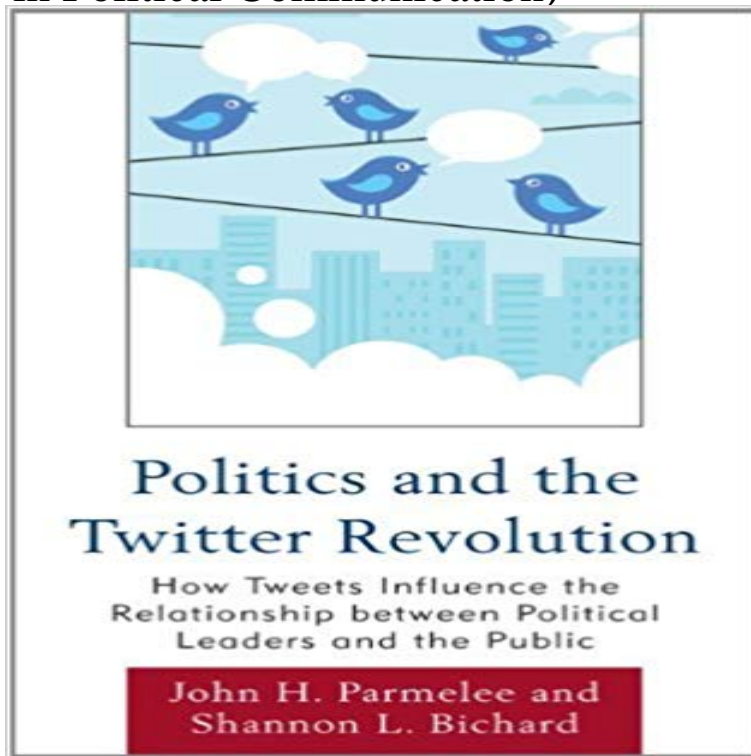


Politics and the Twitter Revolution: How Tweets Influence the Relationship between Political Leaders and the Public (Lexington Studies in Political Communication)



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 how Twitter is used politically. Surveys and in-depth interviews with political Twitter users answer several important questions, including: Who follows the political leaders on Twitter, and why? How persuasive are political tweets? Is political Twitter use good for democracy? These and other questions are answered from theoretical perspectives, such as uses and gratifications, word-of-mouth communication, selective exposure, innovation characteristics, and the continuity-discontinuity framework. In addition, content analysis and frame analysis illustrate how political leaders tweets frame their policies and personalities. The findings in Politics and the Twitter Revolution show Twitter to be surprisingly influential on political discourse. Twitter has caused major changes in how people engage politically. Followers regularly take actions that are requested in leaders tweets, and, in many cases, leaders tweets shape followers political views more than friends and family. Other findings raise concerns. For some, Twitter use contributes to political polarization, and there is frequently a disconnect between what followers expect from leaders on Twitter and what those leaders are giving them.

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Parmelee such as uses and gratifications, word-of-mouth communication, selective exposure, innovation Lexington Books, 2012 - Computers - 247 pages . Social Science / Media Studies **Politics and the Twitter Revolution: How Tweets Influence the - Google Books Result** Feb 12, 2014 Politics and the Twitter Revolution: How Tweets Influence the Relationship between Political Leaders and the Public. Lanham, MD: Lexington Books. 2012. 247 pp. The authors position these results nicely in the context of other studies following the uses and gratifications approach that examine political **Politics and the Twitter Revolution: How Tweets Influence the** Academic journal article Journalism and Mass Communication Quarterly. 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Lexington Books. **Lexington Books - Rowman & Littlefield** Politics and the Twitter revolution : how tweets influence the relationship between political leaders and the public. Responsibility: John H. Parmelee, description: vii, 247 p. : ill. 24 cm. Series: Lexington studies in political communication. **Politics and the Twitter Revolution: How Tweets Influence the** Politics and the Twitter revolution : how tweets influence the relationship between political leaders Lexington studies in political communication. Conclusion: how Twitter influences the relationship between political leaders and the public. **Reelpolitik Ideologies in American Political Film - Google Books Result** LEXINGTON. STUDIES. IN. POLITICAL. COMMUNICATION

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