Schill / Kirk / Jasperson

Political Communication in Real Time

Theoretical and Applied Research Approaches

Much has been made of the speed and constancy of modern politics. Whether watching cable news, retweeting political posts, or receiving news alerts on our phones, political communication now happens continuously and in real time. Traditional research methods often do not capture this dynamic environment. Early studies that guided the study of political communication took place at a time when transistors and FM radio, television, and widely distributed films technologically changed the way people gained information and developed knowledge of the world around them. Now, the environment has transformed again through digital innovations. This book provides one of the first systematic assessment of real-time methods used to study the new digital media environment. It features twelve chapters—authored by leading researchers in the field—using continuous or real time response methods to study political communication in various forms. Moreover, the authors explain how viewer attitudes can be measured over time, message effects can be pin-pointed down to the second of impact, behaviors can be tracked and analyzed unobtrusively, and respondents can naturally respond on their smartphone, tablet, or even console gaming system. Leading practitioners in the field working for CNN, Microsoft, and Twitter show how the approach is being innovatively used in the field. Political Communication in Real Time is a welcome addition to the growing field of interest in "big data" and continuous response research. This volume will appeal to scholars and practitioners in political science and communication studies wishing to gain new insights into the strengths and limitations of this approach. Political communication is a continuous process, so theories, applications, and cognitive models of such communication require continuous measures and methods.

144,50 €
135,05 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781138949409
Medium: Buch
ISBN: 978-1-138-94940-9
Verlag: Taylor & Francis Ltd
Erscheinungstermin: 13.10.2016
Sprache(n): Englisch
Auflage: 1. Auflage 2016
Serie: Routledge Studies in Global Information, Politics and Society
Produktform: Gebunden
Gewicht: 544 g
Seiten: 310
Format (B x H): 152 x 229 mm