

Chapman Rackaway

Communicating Politics Online

Disruption and Democracy

Second Edition

palgrave
macmillan

Chapman Rackaway
Department of Political Science
Radford University
Radford, VA, USA

ISBN 978-3-031-24055-3 ISBN 978-3-031-24056-0 (eBook)
<https://doi.org/10.1007/978-3-031-24056-0>

1st edition: © Chapman Rackaway 2014

2nd edition: © The Editor(s) (if applicable) and The Author(s), under exclusive license to Springer Nature Switzerland AG 2023

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors, and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Palgrave Macmillan imprint is published by the registered company Springer Nature Switzerland AG

The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

CONTENTS

1	The Disrupting of Mobile Communication	1
	<i>The Paul Pelosi Attack</i>	1
	<i>Technology Is Disruptive</i>	3
	<i>Four Disruptive Themes</i>	5
	<i>Conclusion</i>	7
	<i>References</i>	7
 Part I Mobile Digital Technology Disrupts the News Media Industry		
2	Disrupting Journalism	11
	<i>Technological Advances in Journalism</i>	11
	<i>Paywalls</i>	15
	<i>Video Content</i>	19
	<i>The New World of Journalism</i>	20
	<i>References</i>	22
3	Information Literacy in a Mobile World	25
	<i>“Democracy Dies in Darkness”</i>	25
	<i>Critical Thinking About the News</i>	27
	<i>Social Media’s Contribution</i>	33
	<i>The Cambridge Analytica Scandal</i>	37
	<i>Conclusion</i>	39
	<i>References</i>	40

Part II Digital Mobile Media Disrupts Consumption of News

4	“Fake News” in a Mobile World	45
	<i>The Fake News Agenda</i>	45
	<i>Ideological Media Emerges</i>	46
	<i>Trump and the Media</i>	48
	<i>“Fake News” as a Strategy</i>	50
	<i>Conclusion</i>	54
	<i>References</i>	55
5	News Deserts	57
	<i>Is Local News Dying?</i>	57
	<i>The Effects of News Desertification</i>	61
	<i>The Role of Digital Media</i>	63
	<i>Conclusion</i>	67
	<i>References</i>	67

Part III Digital Mobile Technology Disruption of Electioneering

6	A New World of Campaigning	71
	<i>Campaigning Is a Growth Industry</i>	71
	<i>The First Social Campaign</i>	72
	<i>Shifting Campaign Strategy</i>	74
	<i>Campaigning In A Social World</i>	77
	<i>Donald Trump Changes the Game</i>	81
	<i>Conclusion</i>	82
	<i>References</i>	82
7	Polarizing Media, Polarizing Politics	85
	<i>The Consequences of Strategic Base Mobilization</i>	85
	<i>Harsher Campaign Rhetoric</i>	87
	<i>Governmental Polarization</i>	90
	<i>Conclusion</i>	93
	<i>References</i>	94

Part IV Digital Mobile Media Disrupting Democracy

8	Negative Partisanship	99
	<i>Rewiring the Human Brain</i>	99
	<i>The Tribal Mentality of the Digital Mobile World</i>	101
	<i>Negative Partisanship</i>	104
	<i>Conclusion</i>	106
	<i>References</i>	107
9	The Media and the American Voter	109
	<i>The Homogeneity Impetus</i>	109
	<i>Identity Politics in the Digital Mobile Environment</i>	110
	<i>Declining Trust</i>	112
	<i>Conclusions</i>	115
	<i>The Question of Inevitability</i>	116
	<i>References</i>	118
	Index	119