

CONTENTS

<i>Acknowledgments</i>	vii
Introduction: Controlling the Message in the Social Media Marketplace of Ideas <i>Victoria A. Farrar-Myers and Justin S. Vaughn</i>	1
PART 1: ELITE UTILIZATION	
1. Strategic Communication in a Networked Age <i>Daniel Kreiss and Creighton Welch</i>	13
2. Congressional Campaigns' Motivations for Social Media Adoption <i>Girish J. Gulati and Christine B. Williams</i>	32
3. Surrogates or Competitors? Social Media Use by Independent Political Actors <i>Julia R. Azari and Benjamin A. Stewart</i>	53
4. The Competition to Control Campaign Messages on YouTube <i>Robert J. Klotz</i>	74
PART 2: MESSAGE CONTROL IN THE NEW MEDIA ENVIRONMENT	
5. Campaign News in the Time of Twitter <i>Regina G. Lawrence</i>	93
6. New and Traditional Media Reportage on Electoral Campaign Controversies <i>Mike Gruszczynski</i>	113
7. Traditional Media, Social Media, and Different Presidential Campaign Messages <i>Matthew Eshbaugh-Soha</i>	136
PART 3: SOCIAL MEDIA'S IMPACT ON CAMPAIGN POLITICS	
8. The Influence of User-Controlled Messages on Candidate Evaluations <i>Joshua Hawthorne and Benjamin R. Warner</i>	155
9. Terms of Engagement: Online Political Participation and the Impact on Offline Political Participation <i>Meredith Conroy, Jessica T. Feezell, and Mario Guerrero</i>	181

10. Is Laughter the Best Medicine for Politics? Commercial versus Noncommercial YouTube Videos <i>Todd L. Belt</i>	200
PART 4: SOCIAL MEDIA AND CIVIC RELATIONS	
11. Comment Forum Speech as a Mirror of Mainstream Discourse <i>Karen S. Hoffman</i>	221
12. Sparking Debate: Campaigns, Social Media, and Political Incivility <i>Daniel J. Coffey, Michael Kohler, and Douglas M. Granger</i>	245
13. Flaming and Blaming: The Political Effect of Internet News and Reader “Comments” <i>Brian R. Calfano</i>	270
Conclusion: Message Control at the Margins <i>Victoria A. Farrar-Myers and Justin S. Vaughn</i>	302
<i>About the Contributors</i>	307
<i>Index</i>	311