

El listado de publicaciones que presentamos a continuación pretende reflejar algo de la producción académica realizada en los últimos años en torno al estudio de la influencia de las nuevas tecnologías sobre la política, la administración de los asuntos públicos y el surgimiento de nuevas formas de interacción social y de participación ciudadana a través de las redes sociales *online*. Fue confeccionada a partir de la búsqueda en los siguientes sitios que albergan información relacionada con la opinión pública: *Public Opinion Quarterly*, *Internacional Journal of Public Opinion Research*, *Political Communication*, *Journal of Political Marketing*, *Latin American Research Review*, *Journal of Latin American Studies*, *Bulletin of Latin American Research*, *Latin American Perspectives* y *Latin American Politics and Society*.

Libros

Digital Government: Technology and Public Sector Performance. **Darrell M. West.**

Synopsis: Few developments have had broader consequences for the public sector than the introduction of the Internet and digital technology. In this book, Darrell West discusses how new technology is altering governmental performance, the political process, and democracy itself by improving government responsiveness and increasing information available to citizens. Using multiple methods –case studies, content analysis of over 17,000 government Web sites, public and bureaucrat opinion survey data, an e-mail responsiveness test, budget data, and aggregate analysis– the author presents the most comprehensive study of electronic government ever undertaken. Among other topics, he looks at how much change has taken place in the public sector, what determines the speed and breadth of e-government adoption, and what the consequences of digital technology are for the public sector.

The Internet and Politics: Citizens, Voters and Activists (Democratization Studies). **Sarah Oates, Diana Owen, Rachel Gibson.**

Synopsis: This volume explores the nature of the Internet's impact on civil society, addressing the following central questions: is the Internet qualitatively different from the more traditional forms of the media? Has the Internet demonstrated real potential to improve civil society through a wider provision of information, an enhancement of communication between government and citizen, or via better state transparency? Does the Internet pose a threat to the coherence of civil society as people are encouraged to abandon shared media experiences and pursue narrow interests? In authoritarian states, does the Internet function as a beacon for free speech or as another tool for propaganda?

The Web of Politics: The Internet's Impact on the American Political System. **Richard Davis.**

Synopsis: Is the Internet destined to upset traditional political power in the United States? This book answers with an emphatic "no." Author Richard Davis shows how current political players including candidates, public officials, and the media are adapting to the Internet and assuring that this new medium benefits them in their struggle for power. In doing so he examines the current function of the Internet in democratic politics –educating citizens, conducting electoral campaigns, gauging public opinion, and achieving policy resolution– and the roles of current political actors in those functions. Davis's unconventional prediction concerning the Internet's impact on American politics warrants a closer look by anyone interested in learning how this new communication medium will affect us politically.

The Internet Generation: Engaged Citizens or Political Dropouts (Civil Society: Historical and Contemporary Perspectives). **Henry Milner.**

Synopsis: Despite rising levels of education and mounting calls for increased democratic participation, recent years have seen a significant decline in voter turnout in many countries and the erosion of the sense of civic duty that brought earlier generations to the polls. Henry Milner looks at the United States, Canada, Britain, Scandinavia, and the European Union to probe the decline of youth voting and attentiveness to politics, drawing lessons from observations of institutions, which could break down the wall between political life and “real” life that underlies political abstention among the Internet generation. Finding civic education the key to instilling habits of attentiveness to public affairs, especially among potential political dropouts, Milner sets out a series of ways to bring the issues –and the political parties’ stance on them– to the classroom, including visits, simulations, and innovative use of media, old and new.

Politics, Democracy and E-Government: Participation and Service Delivery. **Christopher G. Reddick.**

Synopsis: Research argues that e-government technologies have positive influences on politics and democracy, improving citizens environment as well as their engagement with their government. Although much research indicates that e-government technologies have increased citizen participation, there is much more than can be developed. *Politics, Democracy and E-Government: Participation and Service Delivery* examines how e-government impacts politics and democracy in both developed and developing countries, discussing the participation of citizens in government service delivery. This book brings forth the idea that e-government has a direct influence on the important

function of governing through participation and service delivery. Containing chapters from leading e-government scholars and practitioners from across the globe, the overall objective of this book is accomplished through its discussion on the influences of e-government on democratic institutions and processes.

