

Handbook of Research on Using New Media for Citizen Engagement

Part of the Advances in Public Policy and Administration Book Series

Marco Adria (University of Alberta, Canada)

Description:

Recent technological advancements have made it possible to use moderated discussion threads on social media to provide citizens with a means of discussion concerning issues that involve them. With the renewed interest in devising new methods for public involvement, the use of such communication tools has caused some concern on how to properly apply them for strategic purposes.

The **Handbook of Research on Using New Media for Citizen Engagement** provides emerging research exploring the theoretical and practical aspects of how social media should be added to public-involvement activities such as citizen juries, public deliberation, and citizen panels. Readers will be offered insights into the critical design considerations for planning, carrying out, and assessing public-involvement initiatives. Featuring coverage on a broad range of topics such as citizen journalism, online activism, and public discourse, this book is ideally designed for corporate professionals, broadcasters, news writers, column editors, politicians, policy managers, government administrators, academicians, researchers, practitioners, and students in the fields of political science, communications, sociology, mass media and broadcasting, public administration, and community-service learning.



ISBN: 9781799818281

Release Date: December, 2019

Copyright: 2020

Pages: 400

Topics Covered:

- Campaign Learning
- Citizen Journalism
- Digital Communications
- Digital Media
- Mainstream Media
- Mass Communications
- Online Activism
- Policy Entrepreneurship
- Political Discourse
- Public Discourse

Hardcover: \$265.00

E-Book: \$265.00

Hardcover + E-Book: \$320.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA