The Logic of Connective Action

*The Logic of Connective Action* explains the rise of a personalized, digitally networked politics in which diverse individuals address the common problems of our times, such as economic fairness and climate change. Rich case studies from the United States, the United Kingdom, and Germany illustrate a theoretical framework for understanding how large-scale connective action is coordinated using inclusive discourses such as “We Are the 99%” that travel easily through social media. In many of these mobilizations, communication operates as an organizational process that may replace or supplement familiar forms of collective action based on organizational resource mobilization, leadership, and collective action framing. In some cases, connective action emerges from crowds that shun leaders, as when Occupy protesters created media networks to channel resources and create loose ties among dispersed physical groups. In other cases, conventional political organizations deploy personalized communication logics involving social media to enable large-scale engagement with a variety of political causes. *The Logic of Connective Action* shows how power is organized in communication-based networks and what political outcomes may result.

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The Logic of Connective Action

Digital Media and the Personalization of Contentious Politics

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Acknowledgments

This book has benefited from the efforts of many people. Several colleagues reviewed the project at different stages and challenged our thinking in significant ways. We offer special thanks to three scholars who shared crucial and most helpful comments on large parts of the manuscript: Sidney Tarrow, who contributed generous and patient readings as we worked through the thicket of conceptual issues involved in addressing different fields and paradigms; Bruce Bimber, who was an invaluable source of discerning comments, farsighted perspective, and encouragement along the way; and Andrew Chadwick, who pushed us in important ways on several topics, including the fundamental question of power.

We are also grateful to several colleagues for excellent comments on particular aspects of the project: Eva Anduiza, Alan Borning, Bob Boynton, Christian Christensen, Camilo Cristancho, Donatella della Porta, Mario Diani, Nils Gustafsson, Phil Howard, Muzammil Hussain, Steve Livingston, Michele Micheletti, Stefania Milan, Lorenzo Mosca, Rasmus Kleis Nielsen, Christopher Parker, Howard Rheingold, Kristina Riegert, and Alexa Robertson. In addition, we wish to thank two people for steadfastly encouraging the entire project from early on: Brian Loader, who has always struck just the right balance between cutting criticism and good laughs, and philosopher of action Frederick Stoutland, who provided important encouragement at the very beginning of this project but sadly passed away as it was heading into the final stretch.

As we note throughout the book, several of our studies have benefited from the data analysis herculean of an invaluable team of research assistants. Michael Barthel created our voluminous databases and helped us steer through a maze of methods, analyses, and manuscripts over several years. Nathan Johnson, Henrike Knappe, Curd Knipfer, and Robert Richards contributed valuable effort and ideas. Several people arduously helped us gather and code data, while making our meetings all the more interesting. Among them were Sheetal Agarwal, Anna Bohm, Marianne Goldin, Allison Rank, Sofia Tahko, and Binh Vong.
Acknowledgments

Working with various technologies also presented challenges. Richard Rogers of Govcom.org at the University of Amsterdam was extremely kind about answering our many questions about the Issue Crawler, and Per Lindh and Kristofer Månsson of Silobreaker Stockholm were equally long-suffering in explaining the ins and outs of Silobreaker.

At a later stage in the process, several people at Cambridge University Press made a big difference for the development of this book. In particular, we are grateful to our Cambridge editor, Lew Bateman, for handling our many questions and steering this project to a successful conclusion. The manuscript also benefited greatly from the rigorous and sympathetic copyediting of Mary Becker. We feel privileged to have had such terrific support.

In a different vein, we are tremendously grateful for the support of the funding agencies and research institutions that have made this work possible. Some of the early ideas about networks, political engagement, and public spheres emerged during the time that Lance Bennett spent as a senior Fellow at the Kolleg-Forschergruppe “The Transformative Power of Europe” at the Freie Universität Berlin. The collegiality of the entire group of Fellows and staff was much appreciated, and the environment created by Thomas Risse and Tanja Börzel is hard to match. Funding for developing and deploying the civic technologies described in Chapter 6 was provided by the National Science Foundation under grant IIS-0966929.

Above all, the work in and on this book owes much to the generous support of the Swedish Research Council. It builds on two SRC-funded project grants to Alexandra Segerberg: “Mobs, Swarms and Networks: Collective Action Theory in a Digital Age” (grant 435-2007-1123) and “Digital Media and Civil Society Networks: National and Transnational Publics” (grant 421-2010-2303). In addition, we are thankful for the time and resources provided by the Olof Palme Guest Professorship awarded to Lance Bennett in 2010 (grant 429-2009-7994) and grateful to Michele Micheletti for helping to make this possible. Each of these grants provided precious time for the two of us to think, collaborate, and write, and valuable opportunities for us to discuss our work with colleagues in Seattle, Sweden, and other parts of Europe. We warmly thank the Department of Political Science at Stockholm University for its support, for hosting the Professorship, and for providing such a rich research environment in which to develop the project. We also thank the Center for Communication and Civic Engagement at the University of Washington, Seattle, for hosting the first SRC grant.

The Departments of Political Science and Communication at the University of Washington have been generous in their support, particularly in sponsoring the Center for Communication and Civic Engagement (www.engagedcitizen.org). The CCCE provided the creative space where this project was hatched, and it housed the research teams that helped put our ideas to the empirical test. We are grateful to department chairs Peter May and David Domke for fostering creative research cultures.
Acknowledgments

We also gratefully acknowledge the permission to draw on and reprint articles developed with the support of the SRC grants and previously published in Taylor & Francis journals.

Finally, we dedicate this book to our families – from the very bottom of our hearts. To Sabine and Andreas, who have sustained us, inspired us, and suffered us throughout the long years of toil and trouble across transatlantic time zones. To Oliver, who has had to put up with so many political scientists for so very long; and to Hedda, who has lived with this project her entire life.