

## Retooling Politics

Donald Trump, the Arab Spring, Brexit: digital media have provided political actors and citizens with new tools to engage in politics. These tools are now routinely used by activists, candidates, nongovernmental organizations, and parties to inform, mobilize, and persuade people. But what are the effects of this retooling of politics? Do digital media empower the powerless or are they breaking democracy? Have these new tools and practices fundamentally changed politics or is their impact just a matter of degree?

This clear-eyed guide steps back from hyperbolic hopes and fears to offer a balanced account of what aspects of politics are being shaped by digital media and what remains unchanged. The authors discuss data-driven politics, the flow and reach of political information, the effects of communication interventions through digital tools, their use by citizens in coordinating political action, and what their impact is on political organizations and on democracy at large.

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Andreas Jungherr , Gonzalo Rivero , Daniel Gayo-Avello  
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**Retooling Politics**  
How Digital Media Are Shaping Democracy

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## Contents

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	<i>Acknowledgments</i>	<i>page viii</i>
<b>1</b>	<b>The Rise of Digital Media and the Retooling of Politics</b>	<b>1</b>
1.1	What to Expect?	6
1.2	Digital Media and the Needs of Political Actors	7
1.3	What Are the Drivers of Digital Media’s Impact on Politics?	21
1.4	Retooling Politics: Providing New Tools in the Pursuit of Political Goals	25
<b>2</b>	<b>The Flow of Political Information</b>	<b>30</b>
2.1	The Role of Organizations in the Flow of Political Information	31
2.2	Media Systems	33
2.3	Controlling Access and Flow of Political Information	35
2.4	Challenges	37
2.5	Consequences	45
2.6	Retooling the Flow of Political Information	66
<b>3</b>	<b>Reaching People</b>	<b>69</b>
3.1	Three Dimensions of Reach	70
3.2	Reaching People Directly and through Partners	72
3.3	Reaching People through News Media	74
3.4	Mass Media’s Declining Reach	75
3.5	Determining Reach	79
3.6	Mass Audience versus Niche Audiences	83
3.7	Echo Chambers and Filter Bubbles	85
3.8	Cutting Out the Middlemen	92

3.9	The Reach of Disinformation	95
3.10	Retooling the Reach of Political Information	100
<b>4</b>	<b>The Effects of Political Information</b>	<b>103</b>
4.1	What Do We Know?	104
4.2	Why Should the Effects of Digital Media Be Different?	107
4.3	Effects on Individuals	109
4.4	Effects on Society	120
4.5	Misreading the Effects of Digital Media	124
4.6	Coming to Terms with Limited and Contingent Effects of Digital Media	131
<b>5</b>	<b>Digital Media and Collective Action</b>	<b>132</b>
5.1	Two Types of Collective Dilemmas	134
5.2	The Organization of Protests	136
5.3	Counteracting Protests	144
5.4	The Social Side of Individual Decisions	149
5.5	Digital Media as a Strategic Tool	156
<b>6</b>	<b>Changing Organizations</b>	<b>158</b>
6.1	New Ways of Organizing in Politics	161
6.2	How Do Organizations Adapt?	170
6.3	New Ways of Organizing, New Ways of Running Organizations	177
<b>7</b>	<b>Data in Politics</b>	<b>179</b>
7.1	Making Social Life Countable	181
7.2	Promises of Digital Data	184
7.3	Challenges of Digital Data	187
7.4	Extending Transparency	192
7.5	Manipulating Digital Metrics	194
7.6	Data-Driven Campaigning	198
7.7	Making Politics Countable	210
<b>8</b>	<b>Digital Media and Democracy</b>	<b>212</b>
8.1	Democracy as Delegation	216
8.2	Digital Media, Accountability, and Representation	220
8.3	Deepening Democracy	226
8.4	Digital Solutions and Non-digital Problems	234
<b>9</b>	<b>Digital Media in Politics</b>	<b>236</b>
9.1	What Have We Learned?	237
9.2	Why Do We Keep Getting This Wrong?	240

Contents vii

9.3	Getting It Right: Putting Digital Media into Context	245
9.4	What Comes Next?	250
9.5	The Final Account	252
	<i>References</i>	255
	<i>Index</i>	323

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