The Effect of Interpretive Media Packages on Political Engagement: a new framework

Hanya Riad, Claudio Vitari

Les effets des réseaux sociaux sur l'engagement politique : un nouveau model

Authors : Hanya Riad, Claudio Vitari

Résumé :

Le but de cet article théorique est de revisiter la littérature concernant l'impact de l'utilisation des médias sociaux sur l'engagement politique et de proposer un cadre pour de futures recherches empiriques. Des caractéristiques récemment identifiées des réseaux sociaux pourraient avoir un effet, encore inexploré, sur l'engagement politique. Ces caractéristiques concernent les paquets interprétatifs et comprenaient trois contraintes structurelles (sur l'auteur, la citation et l'influence) et trois restrictions de contenu (sur les cadres, les signatures et les émotions) des réseaux sociaux. Nous proposons des pistes de recherches futures qui peuvent avoir pour objectif de tester de manière empirique le cadre proposé et de combler le manque de connaissances en examinant l'impact du contenu et de la structure des paquets interprétatifs sur l'engagement politique, tout en mesurant l'effet de médiation de l'utilisation des médias et de la communication des citoyens. L'objectif est de comprendre quels sont les principaux facteurs qui affectent l'utilisation des médias, la communication des citoyens et l'engagement politique. Par le biais des paquets interprétatifs, les organisations régissant les réseaux sociaux et les médias plus en général influenceraient la compréhension d'un problème par le public et l'orientation des débats. L'objectif est de comprendre quels sont les principaux facteurs qui affectent l'utilisation des médias, la communication des citoyens et l'engagement politique.

Mots clés :

Engagement politique, médias sociaux, participation politique, contraintes structurelles, restrictions de contenu.

The Effect of Interpretive Media Packages on Political Engagement: a new framework

Abstract:

The aim of this theoretical paper is to review peer review journal articles related to the impact of social media usage on political engagement and to propose a framework for future empirical research. Six facets of the interpretive media packages seem have an effect on political engagement. These facets included three structural constraints (on authorship, citation, and influence) and three content restrictions (on frames, signatures, and emotion). Future research can intend to empirically test the proposed framework and fill the gap of knowledge by measuring how interpretive media packages affect political engagement.

Key words:

Political engagement, social media usage, political participation, structural constraints, content restrictions, interpretive media packages.

1. Introduction

In recent years, the role of social media has gained increased recognition as the consequences have become more visible. The rapid development of social media has prompted numerous studies that have used social media as a data source to discover various types of information in fields as diverse as politics, finance, and education (Vaughan, 2016). The link between social media and politics was examined in many studies (Diehl et al., 2015; Wang, 2012; Lee and Myers, 2016). Scholars have previously studied the impact of Internet use on overall knowledge and political knowledge and explored its different dimensions (Hochschild, 2010; de Vreese and Boomgaarden, 2006; Ripberger et al., 2012). The objective of a theoretical review paper is to help the researchers understand the existing body of knowledge, provide a theoretical foundation for the empirical studies and substantiate the presence of a research problem (Levy and Ellis, 2006). The objective of a theoretical review paper is to help the researchers understand the existing body of knowledge, provide a theoretical foundation for the empirical studies and substantiate the presence of a research problem (Levy and Ellis, 2006). Although the fragmented state of research on political engagement was not conducive to readily identifying or resolving this conundrum, by juxtaposing these partial findings in a reformulated model, the contradictory findings were reconciled and a more complete and parsimonious theoretical model is proposed. The analysis presented in this article thus advances the understanding of political engagement by suggesting that previous conclusions may have been incomplete and by pointing to the potential importance of interpretive media packages.

Online activity is changing young people's engagement with politics. Nowadays the Internet has become a leading force when it comes to how campaign funds are raised, information is accessed, perspectives are shared and discussed, and individuals are mobilized to act politically (Kahne and Bowyer, 2018). Social media is now a tool to change political behavior, and motivate many people to be more involved or to express their political opinions. The availability of political information on social media made it easier for all users or citizens to discuss or to

stay informed and aware of all news. It also made conversations and discussions easier and therefore people are exposed to many differing views (Diehl et al., 2015).

