

## The Logic Of Connective Action Digital Media And The Personalization Of Contentious Politics Cambridge Studies In Contentious Politics

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It argues that understanding such variations in large-scale action networks requires distinguishing between at least two logics that may be in play: The familiar logic of collective action associated with high levels of organizational resources and the formation of collective identities, and the less familiar logic of connective action based on personalized content sharing across media networks.

~~THE LOGIC OF CONNECTIVE ACTION: Digital media and the~~

The Logic of Connective Action explains the rise of a personalized digitally networked politics in which diverse individuals address the common problems of our times such as economic fairness and climate change.

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~~The Logic of Connective Action by W. Lance Bennett~~

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The Logic of Connective Action explains the rise of a personalized digitally networked politics in which diverse individuals address the common problems of our times such as economic fairness and climate change. Rich case studies from the United States, United Kingdom, and Germany illustrate a theoretical framework for understanding how large-scale connective action is coordinated using inclusive discourses such as "We Are the 99%" that travel easily through social media.

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THE LOGIC OF CONNECTIVE ACTION Digital media and the personalization of contentious politics From the Arab Spring and los indignados in Spain, to Occupy Wall Street (and beyond), large-scale, sustained protests are using digital media in ways that go beyond sendingand receiving messages. Some of these action formations contain rela-

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The Logic of Connective Action shows how power is organized in communication-based networks, and what political outcomes may result. Adds a communication perspective to the study of social movements and contentious politics Identifies the role of digital communication in contentious action

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The Logic of Connective Actionexplains the rise of a personalized, digi- tally networked politics in which diverse individuals address the common problemsofourtimes,suchaseconomicfairnessandclimatechange.Rich case studies from the United States, the United Kingdom, and Germany illustrate a theoretical framework for understanding how large-scale con- nective action is coordinated using inclusive discourses such as "We Are the 99%" that travel easily through social media.

~~The Logic of Connective Action~~

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~~The Logic of Connective Action (PDF)~~

The Logic of Connective Action shows how power is organized in communication-based networks, and what political outcomes may result. Elements of connective and collective action networks.

~~(PDF) The logic of connective action: Digital media and~~

Connective action operates on a different political economy. It is based on voluntary self-expression, which is shared and recognised in the process of forming large social networks. This sharing...

~~Connective action: the public's answer to democratic~~

By drawing upon the 'logic of connective action' (Bennett & Segerberg, 2012, 2013), this study specifically investigates the affordances of digital communication for patient organisations and it does so by focusing on rare diseases patient organisations.

~~Health activism and the logic of connective action: A case~~

shaping the movement and motivating people into action (Benett & Segerberg, 2012). Instead, activism is best captured by the logic of connective action. Viewing activism through the lens of connective action means recognizing that it has become highly individualized and technology-driven. Activism is no longer a top-down endeavor backed by

~~Twitter, social movements and the logic of connective~~

The Logic of Connective Action offers a framework and a rich set of case studies to explain these increasingly common forms of public engagement with contemporary issues, and to show how they complement more conventional models of collective action in contentious politics.

~~The Logic of Connective Action: Digital Media And The~~

The logic of connective action is are sult of mediating technologies especially web 2.0 that inspire and affords emergent digitally networked action, based on large-scale self-organized, fluid and weak-tied networks (Ibid.). These logics are investigated in three different social media movements; #YesAllWomen, #BlackLivesMatter and the #IceBucketChallenge by analyzing Twitter and Facebook data from key periods of these movements,through a net nographic study.

~~Connective Versus Collective Action in Social Movements: A~~

(2012). THE LOGIC OF CONNECTIVE ACTION. Information, Communication & Society: Vol. 15, A decade in Internet time: the dynamics of the Internet and society, pp. 739-768.

~~THE LOGIC OF CONNECTIVE ACTION: Digital media and the~~

by Stefaan Verhulst New book by W. Lance Bennett and Alexandra Segerberg: "The Logic of Connective Action explains the rise of a personalized digitally networked politics in which diverse individuals address the common problems of our times such as economic fairness and climate change.

~~The Logic of Connective Action: Digital Media and the~~

In contrast to the collective action organizational logic in the first book, Bennett and Segerberg's book offers a new organizational logic--connective action--to explain how contentious action networks evolve in the digital era.