

Contents

<i>List of Figures and Tables</i>	vii
<i>Notes on Contributors</i>	ix
Introduction: The Importance of Method in the Study of the 'Political Internet'	1
<i>Laura Sudulich, Matthew Wall, Rachel Gibson, Marta Cantijoch and Stephen Ward</i>	
Part I Structure and Influence	
1 Political Homophily on the Web	25
<i>Robert Ackland and Jamsheed Shorish</i>	
2 Blogosphere Authority Index 2.0: Change and Continuity in the American Political Blogosphere, 2007–2010	47
<i>David Karpf</i>	
3 Analysing YouTube Audience Reactions and Discussions: A Network Approach	72
<i>Mike Thelwall</i>	
Part II Contents and Interactions	
4 Social Data Analytics Tool: A Demonstrative Case Study of Methodology and Software	99
<i>Abid Hussain, Ravi Vatrapu, Daniel Hardt and Zeshan Ali Jaffari</i>	
5 Opportunities and Challenges of Analysing Twitter Content: A Comparison of the Occupation Movements in Spain, Greece and the United States	119
<i>Gema García-Albacete and Yannis Theocharis</i>	
6 Stuttgart's Black Thursday on Twitter: Mapping Political Protests with Social Media Data	154
<i>Andreas Jungherr and Pascal Jürgens</i>	

- 7 Analysing 'Super-Participation' in Online Third Spaces 197
Todd Graham and Scott Wright

**Part III Mixed Methods and Approaches for the
Analysis of Web Campaign**

- 8 A Mixed-Methods Approach to Capturing Online Local
Level Campaigns Data at the 2010 UK General Election 219
Rosalynd Southern
- 9 From Websites to Web Presences: Measuring Interactive
Features in Candidate-Level Web Campaigns During the
2010 UK General Election 238
Benjamin J. Lee
- 10 New Directions in Web Analysis: Can Semantic Polling
Dissolve the Myth of Two Traditions of Public Opinion
Research? 256
Nick Anstead and Ben O'Loughlin

- Index* 276