Contents

Acknowledgments vii

Introduction 1

- 1. Why Social Media Matter 15
- 2. Political Participation in the Digital Age 51
- 3. Of Arguments, Accidents, and Asks: How and Why Political Experiences Occur on Social Media 83
- 4. Do Social Media Matter? Direct Effects of Agreement, Accidental Exposure, and Electoral Mobilization on Political Participation 123
- 5. Picking Winners or Helping Losers? Social Media and Political Equality 155
- 6. Does Context Matter? Political Experiences on Social Media in Comparative Perspective 183

Conclusion 217

Notes 237 References 247 Index 273