



Dissent and Social Media

The Role of Social Media in Facilitating Cultural Change

By *Matthew T. Pifer*

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Explores the role social media platforms play in facilitating dissent as a function of cultural, and associated hegemonic, transformation.

This book explores the relationship between dissent and social media to understand the role both play in enacting cultural change.

Readership

The audience of this study will be university professors and students, and those interested in understanding how social media platforms function to communicate information and shape public cultural attitudes.

Key selling points

Provides a description of how dissent on social media informs cultural change.

Provides a contemporary understanding of culture and how values and normative behavior emerge within it.

Considers the mechanism social media uses to disseminate information and how those mechanisms are manipulated to communicate to an audience.

Details the relationship between social media and physical protest movements.

About the Author(s) / Editor(s)

Dr. Matthew T. Pifer is a full professor of English and the director of the Writing Center at Husson University. His research interests include cultural studies, composition and rhetoric, nineteenth- and twentieth-century American Literature, and creative writing.

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