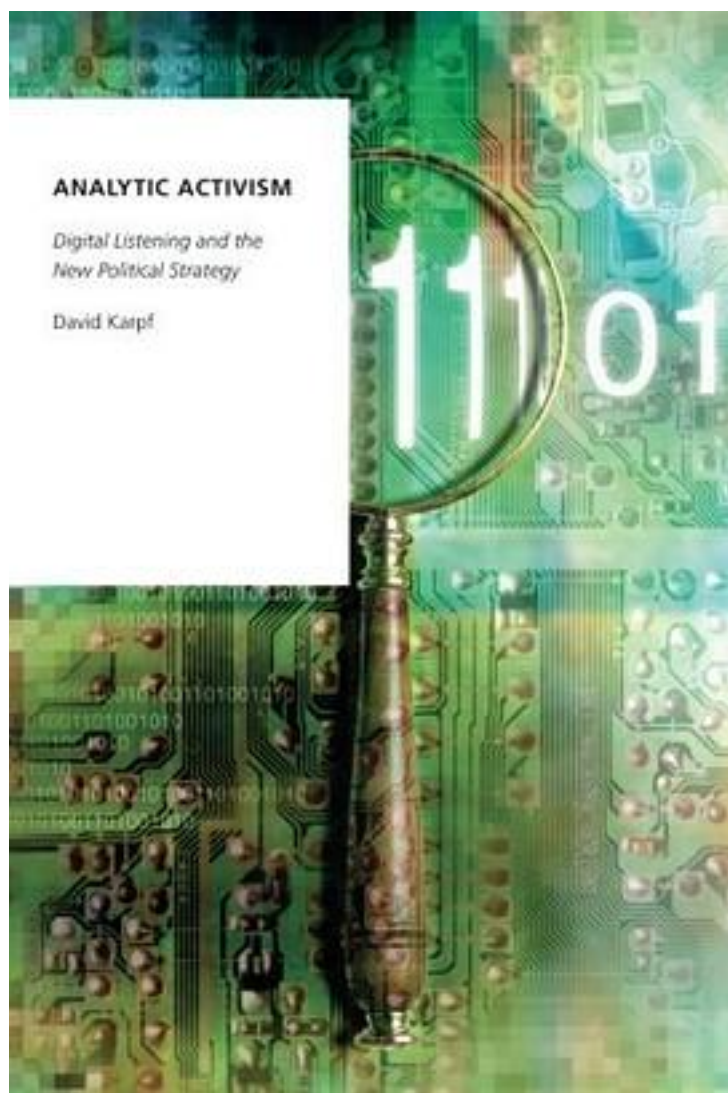


# Analytic Activism



[Analytic Activism\\_ 下载链接1\\_](#)

著者:David Karpf

出版者:Oxford University Press

出版时间:2016-12-1

装帧:Paperback

isbn:9780190266134

Some of the most remarkable impacts of digital media on political activism lie not in the new types of speech it provides to disorganized masses, but in the new types of listening it fosters among organized pressure groups. Beneath the easily visible waves of e-petitions, "likes," hashtags, and viral videos lies a powerful undercurrent of activated public opinion. In this book, David Karpf offers a rich, detailed assessment of how political organizations carefully monitor this online activity and use it to develop new tactics and strategies that help them succeed in the evolving hybrid media system. Karpf discusses the power and potential of this new "analytic activism," exploring the organizational logics and media logics that determine how digital inputs shape the choices that political campaigners make. He provides the first careful analysis of how organizations like Change.org and Upworthy.com influence the types of political narratives that dominate our Facebook newsfeeds and Twitter timelines. He investigates how MoveOn.org and its "netroots" peers use analytics to listen more effectively to their members and supporters. He also identifies two boundaries of analytic activism — the analytics floor and analytics frontier — which define the scope of this new style of organized citizen engagement. The book concludes by examining the limitations of analytic activism, raising a cautionary flag about the ways that putting too much faith in digital listening can lead to a weakening of civil society as a whole.

作者介绍:

David Karpf, Assistant Professor of Media and Public Affairs, George Washington University

目录: Tables, Graphs, and Illustrations

Preface

Chapter 1: Will the Revolution Be A/B Tested?

Chapter 2: Understanding Analytics, Algorithms, and Big Data

Chapter 3: The Organizational Logic of Petition Platforms

Chapter 4: Analytic Audiences

Chapter 5: Boundary Conditions: The Analytics Floor and Analytics Frontier

Chapter 6: What Is Left Undone

Notes

Bibliography

Index

• • • • • ([收起](#))

[Analytic Activism\\_ 下载链接1](#)

标签

politics

politicalCommunication

政治沟通

思想史

互联网

digital

communication

analytics

评论

-----  
[Analytic Activism\\_ 下载链接1](#)

书评

-----  
[Analytic Activism\\_ 下载链接1](#)