



Agenda Setting in a 2.0 World: New Agendas in Communication (New Agendas in Communication Series)

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This volume explores agenda-setting theory in light of changes in the media environment in the 21st century. In the decades since the original Chapel Hill study that launched agenda-setting research, the theory has attracted the interest of scholars worldwide.

Agenda Setting in a 2.0 World features the work of a new generation of scholars. The research provided by these young scholars reflects two broad contemporary trends in agenda-setting: A centrifugal trend of research in the expanding media landscape and in domains beyond the original focus on public affairs, and a centripetal trend further explicating agenda-setting's core concepts.

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