

1. Record Nr.	UNINA9910831014203321
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Titolo	Lighting up the Blackbox — Digital Transformation in German Lobbying [[electronic resource] /] / by Kathrin Kuhn
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2023
ISBN	3-658-43898-3
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (229 pages)
Collana	Gabler Theses, , 2731-3239
Disciplina	650
Soggetti	Business Management science Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction and Background -- Literature Review -- Research Methodology -- Findings and Analysis -- Discussion and Conclusion -- Further Research.
Sommario/riassunto	Digital transformation, alongside social media channels, influences policymaking. The aim of this research is to build knowledge of the consequences of digital transformation on lobbying at German federal level. This analysis uncovers how digital lobbying works in Germany and how it changes classic lobbying communication within the political sphere. Taking a grounded theory approach, the study addresses both communicating sides: lobbyists, on the one hand, and members of the German Bundestag and their employees, on the other. A profound understanding of, and differentiation between, lobbying and digital lobbying is gained through a first data-gathering step of 15 interviews with representatives of both the political and lobbying sides. The study extends previous analyses by supplementing the findings with ethnographic data from the researcher's experience of working as an employee of a member of the German Bundestag. Final conclusions were drawn by presenting these results in the second data-gathering step, during four (digital) focus groups with the political side and three with agency, association, and corporate lobbyists from Berlin. The analysis uncovers a power shift in lobbying communication and a novel

communication direction. About the author Dr. Kathrin Kuhn (née Stürmer) completed her doctorate at Munster Technological University in Ireland in cooperation with Darmstadt University of Applied Sciences. She is a business consultant for strategic and political communication and works as a university lecturer for communication in Darmstadt.

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