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	Titolo	Social Media Activism : Water as a Common Good / / Matteo Cernison
	Pubbl/distr/stampa	Baltimore, Maryland : , : Project Muse, , 2019 ©2019
	ISBN	90-485-2919-0
	Descrizione fisica	1 online resource (245 pages)
	Collana	Protest and social movements
	Disciplina	302.2/3
	Soggetti	Privatization - Italy Water-supply - Italy Social media - Political aspects Internet and activism - Italy Electronic books.
	Lingua di pubblicazione	Inglese
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	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references (pages [227]-238) and index.
	Nota di contenuto	Models of online-related activism -- Methods for investigating online-related, large-scale campaigns on the web -- Water commons : global movements and the Italian campaign against water privatization -- The web of water : a trace on the links structure -- Patterns of online communication during the referendum campaign -- The campaign for water on Facebook : perceptions and organizational models in a real-digital space of activism -- Reinterpreting the data : new theoretical perspectives and methodological proposals.
	Sommario/riassunto	This book focuses on the referendums against water privatisation in Italy and explores how activists took to social media, ultimately convincing twenty-seven million citizens to vote. Investigating the relationship between social movements and internet-related activism during complex campaigns, this book examines how a technological evolution-the increased relevance of social media platforms-affected in very different ways organisations with divergent characteristics, promoting at the same time decentralised communication practices, and new ways of coordinating dispersed communities of people. Matteo Cernison combines and adapts a wide set of methods, from social network analysis to digital ethnography, in order to explore in detail

how digital activism and face-to-face initiatives interact and overlap. He argues that the geographical scale of actions, the role played by external media professionals, and the activists' perceptions of digital technologies are key elements that contribute in a significant way to shape the very different communication practices often described as online activism.