Department of Political Science
Dalhousie University
Summer 2019

POLI 3546
POLITICS AND SOCIAL MEDIA

Time and place:
M-T-W-T, 1.05-3.55; Dunn Building, Room 302

Instructor:
Ruben Zaiotti
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Office hours:
- 12-1PM Tuesday. Room 339E Henry Hicks Building

- or by appointment

Course Overview

This course seeks to introduce students to the main debates surrounding the role of social media in politics. Despite their recent emergence, social media platforms such as Facebook and Twitter have become core elements of the political process in numerous countries around the world. Social media have been used by a variety of political actors, from politicians, to public officials, lobbyists, community organizers, voters, protesters and individual citizens, be it at a local, national or international level. These political actors have used social media as a tool to spread (and share) political messages, complementing, and in some cases supplanting, traditional media such as television and radio. They have also used social media to organize political campaigns, protests, and, in some cases, revolutions. In turn, social media have become a rich source of data that academics and political operatives have relied upon to make sense (and, in the case of political operatives, to influence) the political process. The results of these developments have been a profound transformation in the way politics at the local, national and international level is understood and performed, and whose ultimate implications are not yet known.

This course will examine the origins, features and dynamics that characterize the relationship between politics and social media, paying particular attention to the following topics: political communication theories and social media; digital democracy; political campaigns and social media, revolutions and social media; international organization and social media; the ethics of social media in politics. In concluding, this course will cover the debates about the future of social media in politics, and the directions this relationship might develop over time.

Course Objectives

At the end of this course, students should understand:

- the significance of social media in politics today
- the various social media platform that political operators use to influence the political process
- how social media are used to influence politics
- how social media are used as methodological tools to gather information about politics
- the ethical challenges that the use of social media in politics raise

Course Format

The course will be based on a combination of lectures and seminar discussions. Lectures will follow the readings, but they will not overlap completely. Since the course will have *no tutorials*, lectures will presuppose familiarity with the readings. It is *essential* for students to complete the reading assignments before the lecture, in order to fully benefit from class discussions

Course textbook and readings

The course textbook is the following: Axel Bruns, Gunn Enli, Eli Skogerbo, Anders Olof Larsson, Christian Christensen (eds.) (2017). *The Routledge Companion to Social Media and Politics*, Routledge. The book is available for purchase at the Dalhousie bookstore. You can also buy it or rent it as an e-book (for more information, see here). Additional readings not included in the textbook will be available either online or on Brightspace.

Supplemental Blogs and Resources

Other relevant source of information and commentary about social media and politics are available at the following sites:

- ePolitics. www.epolitics.com
- Social Advocacy and Politics. www.socialmediatoday.com/special-columns/Social-Advocacy-&-Politics
- Pew Institute - https://www.pewinternet.org/topics/social-media/
- Statista https://www.statista.com/topics/3723/social-media-and-politics-in-the-united-states/
- Infogagement https://medium.com/infogagement
- Twiplomacy https://twiplomacy.com
- GovLoop https://www.govloop.com
- E-diplomacy https://www.diplomacy.edu/e-diplomacy
- Digiblog https://digdipblog.com
- Digidiplomats http://www.digidiplomats.org

Course on Brightspace + Top Hat
Lecture slides, syllabus, assignment instructions, bibliographic references and other relevant material for this course will be available on Brightspace. Brightspace will also function as main means of communication between the instructor and students. You will also be able to see your grades, read announcements and contribute to the discussion board. The course on Brightspace can be accessed at https://dal.brightspace.com/d2l/home. To collect attendance and to perform other interactive exercises, we will rely on the platform Top Hat. It is available for purchase ($20) at Dalhousie bookstore website (click here). The join code is 174493.

Email Policy
Please feel free to contact me by email if you have any questions related to the course. I will reply to legitimate email inquiries within 2 days. If you do not receive a reply within this period, please resubmit your question(s).