Scholars have previously studied the impact of Internet use on overall knowledge and political knowledge and explored its different dimensions (Hochschild, 2010; de Vreese and Boomgaarden, 2006; Ripberger et al., 2012). Political discussions are rational conversations where deliberative exchange of arguments and suggestions occur among partakers (Negm et al., 2014). As people converse, they encounter different political views and knowledge. Thus, diverse political talks and expressions (voicing opinions on controversial matters) allow some issues to arise for reflection (Scheufele and Nisbet, 2002). The Internet has provided more opportunities for political participation, including online voting, opinion survey, debating, and blogging, therefore, the Internet is seen as a facilitator of the democratic process (Ward and Vedel 2006).

Among the researches on social network sites, Miranda et al., in 2016 attempted to understand how and to what extent digital mass media are emancipatory (permitting widespread participation in public discourse and surfacing of diverse perspectives) versus hegemonic (contributing to ideological control by a few), they focused their empirical investigation on the structure and content of interpretive media packages. An interpretive media package is a discourse participant's social construction of an issue, oriented toward justifying the status quo or a desired change (d'Anjou 1996). While the individual is on social media, the interpretive media package composed of structural constrains and content restrictions may affect the way this individual is engaged or involved with the issue. Focusing on structural and content facets of the interpretive media packages, Miranda et al., in 2016 developed two sets of propositions about social media effects on emancipation and hegemony on rich and lean social media. They considered interpretive media packages concerning the structure (how people interact) and content (what people say) of a news account, as the constitutive components of emancipation or hegemony of public discourse. After considering future research directions of Miranda et al., and thoroughly reviewing all the related literature on social media dimensions and political opinion, we found that there is a gap in the literature concerning the effects of interpretive media packages (structure and content) on political engagement.

2. Definitions

2.1 Social Media

Social media is a general term for Web 2.0 technology, which allows consumer-generated content and includes blogs, wikis, RSS feeds, as well as social network sites (SNS) such as Facebook, LinkedIn, Flickr, or YouTube (Ratliff and Kunz, 2014). Social media exists entirely on the Internet or portals that can access the Internet (computers, tablets, and cell phones). The social media applications are different technological mechanisms to connect people and information. The most

popular and well-known social media applications are social network sites (SNS). SNS are a subset of social media and meet the following three broad criteria: (1) they are an online service that allows users to build a profile within the network, (2) they allow users to build a list of other users that they share a connection with, and (3) they allow users to view and to navigate the information created by other users on the social network (Boyd and Ellison, 2007).

2.2 Political Engagement and media

Engagement is defined as having an interest in, paying attention to, or having knowledge, beliefs, opinions, attitudes, or feelings about either political or civic matters, whereas 'participation' is defined in terms of political and civic participatory behaviors (Barret and Brunton-Smith, 2014).

When conceptualizing the dynamics of online activity that may foster augmented political engagement, several theoretical distinctions appear valuable. Some scholars (Gerbner et al. 1980a; de Vreese 2005; de Vreese and Elenbaas 2008) who see a negative impact of media on political participation are concerned that the media may instigate distrust or cynicism from the audiences, thus alienating them from political or civic activities. But on the other hand, many studies have shown that media use has a positive impact on both political knowledge and political participation (Brynin and Newton 2003; McLeod et al. 1999; Pinkleton and Austin 2001; Pasek et al. 2006).

For ordinary people, mass media serve as the major means to gain political knowledge (Scheufele and Nisbet 2002) as well as a forum for public discussion (Mutz 2006). The media promote not only an interest in politics but also awareness of other viewpoints and options for involvement. Media consumption and sources of information gathered by individuals also provide the basis for citizens to achieve a common goal and engage in collective action (Shah and Gil de Zúñiga 2008). It has been argued that media's influence on political engagement varies among different types of media that serve different functions (Shah, McLeod, and Yoon 2001). The positive impact of newspaper reading on political and civic participation has been consistently found in various studies (McLeod et al., 1999; Shah et al., 2001) and shown as significant across all generations, including the youth.

Research shows that the informational use of social media motivates political and civic engagement (Gil de Zúñiga, Jung, and Valenzuela 2012; Skoric and Poor 2013). For example, Holt and his colleagues (2013) found that the use of social media for political purposes increased political interest and offline political participation over time. Gil de Zúñiga, Jung, and Valenzuela (2012) found that the informational use of SNS for news had a positive association with both online and offline

political participation. These findings accentuate the potential of digital media, especially interactive media outlets, to mobilize young people into more active engagement with civic and political life.

