War of the Worlds to Social Media

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Role
Co-Editors: Joy Hayes, Kathleen Battles, and Wendy Hilton-Morrow
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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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The history of social media stretches back much further than you'd think, let's take a quick tour of its rise and rise. Let's take a whistle-stop tour of the evolution of social media. You can also check out this helpful "infographic" history of social media timeline on this very subject by Avalaunch. Why is social media so popular? 1. Antiquity to World War 2. Year or period: Circa 500 BC to 1945. Source: Geni/Wikimedia Commons. Before social media, cast members joined sites like MySpace and Facebook, but the arrival of new platforms provided increased access to fans and further opportunities to make money. Cara Maria Sorbello—the de facto female face of franchise—waxes poetic about the old days when she was able to build personal relationships with her followers. Now that everything's blown up, she tells the Daily Dot, she no longer has time. In the early days, The Challenge was a great opportunity for Real World graduates hoping to make some quick cash. But appearing on the show hardly guaranteed a career. With its premiere last night, War of the Worlds is just the beginning. But for fans, keeping up with The Challenge never ends. READ MORE Marrying a hundred years of expertise in influence operations to the new world of social media, Russia may finally have gained the ability it long sought but never fully achieved in the Cold War: to alter the course of events in the U.S. by manipulating public opinion. The vast openness and anonymity of social media has cleared a dangerous new route for antidemocratic forces. In 2011, protests in more than 70 cities across Russia had threatened Putin's control of the Kremlin. The uprising was organized on social media by a popular blogger named Alexei Navalny, who used his blog as well as Twitter and Facebook to get crowds in the streets. Putin's forces broke out their own social media technique to strike back.