE2011. It will appeal to researchers in political communication, political science and media communication. It will also be of interest to policymakers, members of media, community leaders and observers of the impact of media on politics.

Excerpts from the book can be found in [Insights from GE2011: Political discussion during elections in Singapore](#).

Battle for Hearts and Minds: New Media and Elections in Singapore is sold in leading bookstores and can be purchased online [here](#).

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