There is considerable research available suggesting that while using social media individuals will have more chances to come across diverse information and viewpoints (Lee et al., 2014). Previous studies showed that media use contributes to political engagement positively (Jung et al., 2011; Schmitt-Beck, 2003; Shah et al., 2007; Sotirovic & McLeod, 2001; Tian, 2011; Willnat et al., 2013). Ease of access to much more information through the use of new online media contributes to increased political engagement, due to reducing the individual cost to get information (Park & You 2015). Online communication is associated with online political participation (Valenzuela, Kim, & de Zuniga, 2012), and the influence that online communication has on political engagement is stronger than that between offline communication and political engagement (de Zuniga & Valenzuela, 2011). Therefore, we propose that media usage will increase citizen communication that is likely to affect political engagement of citizens.

2.3 Interpretive media package definitions and dimensions

An interpretive media package is a discourse participant's social construction of an issue, oriented toward justifying the status quo or a desired change (d'Anjou 1996). Through interpretive packages, media organizations influence public understanding of an issue and strive for agendas (Gamson and Modigliani 1989; Gamson and Stuart 1992). The Interpretive Package Structure is composed of Authorship, Citation, and Influence, and Interpretive Package Content is composed of Frames, Signatures, and Emotion. Authorship constraints in mass media limit the interpretive packages dissemination, increases selection bias, decreases inclusion and suppress exposure of truths inimical to media interests (Miranda et al., 2016). Unconstrained citation refers to the absence of bias in source selection. As mass media mediate between message sponsors and the public who consume the news, mediation represents a potential source citation constraint (Gamson and Stuart 1992). Unconstrained citation refers to the absence of bias in source selection. Citation constraints increase the likelihood of a source bias. Source citation constraints stymie democratization and limit the public's ability to uncover the truth (Miranda et al., 2016). Unconstrained influence refers to the ability of any actor to be influential in the discourse. Influence in public discourse can be concentrated with mass media. Such influence constraints limit democratization, because influence is limited to power elites. Influence constraints undermine community enhancement (Miranda et al.,

2016). A frame "is a device for organizing material that emphasizes some aspects of an issue and downplays or ignores others" (Fredin, 2001). Frames "help people understand complex issues" (Soule, 2009), but also bias their perspectives to align with those of framers, who accentuate certain information and de-emphasize other (Benford and Snow 2000). According to Miranda et al. in 2016, unrestricted signatures refer to authors' use of interesting, imagery-eliciting, and sensory elements to make messages more "likely to attract and hold our attention and to excite the imagination". Unrestricted emotion refers to authors' communication of emotional content, which influences audience judgment by supplying actionable information about others' reactions to an issue or shaping audience attention to, interpretation of, or recall of associated information. Emotion infused into interpretive packages influences the public directly, by conveying information about authors' and sources' sentiments which audiences may adopt, and indirectly, by priming audiences' attention to, encoding, and retrieval of the information (Forgas 1995), increasing prosocial behavior (George and Bettenhausen 1990), and enhancing the sense of community. ., Unrestricted emotion refers to authors' communication of emotional content, which influences audience judgment by supplying actionable information about others' reactions to an issue or shaping audience attention to, interpretation of, or recall of associated information.

3. A New Model: The Central Role of interpretive media packages in political engagement

Based on an integrative analysis of existing theory and empirical findings, this article proposes a new model of the determinants of political engagement. In this model, we propose to measure all interpretive media packages variables on political engagement. Furthermore, the analysis of the usefulness of this new model reveals a means for reconciling the ambiguities in past research about the influence of social media dimensions on political engagement.

Concerning the role of interpretive media packages, as it was noted, authors have examined the role interpretive package content and interpretive package structure on media in general. However, the conceptualized model suggests that these characteristics of social media outlets, have direct effects on political engagement. This conceptualization reflects the observation that previous approaches do not offer a causal mechanism by which structure and content are translated directly into observed change in political engagement of citizens.