Course Evaluation

The final grade for this course will be based on five components:

Type of assignment	% of final grade	Date
1) Political Campaign paper	30%	May 28
2) Social media strategy document (team assignment)	15%	May 22
3) In class test	35%	May 28
4) Participation	20%	

Format of assignments

1) Political Campaign Paper: The main writing assignment for this course is a paper of approximately 2,500 words, or 8 pages in length. The paper should examine two political campaigns. The main objective of this assignment is to provide a background of these campaigns, compare and contrast the role that social media played in them, and then draw possible policy lessons learnt. The campaigns should be chosen from the list provided in the syllabus (see below)

2) Social Media Strategy Document (Team assignment) - Each student will be assigned to a team. Relying on the ideas and examples covered in class, each team will develop an online strategy document for a real or hypothetical political campaign. The online strategy document

should be 8 to 10 pages long, double spaced. At the end of each class session, some time will be dedicated for work on this assignment. Teams can meet outside the classroom or virtually to complete the document. Each team will then present their findings in from of the class. More information on this assignment will be provided in class.

3) In class test. This test will be cumulative and draw from all of the course readings and lectures. More information on the format will be provided in class.

4) Class participation
The grade for class participation is based on class attendance, *active and informed* involvement in class discussions. Class attendance will be collected through Top Hat.

Grading scale

A+: 90-100%	C+: 64-67%
A: 85-90%	C: 60-63%
A-: 80-84%	C-: 56-59%
B+: 76-79%	D: 50-55%
B: 72-75%	F: 0-49%
B-: 68-71%	

Late penalty
Assignments will be penalized **2 per cent per day** (including weekends). Extensions will be granted only for documented reasons of illness, or bereavement. The length of the extension will be based on the information in the documentation. In case of illness, students must ask the physician to indicate *explicitly* the length of time during which they were unable to attend to their coursework obligations.

Use of sources and referencing style

Written assignments must be properly sourced, and should include both a bibliography and citation within the text. Research papers must be based on *academic sources*, that is, articles published in peer-reviewed journals, as well as books. The recommended referencing style is APA (details about this style can be found at http://www.library.dal.ca/Files/How_do_I/pdf/apa_style6.pdf).

Academic integrity

All students in this class are to read and understand the policies on academic integrity and plagiarism referenced in the Policies and Student Resources sections of the academicintegrity.dal.ca website. Ignorance of such policies is no excuse for violations.

Any paper submitted by a student at Dalhousie University may be checked for originality to confirm that the student has not plagiarized from other sources. Plagiarism is considered a serious academic offence which may lead to loss of credit, suspension or expulsion from the University, or even to the revocation of a degree. It is essential that there be correct attribution of authorities from which facts and opinions have been derived. At Dalhousie there are University Regulations which deal with plagiarism and, prior to submitting any paper in a course, students should read the Policy on Intellectual Honesty contained in the Calendar or on the Online Dalhousie website. The Senate has affirmed the right of any instructor to require that student papers be submitted in both written and computer-readable format, and to submit any paper to be checked electronically for originality.

Accommodation policy

Students may request accommodation as a result of barriers experienced related to disability, religious obligation, or any characteristic protected under Canadian human rights legislation.
Students who require academic accommodation for either classroom participation or the writing of tests and exams should make their request to the Advising and Access Services Center (AASC) prior to or at the outset of the regular academic year. Please visitwww.dal.ca/access for more information and to obtain the Request for Accommodation form.
A note taker may be required as part of a student's accommodation. There is an honorarium of $75/course/term (with some exceptions). If you are interested, please contact AASC at 494-2836 for more information or send an email to notetaking@dal.ca

Writing and Studying Resources

Writing Centre

Learning to write well contributes to good marks, completion of degrees and, later, success in the workplace. Now is the time to improve your writing skills. You can visit the Writing Centre for assistance with your assignments. Staff and tutors help you to understand writing expectations and disciplinary conventions. The service is available six days a week. (See our website for hours of operation at the various Writing Centre sites.)

