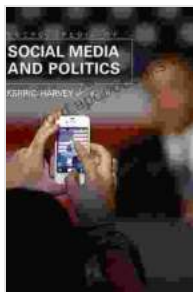


# Encyclopedia of Social Media and Politics: Unlocking the Nexus of Technology and Power

In the modern era, where digital communication has become an integral part of our lives, the interplay between social media and politics has emerged as a profound force, shaping our understanding of democracy, activism, and the very nature of political power. The Encyclopedia of Social Media and Politics offers an unparalleled exploration of this complex and multifaceted phenomenon.



## Encyclopedia of Social Media and Politics by Kerric Harvey

★★★★☆ 4.9 out of 5

Language : English  
File size : 24523 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 1608 pages





Delve into the Encyclopedia of Social Media and Politics, a comprehensive resource for understanding the intricate connection between technology and power.

### **Exploring the Interrelation**

The Encyclopedia of Social Media and Politics sheds light on the myriad ways in which digital platforms have transformed the political landscape. From the impact of social media on public discourse and opinion formation to the role of data analytics in shaping political campaigns and influencing voter behavior, this encyclopedia meticulously examines the intricate interrelation between technology and power.

Topics covered include:

- The effects of social media on political participation and mobilization
- The use of data-driven strategies in political advertising
- The challenges and opportunities of online activism and organizing
- The ethical implications of social media use in politics

## **A Comprehensive Resource**

Composed by a team of leading scholars and practitioners, the Encyclopedia of Social Media and Politics is a comprehensive resource, presenting a diverse range of perspectives and insights. Its extensive entries cover key concepts, theorists, case studies, and global examples, providing readers with a comprehensive understanding of the field.

Some of the notable contributors include:

- Tara McPherson, Professor of Sociology, New School for Social Research
- Matthew Hindman, Professor of Political Science, University of California, Merced

- Sahana Udupa, Assistant Professor of Communication, Cornell University

## **Applications and Implications**

The Encyclopedia of Social Media and Politics is not merely an academic tome; it has practical applications for a wide range of audiences, including:

- Political scientists and researchers seeking to understand the transformative role of social media in contemporary politics
- Political practitioners and campaign strategists navigating the evolving digital landscape
- Journalists and media professionals reporting on the intersection of politics and technology
- Policymakers and regulators grappling with the challenges and opportunities presented by social media in the political sphere
- Informed citizens seeking to deepen their understanding of the complex interplay between technology and power

The Encyclopedia of Social Media and Politics is an indispensable resource for anyone seeking to understand the multifaceted relationship between technology and power in the digital age. Its comprehensive analysis, diverse perspectives, and practical applications make it an invaluable guide for scholars, practitioners, and anyone interested in the transformative nature of contemporary politics.

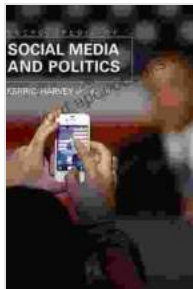
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- Social media, politics, digital communication, democracy, online activism



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