Record Nr. UNINA9910136239203321 Autore Karpf David <1978-> Titolo Analytic activism: digital listening and the new political strategy / / David Karpf New York, NY:,: Oxford University Press,, 2016 Pubbl/distr/stampa 0-19-026615-5 **ISBN** 0-19-026616-3 0-19-026614-7 Descrizione fisica 1 online resource: illustrations (black and white) Collana Oxford studies in digital politics Disciplina 332.402854678 Soggetti Political participation - Technological innovations Communication in politics - Technological innovations Political campaigns - Data processing Data mining - Political aspects Big data - Political aspects Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Includes bibliographical references and index. Nota di bibliografia Sommario/riassunto Netroots activist organizations are increasingly turning to digital analytics in order to listen to their supporters, monitor public sentiment, experiment with new tactics, and develop strategies that can succeed in the new media environment. This work discusses the rise of

'analytic activism,' including both its strengths and its limitations.