To book an appointment call 494-1963; email writingcentre@dal.ca;

Studying for Success program

University life can often be challenging. However, with help from the Studying for Success program, you too can become a more effective learner. Attend our workshops or drop in for

individual study skills sessions, where we can help you with Time Management, Critical Reading, Note taking, Preparing for Exams, and much more.
For more information or to make appointments, please:
 - visit website: www.dal.ca/sfs
- visit main office in the Killam Library, Room G28 (main floor)
- call 494-3077 or email the Coordinator at: sfs@dal.ca

COURSE OUTLINE AND READINGS

Session 1 - Introduction: social media and politics

Readings:

- Andrew Chadwick et al. (2016). *Politics in the Age of Hybrid Media: Power, Systems, and Media Logics*, In Axel Bruns et al. (eds) (2016) The Routledge Companion to Social Media and Politics (Textbook). Also available at: https://static1.squarespace.com/static/566d81c8d82d5ed309b2e935/t/568d502f7086d721 9d20fafa/1452101679072/Chadwick_Dennis_Smith_-_Politics_in_Age_of_Hybrid_Media_in_Bruns_et_al_Routledge+Companion_to_Social_Media_and_Politics.pdf

- Karine Nahon (2016. *Where There Is Social Media There Is Politics*. In Axel Bruns et al. (eds) The Routledge Companion to Social Media and Politics (Textbook).

Suggested Readings:

On power and social media
- Clay Shirky (2011). The Political Power of Social Media. *Foreign Affairs*.

- Christian Fuchs (2017). *The power and political economy of social media,* in Fuchs, Social Media: a Critical Introduction, Sage

On political communication and social media

- M Broersma, T Graham (2016). *Tipping the balance of power: Social media and the transformation of political journalism.* In Axel Bruns et al. (eds) The Routledge Companion to Social Media and Politics (Textbook)

Session 2 - Social Media and 'Digital democracy'

Readings:

- Ceron, D. & Memoli, V. (2016) Flames and Debates: Do Social Media Affect Satisfaction with Democracy? *Social Indicators Research*, 126(1), 225-240. Available at https://link.springer.com/article/10.1007/s11205-015-0893-x

- S Engesser, N Ernst, F Esser (2017). Populism and social media: How politicians spread a fragmented ideology. *Information, Communication & Society*, Vol. 20 No.8 (available on Brightspace)

Suggested Readings:

- Marino, V. & Lo, P. (2018) From citizens to partners: the role of social media content in fostering citizen engagement. *Transforming Government: People, Process and Policy* 12(1), 39-60.

- Hall, W., Tinati, R. & Jennings, W. (2018) From Brexit to Trump: Social Media's Role in Democracy. *Computer,* 51(1), 18-27.

- Siva Vaidhyanathan (2018). *Antisocial Media: How Facebook Disconnects Us and Undermines Democracy*. Oxford University Press

Sessions 3 - Social Media and Political Communication: Political Campaigns

Readings:

- Diana Owen (2017) *New Media and Political Campaigns*, in The Oxford Handbook of Political Communication Edited by Kate Kenski and Kathleen Hall Jamieson. Available at

http://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199793471.001.0001/oxfordhb-9780199793471-e-016

- Andreas Jungherr (2016). Twitter use in election campaigns: A systematic literature review. *Journal of Information Technology & Politics*. Vol. 13, No. 1 (available on Brighspace)

Suggested Readings:

