



COM2122 **Comunicação e práticas de recepção II:
Mídia Sociais e Política**
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CARGA HORÁRIA TOTAL: 45 HORAS

CRÉDITOS: 03

PRÉ-REQUISITO(S): Nenhum

OBJETIVOS

O objetivo do curso é refletir sobre a relação entre mídias sociais e política e os impactos desta relação para o cidadão e os sistemas democráticos contemporâneos.

EMENTA

Mídias Sociais. Mídias Sociais e Democracia. Mídias Sociais e Participação Política. Mídias Sociais e Deliberação Política. Mídias Sociais e Informação Política. Mídias Sociais e Representação Política. Mídias Sociais e Opinião Pública. Mídias Sociais e Esfera Pública. Mídias Sociais e Eleições. Mídias Sociais e Ativismo Político. Mídias Sociais e a Teoria das Redes.

PROGRAMA

O curso se divide em 15 sessões descritas abaixo. Os textos têm uma numeração específica e podem ser acessados no link:

https://www.dropbox.com/sh/dqmuvj189ez8us/AADI_yeTA84ZTPQVXwOqX6sXa?dl=0

1. Apresentação e discussão metodológica

2. Internet e Política

Leituras

01 - Chadwick, A. (2009) Web 2.0: New Challenges for the Study of E-Democracy in an Era of Informational Exuberance. *I/S A Journal of Law and Policy for The Information Society*. Vol. 5, n. 1, p. 9-42.

02 - Farrell, H. (2012) The Consequences of the Internet for Politics. *The Annual Review of Political Science*. Doi: 10.1146/annurev-polisci-030810-110815

3. Mídia, internet e democracia

Leituras

03 - Gurevitch, M.; Coleman, S.; Blumler, J.G. (2009) Political Communication – Old and New Media Relationships. *Annals of the American Academy of Political and Social Science (AAPSS)*, 625. Doi: 10.1177/0002716209339345

04 - Gomes, W. (2010) Democracia digital: Que democracia? In: Miguel, L.F.; Biroli, F. *Mídia, representação e democracia*. São Paulo: Hucitec, p. 241-259.

4. Avaliando as Mídias Sociais

Leituras

05 - Fuchs, C. (2010) Social Networking Sites and Complex Technology Assessment. *International Journal of E-Politics*, Vol. 1, n. 3, p. 19-38.

5. Facebook, Twitter

Leituras

06 - Fattal, A. (2012) Facebook: Corporate Hackers, a Billion Users, and the Geo-Politics of the "Social Graph". *Anthropological Quarterly*, Vol. 85, n. 3, p. 927-955.

07 - Murthy, D. (2012) Towards a Sociological Understanding of Social Media: Theorizing Twitter. *Sociology*, Vol. 46, n. 6, p. 1059-1073. Doi: 10.1177/0038038511422553

6. Mídias Sociais e engajamento

Leituras

08 - Ausserhofer, J.; Maireder, A. (2013) National Politics on Twitter. *Information Communication & Society*. Doi: 10.1080/1369118X.2012.756050

09 - Baungartner, J.C.; Morris, J.S. (2010) MyFacetube Politics: Social Networking Web Sites and Political Engagement of Young Adults. *Social Science Computer Review*, Vol. 28, n. 1, p. 24-44.

7. Mídias Sociais e Participação

Leituras

10 - Effing, R. Hillegersberg, J. van; Huibers, T. (2011) Social Media and Political Participation: Are Facebook, Twitter and You Tube Democratizing Our Political Systems?. *Electronic Participation*. Vol. 6847, Lecture Notes in Computer Science.

11 - Dahlgren, P. (2012) Social Media and Counter-Democracy: The Contingencies of Participation. *Electronic Participation*. Vol. 7444, Lecture Notes in Computer Science.

8 Mídias Sociais e Deliberação

Leituras

12 - Halpern, D.; Gibbs, J. (2013) Social Media as a catalyst for online deliberation? Exploring the affordances of Facebook and You Tube for political expression. *Computers in Human Behavior*. Vol. 29, p. 1159-1168.

13 - Howthorne, J.; Houston, J.B.; Mckinney, M.S. (2013) Live-Tweeting a Presidential Primary Debate: Exploring New Political Conversations. *Social Science Computer Review*, Vol. 31, n. 5, p. 552-562.

9. Mídias Sociais e Esfera Pública

Leitura

14 - Gerhards, J.; Shafer, M.S. (2010) Is the internet a better public sphere? Comparing old and new media in the USA and Germany. *New Media & Society*. DOI: 10.1177/1461444809341444

15 - Capone, L.; Ituassu, A. (2015) Twitter e esfera pública: pluralidade e representação na discussão sobre o Marco Civil da Internet. *ContraCampo* (no prelo).

10. Mídias Sociais e Informação

Leituras

16 - Newman, N. (2011) Mainstream media and the distribution of news in the age of social discovery: How social media are changing the production, distribution and discovery of news and further disrupting the business models of mainstream media companies. *Reuters Institute for the Study of Journalism*.