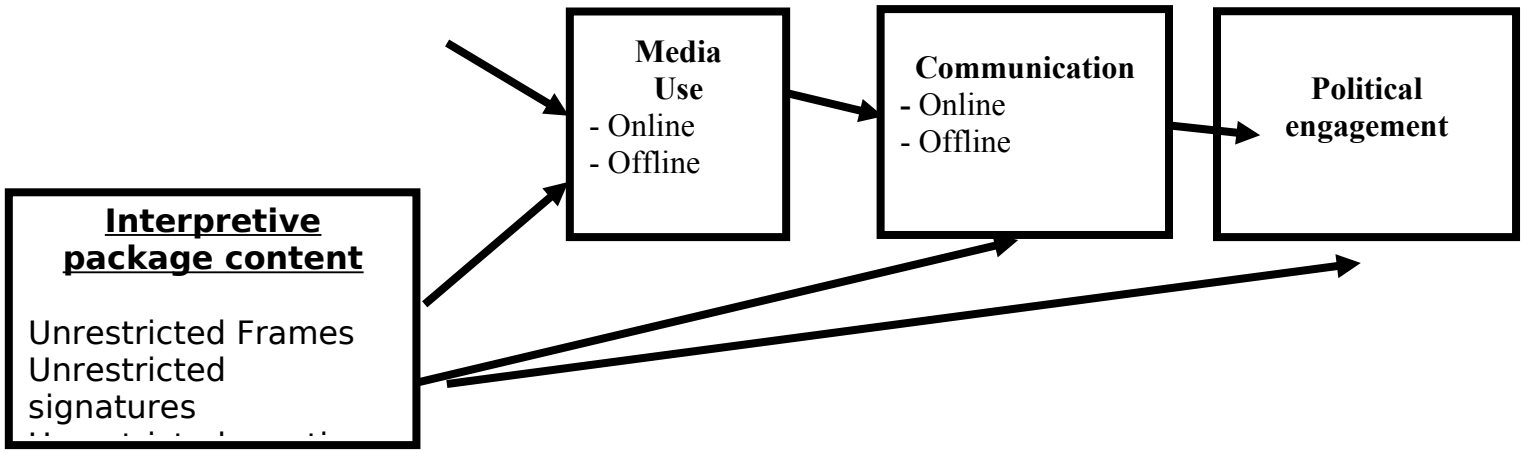

Figure 1: Conceptual model

4. Discussion

The model of political engagement proposed here builds directly on previous theories of political behavior. Scholars have previously noted the roles of social media usage for news, social media usage for interaction, exposure, and network heterogeneity as direct influences on political persuasion, as well as the importance of political knowledge to democratic discourse, and the importance of political efficacy as well as the relationship between social media and political efficacy. Researchers also investigated the structure and dimensions of social media and their effect on democratization in general. Therefore, the most important contribution of this article is that it draws together these previously unrelated streams of research and shows how they provide the foundation for a theoretical model of political engagement and interpretive media packages that can complete previous models.

The proposed theoretical model argues for changes in how management researchers should theorize interpretive media packages. Previous work has been criticized for positing associations among variables without presenting adequate causal mechanisms. In response, this article is an attempt to move theorizing about interpretive media packages (content and structure) forward by conceptualizing the determinants of political engagement so as to make explicit and testable the underlying mechanisms by which various factors (interpretive media packages structure and content) could come to cause a change in political opinion on social media. More specifically, the list of

factors that were previously considered to have a direct influence on political engagement are hypothesized instead to influence through interpretive media packages. This implies that, in the future, scholars who wish to explore whether political engagement is influenced by objective or perceived situational characteristics need to take into account (or at least control for) the effects the unconstrained structure and unrestricted content on social media, which most past work does not measure.

One of the reasons for formalizing the proposed theory in the form of a causal model is to facilitate cumulative empirical research in this area. In part, this is in response to the observation that a great deal has been learned within relatively narrow specialized subareas of information systems and political opinion, but that there has been relatively little integration across the historically discrete theoretical perspectives. The ideas proposed in this article are meant to provide preliminary evidence of the value of such cross-specialty research, and it is hoped that this framework can stimulate additions, revisions, and challenges to this analysis.

5. Conclusion

A sizeable body of prior theoretical and empirical research appeared to support the primary influence of information systems components on political behavior. Yet the reconceptualization presented in this article suggests that the earlier works and the seemingly contradictory results they generated can be explained by a theory in which social media structure and content has a dominant influence on political engagement. By providing new variables as determinants of political engagement, this article not only draws together and challenges the conclusions of a number of theories that have not previously been compared, but also highlights opportunities for future theoretical and empirical work, by highlighting new relationships.