- Rosenblatt, Alan. 2016. #HashtagPolitics is Changing How We Engage with Elections. http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-hashtagpolitics-changing-how-we-engage-elections
- Rosenblatt, Alan. 2016. Social Media is the Primary Point of Contact with Voters. http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-social-media-primary-point-contact-voters
- Dumitrica, D. (2016) Imagining engagement: Youth, social media, and electoral processes. *Convergence,* 22(1), 35-53.
- Sam Woolley and Phil *Howard **(2017),** **Computational Propaganda: Political Parties, Politicians, and Political Manipulation on Social Media,*** Oxford University Press https://comprop.oii.ox.ac.uk/research/computational-propaganda-the-book/
- Schenck, Brad (2016). *The Digital Plan: A practical guide to creating a strategic digital plan*

Social Media and Political campaigns (case studies)

United States

2012 US presidential election

- Gunn Enli and Anya Naper Social Media Incumbent Advantage: Barack Obama's and Mitt Romney's Tweets in the 2012 US Presidential Election Campaign (In Textbook)

- "With The Help of Digital Infrastructure, Obama Wins Re-election" by Sarah Lai Stirland. Tech President. http://techpresident.com/news/23104/help-digital-infrastructure-obama-wins-re-election

- "The post-election tech tally: Winner and Losers" by CNET News Staff. CNET.com http://news.cnet.com/8301-13578_3-57546443-38/the-post-election-tech-tally-winners-and-losers/
- Rosenblatt, Alan. 2013. How to Run a Denial of Hashtag Campaign. http://www.socialmediatoday.com/content/social-advocacy-politics-how-run-denial-hashtag-campaign

2016 US presidential election

- Delany, Colin. 2016. Did 'Dark' Facebook Posts Win Trump the White House? http://www.epolitics.com/2016/11/17/trumps-dark-facebook-posts-win-white-house/
- Grassegger, Hannes & Mikael Krogerus. 2017. The Data That Turned the World Upside Down. *Motherboard, Vice.com.* https://motherboard.vice.com/en_us/article/mg9vvn/how-our-likes-helped-trump-win
- *Wall Street Journal.* Blue Feed, Red Feed: See Liberal and Conservative Facebook, Side by Side. http://graphics.wsj.com/blue-feed-red-feed/ AND (VIDEO) http://www.wsj.com/video/red-feed-blue-feed-liberal-vs-conservative-facebook/0678AF47-7C53-4CDF-8457-F6A16A46CDAF.html
- Rosenblatt, Alan. 2016. The 2016 Elections and the Facebook Gap. http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-2016-elections-and-facebook-gap
- G. Enli 2017. Twitter as arena for the authentic outsider: exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election. *European journal of communication*
- Bode, Letitia, Caren Budak, *et al*. 2018. *Words that Matter: How the News and Social Media Shaped the 2016 Presidential Campaign,* Brookings Institution Press

Suggested reading on SM in the US

- Jason Gainous and Kevin M. Wagner (2013) *Tweeting to Power: The Social Media Revolution in American Politics*. Oxford University Press. December 2013.

Europe and Brexit

- Lilleker, D. G., Koc-Michalska, K., Negrine, R., Gibson, R., Vedel, T. & Strudel, S. (2017) Social media campaigning in Europe: mapping the terrain. *Journal of Information Technology & Politics,* 14(4), 293-298.
- Barisione, Mauro, Michailidou, Asimina (eds.) (2017). *Social Media and European Politics: Rethinking Power and Legitimacy in the Digital Era*. Palgrave

- Bonacchi, C., Altaweek, M. & Krzyzanska, M. (2018) The heritage of Brexit: Roles of the past in the construction of political identities through social media. *Journal of Social Archeology,* 18(2), 174-192
- Del Vicario, M., Zollo, F., Caldarelli, G., Scala, A. & Quattrociocchi, W. (2017) Mapping social dynamics on Facebook: The Brexit debate. *Social Networks* 50, 6-16.
- Sloam, J. (2018) #Votebecause: Youth mobilization for the referendum on British membership of the European Union. *New Media & Society,* 20(11), 4017-4034.

