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## Tweeting to Power: The Social Media Revolution in American Politics (Oxford Studies in Digital Politics)

By Jason Gainous, Kevin M. Wagner



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### **Tweeting to Power: The Social Media Revolution in American Politics (Oxford Studies in Digital Politics)** By Jason Gainous, Kevin M. Wagner

Online social media are changing the face of politics in the United States. Beginning with a strong theoretical foundation grounded in political, communications and psychology literature, *Tweeting to Power* examines the effect of online social media on how people come to learn, understand and engage in politics. Gainous and Wagner propose that platforms such as Facebook and Twitter offer the opportunity for a new information flow that is no longer being structured and limited by the popular media. Television and newspapers, which were traditionally the sole or primary gatekeeper, can no longer limit or govern what information is exchanged. By lowering the cost of both supplying the information and obtaining it, social networking applications have recreated how, when and where people are informed.

To establish this premise, Gainous and Wagner analyze multiple datasets, quantitative and qualitative, exploring and measuring the use of social media by voters and citizens as well as the strategies and approaches adopted by politicians and elected officials. They illustrate how these new and growing online communities are new forums for the exchange of information that is governed by relationships formed and maintained outside traditional media. Using empirical measures, they prove both how candidates utilize Twitter to shape the information voters rely upon and how effective this effort was at garnering votes in the 2010 congressional elections. With both theory and data, Gainous and Wagner show how the social media revolution is creating a new paradigm for political communication and shifting the very foundation of the political process.



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## **Editorial Review**

### **Review**

"Even as social media continue to evolve, *Tweeting to Power* captures a current snapshot of campaign politics that demonstrates how the strategic use of social media can be a powerful advantage in winning elections." --Anthony Rotolo, Syracuse University, *Political Science Quarterly*

"*Tweeting to Power* is the most ambitious and well-researched study of social media's political consequences to date. Using an impressive array of qualitative and quantitative data, Gainous and Wagner systematically track how Twitter and Facebook are influencing Congress, political parties and the American public. This book is much more than a narrow study of social media, however. By situating their evidence in long-standing theoretical debates, Gainous and Wagner tackle more fundamental questions about the functioning of American democracy in the age of the internet. *Tweeting to Power* is essential reading for anyone interested in technology's impact on election campaigns, political communication and public opinion."--Kevin Wallsten, California State University, Long Beach

"Social media have already become a fundamental part of politics in the digital age. In *Tweeting to Power*, Jason Gainous and Kevin M. Wagner use an impressive array of quantitative and qualitative data to explore a wide variety of questions about the impacts of social media on American politics. In doing so, they make an important new contribution to ongoing debates about the political implications of the internet."--Michael Xenos, Center for Communication Research, University of Wisconsin-Madison

### **About the Author**

**Jason Gainous** is Associate Professor of Political Science at the University of Louisville. **Kevin M. Wagner** is Assistant Professor of Political Science at Florida Atlantic University.

## **Users Review**

### **From reader reviews:**

#### **Anthony Youngblood:**

Now a day people who Living in the era just where everything reachable by match the internet and the resources inside can be true or not need people to be aware of each details they get. How individuals to be smart in having any information nowadays? Of course the reply is reading a book. Examining a book can help persons out of this uncertainty Information specifically this *Tweeting to Power: The Social Media Revolution in American Politics* (Oxford Studies in Digital Politics) book since this book offers you rich data and knowledge. Of course the data in this book hundred % guarantees there is no doubt in it you probably

know this.

**Jessica Bradburn:**

Reading a reserve tends to be new life style on this era globalization. With examining you can get a lot of information that will give you benefit in your life. Using book everyone in this world can easily share their idea. Ebooks can also inspire a lot of people. A great deal of author can inspire their particular reader with their story or their experience. Not only situation that share in the books. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your kids, there are many kinds of book that exist now. The authors on this planet always try to improve their expertise in writing, they also doing some study before they write to their book. One of them is this Tweeting to Power: The Social Media Revolution in American Politics (Oxford Studies in Digital Politics).

**Rosemary Robinson:**

Playing with family within a park, coming to see the sea world or hanging out with good friends is thing that usually you will have done when you have spare time, then why you don't try point that really opposite from that. 1 activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love Tweeting to Power: The Social Media Revolution in American Politics (Oxford Studies in Digital Politics), you can enjoy both. It is excellent combination right, you still desire to miss it? What kind of hang-out type is it? Oh seriously its mind hangout guys. What? Still don't buy it, oh come on its called reading friends.

**Erik Figaro:**

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