6. References

- Ball-Rokeach, S. J. (1985). "The Origins of Individual Media- System Dependency a Sociological Framework," Communication Research (12:4), pp. 485-510.
- Barrett M., and Brunton-Smith I., (2014) Political and Civic Engagement and Participation: Towards an Integrative Perspective, Journal of Civil Society, 10:1, 528, DOI: 10.1080/17448689.2013.871911
- Barsäde, S. G., and Gibson, D. E. (1998). "Group Emotion: A View from Top and Bottom," Research on Managing Groups and Teams (1), pp. 81-102.

- Benjamin, V., Chen, H., and Zimbra, D. (2014). "Bridging the Virtual and Real: The Relationship Between Web Content, Linkage, and Geographical Proximity of Social Movements," Journal of the Association for Information Science and Technology (65:11).
- Benkler, Y. (2006). The wealth of networks: How social productions transforms markets and freedom. New Haven, CT: Yale University Press.
- Benford, R. D., and Snow, D. A. (2000). "Framing Processes and Social Movements: An Overview and Assessment," Annual Review of Sociology (26), pp. 611-639.
- Boyd, D.M. & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. Journal of Computer-Mediated Communication, 13 (1), pp.210–230.
- Brader, T. (2005). "Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions," American Journal of Political Science (49:2), pp. 388-405.
- Cantor, J., & Omdahl, B. L. (1991). "Effects of Fictional Media Depictions of Realistic Threats on Children's Emotional Responses, Expectations, Worries, and Liking for Related Activities," Communications Monographs (58:4), pp. 384-401.
- d'Anjou, L. (1996). Social Movements and Cultural Change: The First Abolition Campaign Revisited, Hawthorne, NY: Walter de Gruyter, Inc.
- de Vreese, C. H., & Boomgaarden, H. H. (2006). News, political knowledge and participation: The differential effects of news media exposure on political knowledge and participation. Acta Politica, 41(4), 317-341. doi:10.1057/ palgrave.ap.5500164
- de Vreese, C. H., & Elenbaas M., (2008). "Media in the Game of Politics: Effects of Strategic Metacoverage on Political Cynicism." International Journal of Press/Politics 13 (3): 285–309. doi:10.1177/1940161208319650.
- Di Gangi, P. M., Wasko, M., & Hooker, R. (2010). "Getting Customers' Ideas to Work for You: Learning from Dell How to Succeed with Online User Innovation Communities," MIS Quarterly Executive (9:4), pp. 213-228.
- Diehl T., Weeks B., De Zúñiga H. (2015), Political persuasion on social media: Tracing direct and indirect effects of news use and social interaction, new media & society, Sage Pub.
- Fayard, A. L., & DeSanctis, G. (2010). "Enacting Language Games: The Development of a Sense of 'We-ness' in Online Forums," Information Systems Journal (20:4), pp. 383-416.
- Fischer, A. H., & Manstead, A. S. (2008). "Social Functions of Emotion," in Handbook of Emotions, M. Lewis, J. M. Haviland- Jones, and L. F. Barrett (eds.), New York: The Guilford Press, pp. 456-468.

- Forgas, J. P. (1995). “Mood and Judgment: The Affect Infusion Model (AIM),” Psychological Bulletin (117:1), pp. 39-66.
- Fredin, E. S. (2001). “Frame Breaking and Creativity: A Frame Database for Hypermedia News,” in Framing Public Life: Perspectives on Media and Our Understanding of the Social World, S. D. Reese, O. H. Gandy, and A. E. Grant (eds.), New York: Routledge, pp. 269-293.
- Gamson, W. A., & Modigliani, A. (1989). “Media Discourse and Public Opinion on Nuclear Power: A Constructionist Approach,” American Journal of Sociology (95:1), pp. 1-37.
- Gamson, W. A., and Stuart, D. (1992). “Media Discourse as a Symbolic Contest: The Bomb in Political Cartoons,” Socio- logical Forum, pp. 55-86.
- George, J. M., and Bettenhausen, K. (1990). “Understanding Pro- social Behavior, Sales Performance, and Turnover: A Group- Level Analysis in a Service Context,” Journal of Applied Psychology (75:6), pp. 698-709.
- Gerbner, G., L. Gross, M. Morgan, and N. Signorielli. (1980a). “The “Mainstreaming” of America: Violence Profile No. 11.” Journal of Communication 30: 10–29. doi:10.1111/j.1460-2466.1980. tb01987.x.
- Gil de Zúñiga H., Jung N., & Valenzuela S., (2012). “Social Media Use for News and Individuals’ Social Capital, Civic Engagement and Political Participation.” Journal of Computer-Mediated Communication 17 (3): 319–336. doi:10.1111/j.1083-6101.2012.01574.x.
- Gilliam, F. D., & Iyengar, S. (2000). “Prime Suspects: The Influence of Local Television News on the Viewing Public,” American Journal of Political Science (44:3), pp. 560-573.
- Guadagno R. E., Rhoads K. V. L., & Sagarin, B. J. (2011). “Figural Vividness and Persuasion: Capturing the‘Elusive’ Vividness Effect,” Personality and Social Psychology Bulletin (37:5), pp. 626-638.
- Hochschild, J. L. (2010). If democracies need informed voters, how can they thrive while expanding enfranchisement? Election Law Journal: Rules, Politics, and Policy 9(2): 111-123.
- Holt K., Shehata A., Stromback J., & Ljungberg E., (2013). “Age and the Effects of News Media Attention and Social Media Use on Political Interest and Participation: Do Social Media Function as Leveler?” European Journal of Communication 28 (1): 19–34. doi:10.1177/02673231124 65369
- Joffe, H. (2008). “The Power of Visual Material: Persuasion, Emotion and Identification,” Diogenes (55:1), pp. 84-93.
- Kahne J., & Bowyer B., (2018), The Political Significance of Social Media Activity and Social Networks, Political Communication, DOI: 10.1080/10584609.2018.1426662