Other political campaigns

(NB: all the articles in this section are available in the course textbook)

Sweden

- Anders Olof Larsson and Hallvard Moe. From Emerging to Established? A Comparison of Twitter Use during Swedish Election Campaigns in 2010 and 2014

UK

- Darren G. Lilleker, Nigel Jackson, and Karolina Koc-Michalska. Social Media in the UK Election Campaigns 2008-14: Experimentation, Innovation and Convergence

Australia

- Tim Highfield and Axel Bruns. Compulsory Voting, Encouraged Tweeting? Australian Elections and Social Media

Denmark

- Jakob Linaa Jensen, Jacob Ørmen, and Stine Lomborg. The Use of Twitter in the Danish EP Elections 2014

France

- Françoise Papa and Jean-Marc Francony. The 2012 French Presidential Campaign: First Steps into the Political Twittersphere

South Korea

- Lars Willnat and Young Min. The Emergence of Social Media Politics in South Korea: The Case of the 2012 Presidential Election

Taiwan

- Yu-Chung Cheng and Pai-lin Chen. Interactions between Different Language Communities on Twitter during the 2012 Presidential Election in Taiwan

Germany

- Christian Nuernbergk, Jennifer Wladarsch, Julia Neubarth, and Christoph Neuberger. Social Media Use in the German Election Campaign 2013

Italy

- Luca Rossi and Mario Orefice. Comparing Facebook and Twitter during the 2013 General Election in Italy

Cameroon

- Teke Ngomba. Social Media and Election Campaigns in Sub-Saharan Africa: Insights from Cameroon

Kenia

- Martin Nkosi Ndlela. Social Media and Elections in Kenya

Israel

- Sharon Haleva-Amir and Karine Nahon. Electoral Politics on Social Media: The Israeli Case

Scotland

- Mark Shephard and Stephen Quinlan. Social Media and the Scottish Independence Referendum 2014: Events and the Generation of Enthusiasm for Yes

Brazil

- Raquel Recuero, Gabriela Zago, and Marco T. Bastos. Twitter in Political Campaigns: The Brazilian 2014 Presidential Election

Additional resources on case studies

- Larsson, A. O. (2017) Going viral? Comparing parties on social media during the 2014 Swedish election. *Convergence: The International Journal of Research into New Media Technologies,* 23(2), 117-131.
- Ramos-Serrano, M., Gomez, F., David, J., & Pineda, A. (2018) 'Follow the closing of the campaign on streaming:' The use of Twitter by Spanish political parties during the 2014 European elections. *New Media & Society,* 20(1), 122-140.
- Sloam, J. (2018) #Votebecause: Youth mobilization for the referendum on British membership of the European Union. *New Media & Society,* 20(11), 4017-4034.

- Suiter, J., Culloty, E., Greene, D. & Siapera, E. (2018) Hybrid media and populist currents in Ireland's 2016 General Election. *European Journal of Communication,* 33(4), 396-412.
- Vaccari, C. & Valeriani, A. (2015) Follow the leader! Direct and indirect flows of political communication during the 2013 Italian general election campaign. *New Media & Society,* 17(7), 1025-1042.

Session 4 - Social Media, civil society and political activism

Readings

- Monica Anderson et al. (2018). *Activism in the Social Media Age*. Pew Centre Report https://www.pewinternet.org/2018/07/11/activism-in-the-social-media-age/
- Christina Neumayer (2016). Nationalist and Anti-Fascist Movements in Social Media (textbook)

Suggested readings

- Van Der Graaf, A., Otjes, S. & Rasmussen, A. (2016) Weapon of the weak? The social media landscape of interest groups. *European Journal of Communication,* 31(2).
- Hsiao, Y. (2018) Understanding digital natives in contentious politics: Explaining the effect of social media on protest participation through psychological incentives. *New Media & Society,* 20(9), 3457-3278.

