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Nota di contenuto	Cover -- Table of Contents -- Preface -- Part I. ASCoR's History -- 1. How International, National, and Local Research Strategies Shaped ASCoR's History in Its First 25 Years -- Peter Neijens, Sandra Zwier, Claes H. de Vreese, Jochen Peter, Rens Vliegenthart, and Theo Araujo -- 2. How Technological and Societal Developments Shaped the Agenda of ASCoR -- Peter Neijens and Patti M. Valkenburg -- Part II. Empirical Findings and Theoretical Insights -- 3. Communicating Delegitimisation: Political Information and Challenges to Democracy -- Michael Hameleers, Emily Gravesteijn, Linda Bos, and Alessandro Nai -- 4. Disenchantment with Political Information: Attitudes, Processes, and Effects -- Alessandro Nai, Susan Vermeer, Linda Bos, and Michael Hameleers -- 5. Youth and the Digital Society -- Jessica Taylor Piotrowski -- 6. The Media Entertainment Success Cycle -- Jeroen S. Lemmens -- 7. Organisations, Media, and Society -- Toni G. L. A. van der Meer, Christian Burgers, Sandra H. J. Jacobs, Pytrik Schafraad, and Mark Boukes -- 8. Contested Issues and Organisations: Media Debates about Sustainability and Diversity -- Anke Wonneberger, Anne Kroon, Linda van den Heijkant, Christel van Eck, and Jeroen Jonkman -- 9. Tailored Health Communication in a Digital World -- Eline S. Smit, Annemiek J. Linn, Minh Hao Nguyen, Adriana Solovei, Melanie de Looper, and Julia C. M. van Weert -- 10. The Importance of Consumer

Empowerment in Dealing with Digital Persuasion -- Edith G. Smit and Eva A. van Reijmersdal -- 11. Persuasion in an Algorithmic Context -- Guda van Noort, Hilde Voorveld, and Joanna Strycharz -- 12. Human-Machine Communication -- Jochen Peter, Theo Araujo, Carolin Ischen, Sonia Jawaid Shaikh, Margot J. van der Goot, and Caroline L. van Straten -- 13. How Artificial Intelligence Is Changing ASCoR's Research -- Claes H. de Vreese. 14. Person-Specific Media Effects -- Patti M. Valkenburg, Ine Beyens, Nadia Bij de Vaate, Loes Janssen, and Amber van der Wal -- 15. Computational Communication Science in a Digital Society -- Damian Trilling, Theo Araujo, Anne Kroon, A. Marthe Möller, Joanna Strycharz, and Susan Vermeer -- 16. Communication as a Social System: The Work of Loet Leydesdorff -- Wouter de Nooy and Iina Hellsten.

Sommario/riassunto

Media and communication have become ubiquitous in today's societies and affect all aspects of life. On an individual level, they impact how we learn about the world, how we entertain ourselves, and how we interact with others. On an organisational level, the interactions between media and organisations, such as political parties, NGOs, businesses and brands, shape organisations' reputation, legitimacy, trust and (financial) performance, as well as individuals' consumer, political, social and health behaviours. At the societal level, media and communication are crucial for shaping public opinion on current issues such as climate change, sustainability, diversity, and well-being. Media challenges are widespread and include mis- and disinformation, the negative impact of algorithms on our information diets, challenges to our privacy, cyberbullying, media addiction, and unwanted persuasion, among many others. All this makes the study of media and communication crucial. This book provides a broad overview of the ways in which people create, use, and experience their media environment, and the role of media and communication for individuals, organisations, and society. The chapters in the book were written by researchers from the Amsterdam School of Communication Research (ASCoR) on the occasion of its 25th anniversary. ASCoR is today the largest research institute of its kind in Europe and has developed over the past 25 years into one of the best communications research institutes in the world.
