



Social media in politics : case studies on the political power of social media /

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Monografía

This volume sets out to analyse the relation between social media and politics by investigating the power of the internet, and more specifically social media, in the political and social discourse. The volume collects original research on the use of social media in political campaigns, electoral marketing, riots and social revolutions, presenting a range of case studies from across the world as well as theoretical and methodological contributions. Examples that explore the use of social media in electoral campaigns include, for instance, studies on the use of Facebook in the 2012 US presidential campaign and in the 2011 Turkish general elections. The final section of the book debates the usage of Twitter and other Web 2.0 tools in mobilizing people for riots and revolutions, presenting and analysing recent events in Istanbul and Egypt, among others

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