Social Media and political activism – case studies

(NB: the articles in this sections are all available in the course textbook)

United States

- Christian Christensen. All Politics Is Local: Anonymous and the Steubenville/Maryville Rape Cases

Spain

- Camilo Cristancho and Eva Anduiza. Social Media Accounts of the Spanish Indignados

Greece

- Yannis Theocharis. Every Crisis Is a Digital Opportunity: The Aganaktismenoi Movement's Use of Social Media and the Emergence of Networked Solidarity in Greece

Turkey

- Lemi Baruh and Hayley Watson. Social Media Use during Political Crises: The Case of the Gezi Protests in Turkey

Egypt

- Zizi Papacharissi and Stacy Blasiola. Structures of Feeling, Storytelling, and Social Media: The Case of #Egypt

Iran

- Gholam Khiabany. The Importance of 'Social' in Social Media: The Lessons from Iran

Azerbaijan

- Katy E. Pearce and Farid Guliyev. Digital Knives Are Still Knives: The Affordances of Social Media for a Repressed Opposition against an Entrenched Authoritarian Regime in Azerbaijan

Singapore

- Natalie Pang and Debbie Goh. Social Media and Social Movements: Weak Publics, the Online Space, Spatial Relations and Collective Action in Singapore

India

- Rajesh Kumar. Social Media and Civil Society Actions in India

China

- Rongbin Han. Cyberactivism in China: Empowerment, Control, and Beyond

South Korea

- Maurice Vergeer and Se Jung Park. Voicing Discontent in South Korea: Origins and Channels of Online Civic Movements

Other case studies - Europe and the "Migration crisis"

- Michailidou, Asimina **(**2017). Twitter, Public Engagement and the Eurocrisis: More than an Echo Chamber? In: *Social Media and European Politics* ed. by Mauro Barisione et al., 241–266. Basingstoke: Palgrave Macmillan.
- Ekman, M. (2018) Anti-refugee Mobilization in Social Media: The Case of Soldiers of Odin. *Social Media & Society,* 4(1).
- Boukala, S. & Dimitrakopoulou, D. (2018) Absurdity and the "Blame Game" Within the Schengen Area: Analyzing Greek (Social) Media Discourses on the Refugee Crisis. *Journal of Immigrant & Refugee Studies,* 16(1-2), 179-197.
- Ademmer, E., Leupold, A., Stöhr, T. (2018). Much ado about nothing? The (non) politicisation of the European Union in social media debates on migration. European Union Politics.
  Available at: https://journals.sagepub.com/doi/full/10.1177/1465116518802058
- Gerhard Backfried and Gayane Shalunts 2016. Sentiment Analysis of Media in German on the Refugee Crisis in Europe. International Conference on Information Systems for Crisis Response and Management in Mediterranean Countries

  https://link.springer.com/chapter/10.1007/978-3-319-47093-1_20

- Ferra, I. & Nguyen, D. (2017) #Migrantcrisis: "tagging" the European migration crisis on Twitter. *Journal of Communication Management*, 21(4), 411-426.

Sessions 5 - Social Media, Contentious Politics and Revolutions

Readings:

- Pond, P., Lewis, J. (2019) Riots and Twitter: connective politics, social media and framing discourses in the digital public sphere. *Information, Communication & Society,* 22(2), 213-231. (Available on Brightspace)

- Gladwell, M. (2010) *Small change: The revolution will not be tweeted*, The New Yorker**,** 4. October Available http://nyr.kr/OvOGUW

Suggested readings

- Wael Ghonim (2012). *Revolution 2.0: The power of the people is stronger than the people in power*, Fourth Estate
- Helen Margetts et al. (2017). *Political Turbulence: How Social Media Shape Collective* Action. Princeton University Press
- Clay Shirky and Malcolm Gladwell 2011: "From Innovation to Revolution: do social media make protest possible" Foreign Affairs. http://a.nicco.org/18lLmb8

