## Contents

1	Introduction	1
2	Public Diplomacy and the Digital Society	29
3	A Vocal and Volatile Online Public	65
4	From Targeting to Tailoring—The Two Stages of Public Diplomacy's Digitalization	101
5	The Specter of Echo Chambers—Public Diplomacy in the Age of Disinformation	135
6	The New Public Diplomacy—Fact or Fiction	177
7	Overcoming the Limitations of Traditional Diplomacy	217
8	On Selfie Diplomacy	257
9	The Digitalization of Ambassadors	289
10	A Discussion of the Digitalization of Public Diplomacy	323
Index		353