

1. Record Nr.	UNINA9910959547703321
Autore	Parmelee John H. <1970->
Titolo	Politics and the Twitter revolution : how tweets influence the relationship between political leaders and the public / / John H. Parmelee, Shannon L. Bichard
Pubbl/distr/stampa	[Place of publication not identified] : , : Lexington Books, , 2011 New York : , : Bloomsbury Publishing (US), , 2025
ISBN	1-9787-2645-7 1-283-44695-2 9786613446954 0-7391-6502-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (282 p.)
Collana	Lexington Studies in Political Communication
Altri autori (Persone)	BichardShannon L. <1973->
Disciplina	324.0285 324.02856754
Soggetti	Communication in politics Political leadership Public relations and politics Media studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Politics and the Twitter Revolution; Contents; Acknowledgments; Chapter 1 Introduction: The Importance of Twitter in Politics; Chapter 2 Why People Use Twitter for Politics: The Uses and Gratifications of Following Political Leaders' Tweets; Chapter 3 The Impact of Political Tweets When Used as Word-of-Mouth Communication; Chapter 4 Is Following Political Leaders Good for Democracy? Examining Political Twitter Use, Selective Exposure, and Selective Avoidance; Chapter 5 In Their Own Words: Exploring the Role and Value of Political Twitter Use in Followers' Lives Chapter 6 Tweets on the Campaign Trail: An Analysis of Frames Used in 2010 Campaign Tweets Chapter 7 Conclusion: How Twitter Influences the Relationship between Political Leaders and the Public; Bibliography; Index; About the Authors

Politics and the Twitter Revolution: How Tweets Influence the Relationship between Political Leaders and the Public, by John H. Parmelee and Shannon L. Bichard, is the first comprehensive examination of political Twitter use. Multiple methods and theories reveal why political leaders are followed, the persuasive power of political tweets, Twitter's effects on political polarization, and the significance of Twitter as a political innovation. Parmelee and Bichard's findings show Twitter has caused major changes in how people engage politically. Leaders' tweets are qui