Case study: the Arab Spring

- Tufekci, Z. and Wilson, C. (2012) *Social media and the Decision to Participate in Political Protest: Observations from Tahrir Square*. Journal of Communication 62: 363-379 (16s.)
- "A "Cute" Facebook Revolution", by Fathy in The Middle East Institute. http://bit.ly/N5Cb10
- Ethan Zuckerman "Cute Cats and the Arab Spring: When Social Media Meet Social Change" (video), by http://bit.ly/M2SZF5
- Antonakaki, D., Spiliotopoulos, D., Samaras, C., Pratikakis, P., Ionnidis, S. & Fragopoulou, P. (2017) Social media analysis during political turbulence. *PLoS One,* 12(10).
- David Faris (2013). *Dissent and Revolution in a Digital Age: Social Media, Blogging and Activism in Egypt*. IB Tauris

Session 6 - Social media and everyday politics

- Tim Highfield (2016). *Social Media and Everyday Politics*. Polity, Malden, MA , Chapter 1 (For online access through Dalhousie Library, click here)
- Litchfield, C., Kavanagh, E., Osborne, J. & Jones, I. (2018). Social media and the politics of gender, race and identity: the case of Serena Williams. *European Journal for Sport and Society*, 15(2), 154-170.

Suggested readings
- Joel Penney (2017). *The Citizen Marketer: Promoting Political Opinion in the social Media Age*, Oxford University Press

Case Study: Eurovision

Session 7 - The Dark side of Social media

- Hannan, J. (2018). Trolling ourselves to death? Social media and post-truth politics. *European Journal of Communication,* 33(2), 214-226. (Available on Brighspace)

- Zhanna Bagdasarov,April Martin,Rahul Chauhan & Shane Connelly (2017). Aristotle, Kant, and …Facebook? A Look at the Implications of Social Media on Ethics, *Journal Ethics & Behavior*, Volume 27, Issue 7 (Available on Brighspace)

Suggested readings

- Daniel Trottier (2012). *Social Media as Surveillance: Rethinking Visibility in a Converging World*. Ashgate.
- PW Singer (207). *Like War: The Weaponization of Social Media*, ET Brooking

Case studies

- Ekman, M. (2015) Online Islamophobia and the politics of fear: manufacturing the green scare. *Ethnic and Racial Studies,* 38(11), 1986-2002.

- Schaffar, W. (2016) New Social Media and Politics in Thailand: The Emergence of Fascist Vigilante Groups on Facebook. *Austrian Journal of South-East Asian Studies,* 9(2), 215-233.
- Ekman, M. (2018) Anti-refugee Mobilization in Social Media: The Case of Soldiers of Odin. *Social Media & Society,* 4(1).

Session 8 - Assessing the impact of Social Media in politics: research methods

Readings:

- Anabel Quan-Haase and Luke Sloan (2017). Introduction to the Handbook of Social Media Research Methods: Goals, Challenges and Innovations, in *The SAGE Handbook of Social Media Research Methods* (Available on Brightspace)

Suggested Readings
- Chareen L. Snelson (2016). Qualitative and Mixed Methods Social Media Research: A Review of the Literature. *International Journal of Qualitative Methods* .January-December 2016:
- Guess, A. Mugner, K. Nagler, J. & Tucker, J. (2018) How Accurate Are Survey Responses on Social Media and Politics? *Political Communication,* 1-18.
- Yang, J., Barnidge, M. & Rojas, H. (2017) The politics of "unfriending:" User filtration in response to political disagreement on social media. *Computers in Human Behavior,* (70), 22-29.
- Paul, N. & Perreault, G. (2018) The first lady of social media: The visual rhetoric of Michelle Obama's Twitter images. *Atlantic Journal of Communication,* 26(3), 164-179.

Session 9 - The future of social media in politics

Readings:

- Rosenblatt, Alan (2016). *Social Media and the Future of Elections*. http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-social-media-and-future-elections
- Becker, Beth (2012). *Social media trends: Thoughts from the Field*. http://bigthink.com/digital-politics/social-media-trends-thoughts-from-the-field

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