War of the Worlds to Social Media

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Role
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Description/Summary
Adam Rugg is a contributing author, “Risk, Crisis, and Mobilization in the Twitter Use of US Senatorial Candidates in 2010”.

Book description: Seventy-five years after the infamous broadcast, does War of the Worlds still matter? This book answers with a resounding yes! Contributors revisit the broadcast event in order to reconsider its place as a milestone in media history, and to explore its role as a formative event for understanding citizens’ media use in times of crisis. Uniquely focused on the continuities between radio’s «new» media moment and our contemporary era of social media, the collection takes War of the Worlds as a starting point for investigating key issues in twenty-first-century communication, including: the problem of misrepresentation in mediated communication; the importance of social context for interpreting communication; and the dynamic role of listeners, viewers and users in talking back to media producers and institutions. By examining the «crisis» moment of the original broadcast in its international, academic, technological, industrial, and historical context, as well as the role of contemporary new media in ongoing «crisis» events, this volume demonstrates the broad, historical link between new media and crisis over the course of a century.

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Comments
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Recommended Citation
Do social media impressions durably frame beliefs? If they only reinforce existing prejudices, then what has changed? They discuss the effect of familiarity, but I would have liked to see them connect their exploration of technologies more fully to behavioral psychology, where these problems are already well understood. War remains an extension of politics. This book is a valuable guide to the innovative weapon of social media, but doesn’t clear the bar of proving we’re in a new kind of war. Kori Schake is the Deputy Director-General of the International Institute for Strategic Studies. She teaches in War Studies at King’s College.