



Political Turbulence: How Social Media Shape Collective Action

By Helen Margetts, Peter John, Scott Hale, Taha Yasseri

[Download now](#)

[Read Online](#) 

Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri

As people spend increasing proportions of their daily lives using social media, such as Twitter and Facebook, they are being invited to support myriad political causes by sharing, liking, endorsing, or downloading. Chain reactions caused by these tiny acts of participation form a growing part of collective action today, from neighborhood campaigns to global political movements. *Political Turbulence* reveals that, in fact, most attempts at collective action online do not succeed, but some give rise to huge mobilizations--even revolutions.

Drawing on large-scale data generated from the Internet and real-world events, this book shows how mobilizations that succeed are unpredictable, unstable, and often unsustainable. To better understand this unruly new force in the political world, the authors use experiments that test how social media influence citizens deciding whether or not to participate. They show how different personality types react to social influences and identify which types of people are willing to participate at an early stage in a mobilization when there are few supporters or signals of viability. The authors argue that pluralism is the model of democracy that is emerging in the social media age--not the ordered, organized vision of early pluralists, but a chaotic, turbulent form of politics.

This book demonstrates how data science and experimentation with social data can provide a methodological toolkit for understanding, shaping, and perhaps even predicting the outcomes of this democratic turbulence.

 [Download Political Turbulence: How Social Media Shape Colle ...pdf](#)

 [Read Online Political Turbulence: How Social Media Shape Col ...pdf](#)

Political Turbulence: How Social Media Shape Collective Action

By Helen Margetts, Peter John, Scott Hale, Taha Yasseri

Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri

As people spend increasing proportions of their daily lives using social media, such as Twitter and Facebook, they are being invited to support myriad political causes by sharing, liking, endorsing, or downloading. Chain reactions caused by these tiny acts of participation form a growing part of collective action today, from neighborhood campaigns to global political movements. *Political Turbulence* reveals that, in fact, most attempts at collective action online do not succeed, but some give rise to huge mobilizations--even revolutions.

Drawing on large-scale data generated from the Internet and real-world events, this book shows how mobilizations that succeed are unpredictable, unstable, and often unsustainable. To better understand this unruly new force in the political world, the authors use experiments that test how social media influence citizens deciding whether or not to participate. They show how different personality types react to social influences and identify which types of people are willing to participate at an early stage in a mobilization when there are few supporters or signals of viability. The authors argue that pluralism is the model of democracy that is emerging in the social media age--not the ordered, organized vision of early pluralists, but a chaotic, turbulent form of politics.

This book demonstrates how data science and experimentation with social data can provide a methodological toolkit for understanding, shaping, and perhaps even predicting the outcomes of this democratic turbulence.

Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri Bibliography

- Sales Rank: #866249 in Books
- Brand: imusti
- Published on: 2015-11-24
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.40" l, .0 pounds
- Binding: Hardcover
- 304 pages



[Download Political Turbulence: How Social Media Shape Colle ...pdf](#)



[Read Online Political Turbulence: How Social Media Shape Col ...pdf](#)

Download and Read Free Online Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri

Editorial Review

Review

One of The *Guardian*'s Best Politics Books of 2016, chosen by Gaby Hinsliff

"[C]ontributes an important series of creatively and rigorously researched insights into the social mechanics of Internet-based collective action, handing researchers a new toolbox of methods and techniques in the process."--*Science*

"A comprehensive study."--**Ivor Gaber, *Times Higher Education***

"A revelatory study."--**Stuart Weir, *Open Democracy UK***

"Sheds interesting light on the year's great upheavals."--**Gaby Hinsliff, *Guardian Best Politics Books of 2016***

From the Back Cover

"This engagingly written and elegantly designed study tests to their limits half a century's worth of big ideas about collective action. The authors convincingly show why information signals, visibility, and the distribution of thresholds are important for explaining the pace and scale of political engagement. Essential reading if you want to understand how it all kicks off online."--**Andrew Chadwick, author of *The Hybrid Media System: Politics and Power***

"This compelling book shows how, when, and why individuals decide to join online collective actions, and what makes those actions scale up. Using a fascinating array of cases taken from the news headlines of our time, the authors draw an important set of conclusions about democracy in turbulent times. *Political Turbulence* provides invaluable insights into political participation, individual choice, and democracy in an age of changing societies and politics."--**Lance Bennett, University of Washington**

"*Political Turbulence* is an exciting book. The authors bring a psychological perspective to the analysis of experimental results and big data to tell an insightful and fresh story about social media and collective action dynamics at the individual level."--**Bruce Bimber, author of *Information and American Democracy: Technology in the Evolution of Political Power***

"This is great, adventurous social science."--**Philip N. Howard, coauthor of *Democracy's Fourth Wave?: Digital Media and the Arab Spring***

About the Author

Helen Margetts is professor of society and the Internet and director of the Oxford Internet Institute at the University of Oxford. **Peter John** is professor of political science and public policy at University College London. **Scott Hale** is a data scientist at the Oxford Internet Institute. **Taha Yasseri** is a research fellow in computational social science at the Oxford Internet Institute.

Users Review

From reader reviews:

Jeffrey Stampley:

The book Political Turbulence: How Social Media Shape Collective Action can give more knowledge and also the precise product information about everything you want. Why must we leave a very important thing like a book Political Turbulence: How Social Media Shape Collective Action? A few of you have a different opinion about guide. But one aim in which book can give many information for us. It is absolutely appropriate. Right now, try to closer using your book. Knowledge or details that you take for that, you can give for each other; it is possible to share all of these. Book Political Turbulence: How Social Media Shape Collective Action has simple shape however, you know: it has great and big function for you. You can look the enormous world by open and read a guide. So it is very wonderful.

David McGowan:

This Political Turbulence: How Social Media Shape Collective Action usually are reliable for you who want to certainly be a successful person, why. The key reason why of this Political Turbulence: How Social Media Shape Collective Action can be one of the great books you must have is usually giving you more than just simple reading food but feed you with information that maybe will shock your preceding knowledge. This book is handy, you can bring it everywhere and whenever your conditions in e-book and printed ones. Beside that this Political Turbulence: How Social Media Shape Collective Action giving you an enormous of experience for example rich vocabulary, giving you trial of critical thinking that could it useful in your day pastime. So , let's have it and revel in reading.

Donna Moore:

Do you really one of the book lovers? If yes, do you ever feeling doubt when you are in the book store? Make an effort to pick one book that you never know the inside because don't assess book by its cover may doesn't work is difficult job because you are scared that the inside maybe not since fantastic as in the outside appear likes. Maybe you answer is usually Political Turbulence: How Social Media Shape Collective Action why because the excellent cover that make you consider with regards to the content will not disappoint anyone. The inside or content is definitely fantastic as the outside as well as cover. Your reading 6th sense will directly show you to pick up this book.

Lorraine Stark:

You are able to spend your free time to study this book this publication. This Political Turbulence: How Social Media Shape Collective Action is simple to develop you can read it in the recreation area, in the beach, train as well as soon. If you did not have much space to bring the particular printed book, you can buy often the e-book. It is make you better to read it. You can save the actual book in your smart phone. So there are a lot of benefits that you will get when one buys this book.

Download and Read Online Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri #6LKODCVWYZR

Read Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri for online ebook

Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri books to read online.

Online Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri ebook PDF download

Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri Doc

Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri MobiPocket

Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri EPub

6LKODCVWYZR: Political Turbulence: How Social Media Shape Collective Action By Helen Margetts, Peter John, Scott Hale, Taha Yasseri