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Samara, UBC Press bring together 66 thinkers to dissect election in e-book

By [MARK BURGESS](#) |

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Samara and UBC Press are first out of the gates with a book analyzing the 42nd general election.

Once the votes were in, a group of 66 political scientists, communications scholars and a few journalists from across the country was given 96 hours to analyze a specific element of the campaign—from political ads, to voter databases and get-out-the-vote techniques, to coverage of public opinion polls.

The result, to be published as an e-book on Nov. 9, is *Canadian Election Analysis 2015: Communication, Strategy, and Democracy*. The 57 articles, all under 800 words, will be available for download from UBC Press, and the articles will also be rolled out, one per day, as a blog series on Samara's website.

Edited by **Alex Marland**, associate professor of political science at Memorial University, and **Thierry Giasson**, associate professor of political science at Université Laval, the collection features work from experts spanning 31 different universities in what they call an “unprecedented” collection for its diversity and timeliness.

“Academics are often accustomed to longer lead times and word counts, but the response we had to our request for an article was an immediate and unqualified YES,” Prof. Marland said in a statement. “The depth and breadth of the experience and knowledge that these pieces represent is remarkable and an important record.”

Among the topics explored are the changes to the leaders' debate format, the success of visible minority and indigenous candidates, the use of digital tools in the campaign, and the future of electoral reform.



The volume includes pieces from the Université de Montréal's **Frédéric Bastien**, the University of Calgary's **Tom Flanagan**, the University of Toronto's **Nelson Wiseman**, the *Toronto Star*'s **Susan Delacourt**, and many others. It even includes a few *Hill Times* contributors.

Canadian Election Analysis 2015: Communication, Strategy, and Democracy will be available for download Nov. 9 at www.ubcpres.ca/CanadianElectionAnalysis2015, and the blogs will be published beginning the same day at samaracanada.com.

mburgess@hilltimes.com
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