17 - Ituassu, A.; Lifschitz, S.; Capone, L.; Vaz, M.B. (2016) Mídia e preferência eleitoral em #Eleições2014: Twitter, pluralidade e comunicação política no contexto eleitoral brasileiro. (No prelo)

11. Mídias Sociais e Opinião Pública

Leituras

18 - Bode, L.; Sayre, B.; Shah, C.; Shah, D.; Wilcox, D. (2010) Agenda Setting in Digital Age: Tracking Attention to California Proposition 8 in Social Media, Online News, and Conventional News. *Policy & Internet*, Vol. 2, n. 2, Article 1. Doi: 10.2202/1944-2866.1040

19 - Vargo, C.; Guo, L.; McCombs, M.; Shaw, D.L. (2015) Network Issue Agendas on Twitter During the 2012 US Presidential Election. *Journal of Communication*. Doi: 10.1111/jcom.12089

12. Mídias Sociais e Eleições

Leituras

20 - Aggio, C. (2015) Os candidatos ainda evitam a interação? Twitter, Comunicação Horizontal e Eleições Brasileiras. *E-Compós*, Vol. 18, n. 1, p. 1-22.

21 - Nielsen, R.K.; Vaccari, C. (2013) Do People "Like" Politicians on Facebook? Not Really. Large-Scale Direct Candidate-to-Voter Online Communication as an Outlier Phenomenon. *International Journal of Communication*, Vol. 7, p. 2333-56.

13. Mídias Sociais e Ativismo

Leituras

22 - Rosseto, G.P.N.; Carreiro, R.; Almada, M.P. (2015) Organizações civis na Web: Desafios e potencialidades na apropriação das plataformas digitais. *Comunicação & Educação*, Ano XX, n. 1, p. 51-61.

23 - Segerberg, A.; Bennett, L. (2011) Social Media and the Organization of Collective Action: Using Twitter to Explore the Ecologies of Two Climate Change Protests. *The Communication Review*, Vol. 14, n. 3, p. 197-215, DOI: 10.1080/10714421.2011.597250

14. Mídias Sociais e a Teoria das Redes - entrega da prova aos alunos

Leitura

24 - Hannah, A.; Wells, C.; Maurer, P.; Friedland, L.; Shaw, D.; Matthes, J. (2013) Partisan Alignments and Political Polarization Online: A Computational Approach to Understanding the French and US Presidential Elections. *ACM*. Doi: 10.1145/2508436.2508438

15. Entrega da prova pelos alunos.

AValiação

Os encontros serão divididos em duas partes. A primeira parte será mais expositiva, a segunda, de discussão entre o grupo. Cada aluno deve trazer por escrito e entregar ao professor, ao final de cada sessão, pelo menos uma questão justificada e desenvolvida de cada texto previsto nos encontros. A avaliação terá por base a participação do aluno nos debates em sala, nos relatórios de leitura apresentados e na realização de uma prova com questões relacionadas às debatidas em sala.

BIBLIOGRAFIA PRINCIPAL

Aquela listada no Programa.

BIBLIOGRAFIA COMPLEMENTAR

Aguirre-Sala, J. (2013) The Limits of Political Participation and Electronic Platforms. In Conference for E-Democracy and Open Government (pp. 467–470). Krems: Edition Donau-Universität Krems.

Albrecht, S. (2006) Whose voice is heard in online deliberation?: A study of participation and representation in political debates on the internet. *Information, Communication & Society*, 9(1), 62–82. doi:10.1080/13691180500519548

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Bakardjieva, M. (2011) Reconfiguring the mediapolis: New media and civic agency. *New Media & Society*, 14(1), 2011, 63–79. doi:10.1177/1461444811410398

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Bendor, R., Lyons, S. H., & Robinson, J. (2012) What's There Not To "Like"? *eJournal of eDemocracy & Open Government*, 4(1), 67–88.

Borah, P. (2012) Does It Matter Where You Read the News Story? Interaction of Incivility and News Frames in the Political Blogosphere. *Communication Research*, 41(6), 2012, 809–827. doi:10.1177/0093650212449353

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Campbell, S. W., & Kwak, N. (2011) Political Involvement in "Mobilized" Society: The Interactive Relationships Among Mobile Communication, Network Characteristics, and Political Participation. *Journal of Communication*, 61(6), 1005–1024. doi:10.1111/j.1460-2466.2011.01601.x

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Coleman, S., & Moss, G. (2012) Under Construction: The Field of Online Deliberation Research. *Journal of Information Technology & Politics*, 9(1), 1–15. doi:10.1080/19331681.2011.635957

Colleoni, E., Rozza, A., & Arvidsson, A. (2014) Echo Chamber or Public Sphere? Predicting Political Orientation and Measuring Political Homophily in Twitter Using Big Data. *Journal of Communication*, 64(2), 317–332. doi:10.1111/jcom.12084

Dimitrova, D. V., & Bystrom, D. (2013) The Effects of Social Media on Political Participation and Candidate Image Evaluations in the 2012 Iowa Caucuses. *American Behavioral Scientist*, 57(11), 1568–1583. doi:10.1177/0002764213489011

Echeverría, J., & Unceta, A. (2012) Ciudadanía y participación en el espacio electrónico europeo. *Arbor*, 188(756), 725–732. doi:10.3989/arbor.2012.756n4007

Effing, R., van Hillegersberg, J., & Huibers, T. W. C. (2013) Social Media Participation and Local Poli-

- tics: A Case Study of the Enschede Council in the Netherlands. In *Electronic Participation*. Lecture Notes in Computer Science 8075 (pp. 57–68). Berlin: Springer.
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