- Lee J.K. & Myers T.A. (2016) Can Social media change your mind? SNS use, Cross-cutting Exposure and discussion and Political View Change. Social Media Studies, MacroWorld Vol. 2, pp. 87-97.
- Levy, Y. Ellis, JT., (2006). A systems approach to conduct an effective literature review in support of information systems research, Inf. Sci. 9, pp. 181–212.
- Majchrzak, A., & More, P. H. (2011). "Emergency! Web 2.0 to the Rescue!," Communications of the ACM (54:4), pp. 125-132.
- McLeod, J. M., Scheufele D. A., & Moy P., (1999). "Community, Communication and Participation: The Role of Mass Media and Interpersonal Discussion in Local Political Participation." Political Communication 16 (3): 315–336. doi:10.1080/105846099198659.
- Mikula, G., Scherer, K. R., and Athenstaedt, U. (1998). "The Role of Injustice in the Elicitation of Differential Emotional Reac- tions," Personality and Social Psychology Bulletin (24:7), pp. 769-783.
- Miranda, S. M., Young, A., and Yetgin, E. (2016). "Are Social Media Emancipatory or Hegemonic? Societal Effects of Mass Media Digitization in the Case of the SOPA Discourse," MIS Quarterly (40:2), pp. 303-329. Mutz, D. C. (2006). Hearing the Other Side: Deliberative versus Participatory Democracy. Cambridge: Cambridge University Press.
- Nan, N., and Lu, Y. (2014). "Harnessing the Power of Self-Organi- zation in an Online Community During Organizational Crisis," MIS Quarterly (38:4), pp. 1135-1157
- Negm, E.M., Tantawi, P. & Redding, P. (2014). Investigating the Impact of Various Social Ties during Egypt's Governmental Transition. International Journal of Business and Innovation. Vol. 1, Issue 5.
- Negm, E.M., Tantawi, P., Yehia, A. & Sharabassy, A. (2012). Investigating the power of interpersonal social influence on citizens' attitude towards civic engagements in Egypt. American Academy and Scholarly Research Journal Special Issue, 4(5), 1-11.
- Oh, O., Agrawal, M., & Rao, H. R. (2013). "Community Intelli- gence and Social Media Services: A Rumor Theoretic Analysis of Tweets During Social Crises," MIS Quarterly (37:2), pp. 407-426.
- Ottati, V., Rhoads, S., & Graesser, A. C. (1999). "The Effect of Metaphor on Processing Style in a Persuasion Task: A Motiva- tional Resonance Model," Journal of Personality and Social Psychology (77:4), p. 688-697.

