

1. Record Nr.	UNINA9910810257803321
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Titolo	Collective action in organizations : interaction and engagement in an era of technological change / / Bruce Bimber, Andrew J. Flanagin, Cynthia Stohl [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2012
ISBN	1-139-23403-X 1-107-22305-9 1-280-87890-8 1-139-23249-5 9786613720214 0-511-97877-4 1-139-23026-3 1-139-22881-1 1-139-23326-2 1-139-23173-1
Descrizione fisica	1 online resource (xiii, 224 pages) : digital, PDF file(s)
Collana	Communication, society and politics
Classificazione	POL040000
Disciplina	322.40973
Soggetti	Lobbying - United States Pressure groups - United States Associations, institutions, etc - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: 1. Involvement in organizational collective action in an era of technological change; 2. The contemporary media environment and the evolution of boundaries in organization-based collective action; 3. The collective action space; 4. The American Legion, AARP, and MoveOn in collective action space; 5. Exploring collective action space; 6. Participatory styles, the individual, and the contemporary organization.
Sommario/riassunto	Challenging the notion that digital media render traditional, formal organizations irrelevant, this book offers a new theory of collective action and organizing. Based on extensive surveys and interviews with

members of three influential and distinctive organizations in the United States - The American Legion, AARP and MoveOn - the authors reconceptualize collective action as a phenomenon in which technology enhances people's ability to cross boundaries in order to interact with one another and engage with organizations. By developing a theory of Collective Action Space, Bimber, Flanagin and Stohl explore how people's attitudes, behaviors, motivations, goals and digital media use are related to their organizational involvement. They find that using technology does not necessarily make people more likely to act collectively, but contributes to a diversity of 'participatory styles', which hinge on people's interaction with one another and the extent to which they shape organizational agendas. In the digital media age, organizations do not simply recruit people into roles, they provide contexts in which people are able to construct their own collective experiences.
