

# **Daniel Kreiss, Ph.D., M.A.**

**Assistant Professor, School of Media and Journalism at UNC-Chapel Hill**

Carrboro, NC, US

Professor Kreiss' research explores the impact of technological change on the public sphere and political practice.

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Daniel Kreiss is Assistant Professor in the School of Media and Journalism and Adjunct Assistant Professor in the Department of Communication Studies at the University of North Carolina at Chapel Hill. Kreiss's research explores the impact of technological change on the public sphere and political practice. In *Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama* (Oxford University Press, 2012), Kreiss presents the history of new media and Democratic Party political campaigning over the last decade. Kreiss is currently working on a second book project, provisionally titled *Prototype Politics: The Making and Unmaking of Technological Innovation in the Republican and Democratic Parties, 2000-2014* (under contract with Oxford University Press and due out in 2016). Analytically, the book argues that Obama's two successful bids for the presidency were premised on a new form of 'networked ward politics' – a data-driven, personalized, and socially-embedded form of campaigning that has developed in response to changes in American culture, social structure, and communication technologies.

Kreiss is an affiliated fellow of the Information Society Project at Yale Law School and received a Ph.D. in Communication from Stanford University. Kreiss's work has appeared in *New Media and Society*, *Qualitative Sociology*, *Critical Studies in Media Communication*, *Research in Social Movements, Conflict, and Change*, *The Journal of Information Technology and Politics*, and *The International Journal of Communication*, in addition to other academic journals.

Prior to this academic work, Kreiss worked for a number of political and nonprofit organizations in New York City and San Francisco, and was an active political blogger during and after earning an M.A. in Communication (Journalism) from Stanford University in 2004.

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Research, Education/Learning, Media - Online, Media - Print, Political Organization, Social Media

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Qualitative Research, Higher Education, Electoral Politics, Political Parties, Political Campaigns, Digital Media, Social Media, Journalism Studies

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Faculty Affiliate UNC Center for Media Law and Policy, Information Society Project at Yale Law School :  
Affiliated Fellow, Adjunct Assistant Professor Department of Communication Studies

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**Citizenship, Engagement & Digital Media**

Digital Media and the Future(s) of Democracy: Annual DCC Conference

**Media in the Modern Campaign Age**

Forkenbrock Series on Public Policy

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**Stanford University**

Ph.D. Communication

**Stanford University**  
M.A. Communication (Journalism)

**Bates College**  
B.A. Political Science

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