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POLITICAL COMMUNICATION IN THE ONLINE WORLD EBOOKS 2019



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As a consequence of the rapid diffusion of online media, the conditions for political communication, and research concerning it have radically changed. Is empirical communication research capable of consistently describing and explaining the changes in political communication in the online world both from a theoretical and methodological perspective? u003cbr /u003e

u003cbr /u003eIn this book, Gerhard Vowe, Philipp Henn, and a group of leading international experts in the field of communication studies guide the reader through the complexities of political communication, and evaluate whether and to what extent existing theoretical approaches and research designs are relevant to the online world. In the first part of the book, nine chapters offer researchers the opportunity to test the basic assumptions of prominent theories in the field, to specify them in terms of the conditions of political communication in the online world and to modify them in view of the systematically gained experiences. The second methodological section tests the variations of content analysis, surveys, expert interviews and network analyses in an online environment and documents how successful these methods of empirical analysis have proven to be in political communication. u003cbr /u003e

u003cbr /u003eWritten accessibly and contributing to key debates on political communication, this bookshelf essential presents an indispensable account of the necessary tools needed to allow researchers decide which approach and method is better suited to answer their online problem.

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