



New Book Maps Field of Digital Activism free download starts June 1st at Meta-Activism.org/book

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NEW YORK, May 25 -- There are over one million books on Amazon.com, but if you search for “digital activism” the title at the top of the list is *Digital Activism Decoded*.

Though this is the first book explicitly devoted to the topic, it is not the first to explore the intersection of digital technology and activism. There have already been guides that instruct activists in the use of popular applications like blogs and social networks.

There have also been scholarly works that analyze the effect of the Internet or mobile phones on political dynamics, both in rich democracies where politicians “tweet” and under repressive regimes. Best sellers have tried to explain the digitally changing world, including the impact on activism.

Yet *Digital Activism Decoded* is the first book to attempt to map the field of digital activism in its entirety.

The book begins with a section on Contexts, addressing not only the technology of network infrastructure, devices, and applications, but also the social, economic, and political environment in which digital activism occurs.

An analysis of Practices follows, not in the usual format of case study analysis, but by presenting different ways of thinking about these practices. The section begins with a chapter on pre-digital social movement theory, while a second chapter takes the digital perspective of web ecology. Both constructive and destructive activism practices are discussed.

The final section on Effects seeks to address the range of opinions on digital activism’s value. While optimists see the great potential for citizen empowerment, pessimists believe that the empowerment of forces of repression is equally likely. Skeptics view both askance and do not believe digital activism makes much difference at all.

Many of the authors of this anthology are young scholars from around the world, while others are activists, private sector consultants, and even futurists. The editor, Mary Joyce, was New Media Operations Manager on Barack Obama’s presidential campaign.

Digital Activism Decoded will be published in paperback by the iDebate Press on June 30th for purchase through Amazon.com. It will also be available for free download beginning June 1st through the Meta-Activism Project at www.meta-activism.org/book, where further information, including a table of contents, is available. The Meta-Activism Project is an organization dedicated to making the field of digital activism smarter by improving processes of knowledge development.

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