

Titel	Shake Hands or Join Facebook? Swiss Cantonal Parties' Use of ICT in their Communication With Members and Citizens During Elections
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Abstract	<p>This paper focuses on the Swiss cantonal and subcantonal parties' use of information and communication technology (ICT) in their communication with the party base and citizens during elections and party politics in general. We present preliminary results from a larger ongoing research project; based on a content analysis of party websites and qualitative interviews with party representatives engaged in campaign management. The findings suggest that Swiss parties rather engage in "politics as usual", not tapping the full potential ICT might offer them. The relative sophistication of parties' use of ICT and their online activities is discussed in light of the communicative goals party representatives pursue and how they assess the Internets' potential with regard to achieving their aims. Drawing on literature that seeks to explain why political organizations do or do not adopt new technologies, we selectively discuss potential incentives and obstacles for the ICT use of Swiss parties at the subnational level, proposing working hypotheses that will be examined in-depth in our further research.</p>