- Pasek, J., Kenski K., Romer D., & Jamieson K.H,(2006). "America's Youth and Community Engagement: How Use of Mass Media Is Related to Civic Activity and Political Awareness in 14- to 22-Year-Olds." Communication Research 33 (3): 115–135. doi:10.1177/009365020 6287073.
- Pinkleton, B. E., & E. W. Austin. (2001). "Individual Motivations, Perceived Media Importance, and Political Disaffection." Political Communication 18 (3): 321–334. doi:10.1080/ 10584600152400365.
- Polletta, F., & Lee, J. (2006). "Is Telling Stories Good for Democracy? Rhetoric in Public Deliberation after 9/11," American Sociological Review (71:5), pp. 699-721.
- Posey, C., Lowry, P. B., Roberts, T. L., & Ellis, T. S. (2010). "Proposing the Online Community Self-disclosure Model: The Case of Working Professionals in France and the UK Who Use Online Communities," European Journal of Information Systems (19:2), pp. 181-195.
- Ratliff, J. M., & Kunz, M. B. (2014). A profile of social media use by fortune 500 and inc. 500 corporations. Academy Of Strategic Management Journal, 13(2), 61-73.
- Robbin, A. & Buente, W. (2008). Internet information and communication behaviour during a political moment: The Iraq, March 2003. Journal of the American Society for information science and Technology, 59(14), 2210-2231
- Redlawsk, D. P. (2004). "What Voters Do: Information Search during Election Campaigns," Political Psychology (25), pp. 595-610.
- Ripberger J. T., Song G., Nowlin M. C., Jones M. D., & Jenkins-Smith, H. C. (2012). Reconsidering the relationship between cultural theory, political ideology, and political knowledge. Social Science Quarterly, 93(3), 713-731. doi:10.1111/j. 1540-6237.2012.00884.x
- Sapiro, V. (2004). Not your parents' political socialization: introduction for a new generation. Annual Review of Political Science, 7 (1), 1-23.
- Scheufele, D., & Nisbet, M. C. (2002). Being a citizen online: New opportunities and dead ends. The Harvard International Journal of Press/Politics, 7(3), 55_75.
- Shafi, A. & Vultee, F. (2016). Effect of social media use on dimensions of political knowledge, General states Conference Association, Research gate.
- Skoric, M. M., & N. Poor. (2013). "Youth Engagement in Singapore: The Interplay of Social and Traditional Media." Journal of Broadcasting & Electronic Media 57 (2): 187–204.
- Shah, D. V., Cho, J., Eveland, W. P., & Kwak, N. (2005). Information and expression in a digital age modeling Internet effects on civic participation. Communication Research, 32, 531–565. doi:10.1177/0093650205279209

- Shah, D. V., & Gil de Zuniga H., (2008). “Social Capital.” In Encyclopedia of Survey Research Methods, edited by P. J. Lavrakas, 454–455. Thousand Oaks, CA: Sage.
- Shah, D. V., McLeod J. M., & Yoon S.H., (2001). “Communication, Context and Community: An Exploration of Print, Broadcast, and Internet Influences.” Communication Research 28 (4): 464–506. doi:10.1177/009365001028004005.
- Shah, D. V., Cho, J., Nah, S., Gotlieb, M. R., Hwang, H. Lee, N. J., and McLeod, D. M. (2007a). Campaign ads, online messaging, and participation: Extending the communication media- tion model. Journal of Communication, 57, 676–702. doi: 10.1111/j.1460- 2466.2007.00363.x
- Shah, D. V., McLeod, D. M., Kim, E., Lee, S. Y., Gotlieb, M. R., Ho, S. S., & Breivik, H. (2007b). Political consumerism: How communication and consumption orientations drive “lifestyle politics.” The ANNALS of the American Academy of Political and Social Science, 611, 217– 235.
- Vaughan, L. (2016). Uncovering information from social media hyperlinks: An investigation of twitter. Journal Of The Association For Information Science & Technology, 67(5), 1105-1120. doi:10.1002/asi.23486
- Wang, H. (2012). Six P's of youth social media from a young consumer's perspective. Young Consumers, Vol. 13 Iss 3 pp. 303 – 317
- Wattal, S., Schuff, D., Mandviwalla, M., & Williams, C. B., (2010). Web 2.0 and Politics: The 2008 U.S. Presidential Election and an E-Politics Research Agenda. MIS Quarterly, (34:4): 669– 688.
- Ward, S., & T. Vedel. (2006). “Introduction: The Potential of the Internet Revisited.” Parliamentary Affairs 59 (2): 210–225. doi:10.1093/pa/gsl014.
- Yang, G. (2000). “Achieving Emotions in Collective Action: Emotional Processes and Movement Mobilization in the 1989 Chinese Student Movement,” The Sociological Quarterly (41:4), pp. 593-614.