



Faculty of Humanities and Social Sciences

INVITATION TO THE INAUGURAL LECTURE OF

# **Prof. Dr. Alexander H. Trechsel**

Full Professor of Political Science and Political Communication

**Electoral Persuasion in the Internet Age**

**THURSDAY, 30<sup>TH</sup> OF NOVEMBER, 2017 AT 6.15 P.M.**

**UNIVERSITY OF LUCERNE, FROHBURGSTRASSE 3, LUCERNE, HS 5**

## curriculum vitae



**Alexander H. Trechsel** studied political science at the University of Geneva. In 1999 he defended his doctoral thesis on the topic of direct democratic institutions at the sub-national level in Switzerland. During his post-doctoral studies in Geneva, where he contributed to the setting up of the Research and Documentation Centre on Direct Democracy (c2d), his research interests extended to the role of information and communication technologies in politics. A grant from the Swiss National Science Foundation allowed him to spend a year at the European University Institute (EUI) in Fiesole, where he could deepen his very superficial knowledge of European studies.

Impressed by this most particular– if not unique – institution in the foothills of Florence, he applied for a part-time professorship in the framework of the newly created «Swiss Chair on Federalism and Democracy» at the EUI. In 2003 he could inaugurate this chair and as of 2005 become its first full-time holder. In the eleven years at the EUI, Alexander H. Trechsel published books and articles on the Swiss political system, the European Union, the Internet and Politics as well as Political Behavior and Communication. He supervised or co-supervised over thirty doctoral students, of whom 22 have already successfully defended, and founded the European Union Democracy Observatory (EUDO). During his last three years at the EUI he acted as Head of the Department of Political and Social Sciences (SPS). Since September 2016 he holds the Chair of Political Science, with a focus on Political Communication, at the University of Lucerne.

Alexander H. Trechsel currently works on electoral persuasion, and in particular on the impact of modern information and communication technologies on political behavior. The interactive revolution that the Internet brought with it, and that the rise of social media exemplify, has profoundly affected the way electoral campaigns are led, public opinion is formed and democratic processes are carried out. Alexander H. Trechsel's research on this topic offers him the opportunity to cross disciplinary boundaries and actively interact with sociologists, philosophers, lawyers, economists, communication specialists and social psychologists.

Dear Madam / Sir

On behalf of the Faculty of Humanities and Social Sciences at the University of Lucerne I have the honor to announce the inaugural lecture of

## **Prof. Dr. Alexander H. Trechsel**

Full Professor of Political Science and Political Communication

### **Electoral Persuasion in the Internet Age**

It is my pleasure to welcome you to this inaugural lecture as well as to the reception afterwards.

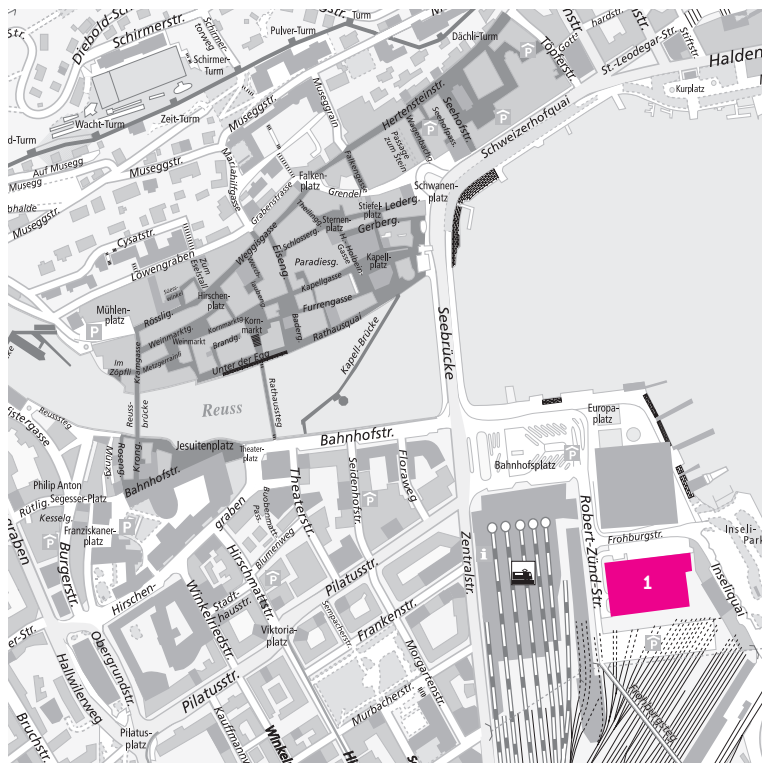
Please register on our website until Wednesday, 22<sup>nd</sup> of November, 2017:  
[www.unilu.ch/vl-trechsel](http://www.unilu.ch/vl-trechsel)

Kind regards

A handwritten signature in dark ink, appearing to read 'Ch Hoffmann', with a long horizontal stroke extending to the right.

Prof. Dr. Christoph Hoffmann  
Dean

Lucerne, October 2017



## Information

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