Transforming Public Leadership for the 21st Century.

Ricardo S. Morse, Terry F. Buss, C. Mo Kinghorn.

Synopsis: The forces of globalization are shifting our world, including the public sector, away from hierarchy and command and control toward one of collaboration and networks. The way public leadership is thought about and practiced must be, and is being, transformed. This volume in the *Transformational Trends in Governance & Democracy* series explores what the shift looks like and also offers guidance on what it *should* look like. Specifically, the book focuses on the role of “career leaders” –those in public service– who are agents of change not only in their own organizations, but also in their communities and policy domains. These leaders work in network settings, making connections and collaborating to create public value and advance the common good. Featuring the insights of an authoritative group of contributors, the volume offers a mix of scholarship, from philosophical discussions to conceptual models to empirical studies that, taken together, will help inform the transformation of public leadership that is already underway.

Political Polling in the Digital Age: The Challenge of Measuring and Understanding Public Opinion. **Charlie Cook, Kirby Goidel.**

Synopsis: The 2008 presidential election provided a “perfect storm” for pollsters. A significant portion of the

population had exchanged their landlines for cellphones, which made them harder to survey. Additionally, a potential Bradley effect –in which white voters misrepresent their intentions of voting for or against a black candidate– skewed predictions, and aggressive voter registration and mobilization campaigns by Barack Obama combined to challenge conventional understandings about how to measure and report public preferences. In the wake of these significant changes, *Political Polling in the Digital Age*, edited by Kirby Goidel, offers timely and insightful interpretations of the impact these trends will have on polling. In this groundbreaking collection, contributors place recent developments in public-opinion polling into a broader historical context, examine how to construct accurate meanings from public-opinion surveys, and analyze the future of public-opinion polling. Notable contributors include Mark Blumenthal, editor and publisher of Pollster.com; Anna Greenberg, a leading Democratic pollster; and Scott Keeter, director of survey research for the Pew Research Center.

A Networked Self: Identity, Community, and Culture on Social Network Sites. **Zizi Papacharissi.**

Synopsis: *A Networked Self* examines self presentation and social connection in the digital age. This collection brings together new work on online social networks by leading scholars from a variety of disciplines. The focus of the volume rests on the construction of the self, and what happens to self-identity when it is presented through networks of social connections in new media environments. The volume is structured around the core themes of identity, community, and culture –the central themes of social network sites. Contributors address theory, research, and practical implications of many aspects of online social networks including self-presentation, behavioral norms,

patterns and routines, social impact, privacy, class / gender / race divides, taste cultures online, uses of social networking sites within organizations, activism, civic engagement and political impact.

Analyzing Social Media Networks with NodeXL: Insights from a Connected World. **Derek Hansen, Ben Shneiderman, Marc A. Smith.**

Synopsis: Businesses, entrepreneurs, individuals, and government agencies alike are looking to social network analysis (SNA) tools for insight into trends, connections, and fluctuations in social media. Microsoft's NodeXL is a free, open-source SNA plug-in for use with Excel. It provides instant graphical representation of relationships of complex networked data. But it goes further than other SNA tools – NodeXL was developed by a multidisciplinary team of experts that bring together information studies, computer science, sociology, human-computer interaction, and over 20 years of visual analytic theory and information visualization into a simple tool anyone can use. This makes NodeXL of interest not only to end-users but also to researchers and students studying visual and network analytics and their application in the real world.

Introduction to Webometrics: Quantitative Web Research for the Social Sciences. **Michael Thelwall.**

Synopsis: Webometrics is concerned with measuring aspects of the web: web sites, web pages, parts of web pages, words in web pages, hyperlinks, web search engine results. The importance of the web itself as a communication medium and for hosting an increasingly wide array of documents, from journal articles to holiday brochures, needs no introduction. Given this huge and easily accessible source of information, there are limitless possibilities for

measuring or counting on a huge scale (e.g., the number of web sites, the number of web pages, the number of blogs) or on a smaller scale (e.g., the number of web sites in Ireland, the number of web pages in the CNN web site, the number of blogs mentioning Barack Obama before the 2008 presidential campaign). This book argues that it can be useful for social scientists to measure aspects of the web and explains how this can be achieved on both a small and large scale. The book is intended for social scientists with research topics that are wholly or partly online (e.g., social networks, news, political communication) and social scientists with offline research topics with an online reflection, even if this is not a core component (e.g., diaspora communities, consumer culture, linguistic change). The book is also intended for library and information science students in the belief that the knowledge and techniques described will be useful for them to guide and aid other social scientists in their research.

Data Mining for Social Network Data. **Nasrullah Memon, Jennifer Jie Xu, David L. Hicks, Hsinchun Chen.**

Synopsis: Driven by counter-terrorism efforts, marketing analysis and an explosion in online social networking in recent years, data mining has moved to the forefront of information science. This proposed Special Issue on Data Mining for Social Network Data will present a broad range of recent studies in social networking analysis. It will focus on emerging trends and needs in discovery and analysis of communities, solitary and social activities, activities in open for a and commercial sites as well. It will also look at network modeling, infrastructure construction, dynamic growth and evolution pattern discovery using machine learning approaches and multi-agent based simulations. Editors are three rising stars in world of data mining,

knowledge discovery, social network analysis, and information infrastructures, and are anchored by Springer author/editor Hsinchun Chen (Terrorism Informatics; Medical Informatics; Digital Government), who is one of the most prominent intelligence analysis and data mining experts in the world.

Understanding Social Networks: Theories, Concepts, and Findings. **Charles Kadushin.**

Synopsis: Despite the swift spread of social network concepts and their applications and the rising use of network analysis in social science, there is no book that provides a thorough general introduction for the serious reader. *Understanding Social Networks* fills that gap by explaining the big ideas that underlie the social network phenomenon. Written for those interested in this fast moving area but who are not mathematically inclined, it covers fundamental concepts, then discusses networks and their core themes in increasing order of complexity. Kadushin demystifies the concepts, theories, and findings developed by network experts. He selects material that serves as basic building blocks and examples of best practices that will allow the reader to understand and evaluate new developments as they emerge. *Understanding Social Networks* will be useful to social scientists who encounter social network research in their reading, students new to the network field, as well as managers, marketers, and others who constantly encounter social networks in their work.

From Sociology to Computing in Social Networks: Theory, Foundations and Applications (Lecture Notes in Social Networks). **Nasrullah Memon, Reda Alhajj.**

Synopsis: Important aspects of social networking analysis are covered in this work by combining experimental

and theoretical research. A specific focus is devoted to emerging trends and the industry needs associated with utilizing data mining techniques. Some of the techniques covered include data mining advances in the discovery and analysis of communities, in the personalization of solitary activities (like searches) and social activities (like discovering potential friends), in the analysis of user behavior in open fora (like conventional sites, blogs and fora) and in commercial platforms (like e-auctions), and in the associated security and privacy-preservation challenges; as well as social network modeling, scalable, customizable social network infrastructure construction, and the identification and discovery of dynamic growth and evolution patterns using machine learning approaches or multi-agent based simulation. These topics will be of interest to practitioners and researchers alike in this dynamic and growing field.

Electronic Government: 9th International Conference, EGOV 2010, Lausanne, Switzerland, August 29 - September 2, 2010, Proceedings (Lecture Notes in ... Applications, incl. Internet/Web, and HCI). **Maria A Wimmer, Jean-Loup Chappelet, Marijn Janssen, Hans Jochen Scholl.**

Synopsis: This book constitutes the refereed proceedings of the 9th International Conference, EGOV 2010, held in Lausanne, Switzerland, in August / September 2010. The 36 revised full papers presented were carefully reviewed and selected from 111 submissions. The papers are organized in topical sections on foundations, transformation, evaluation, adoption and diffusion, citizen perspectives and social inclusion, infrastructure, and business process model.