



Collective Behavior and Public Opinion: Rapid Shifts in Opinion and Communication (European Institute for the Media Series)

Jaap van Ginneken

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This is a highly innovative and stimulating work with the outline of an entirely new approach to massive and rapid shifts in opinion and communication. It discusses and explains such mysterious phenomena as sudden crazes and crashes, fads and fashion, hypes and manias, moral outrage and protests, gossip and rumors, and scares and panics.

Rich in alternative insights, the book is divided into four parts. Part I discusses the points of departure: the most relevant processes of opinion formation and communication. Part II is about phenomena on three different levels, that have traditionally been studied within the twin fields of mass psychology and collective behavior sociology. Part III focuses on the three prime forms of "emotional coloring" of opinion currents and public moods. Part IV discusses a combination of some of the aforementioned phenomena: successive crazes and crashes in financial markets, and looks at why technological and economic, and social and opinion forecasts often fail so miserably.

The audience for this book includes students of social and mass psychology, social movements and collective behavior sociology, and opinion and communication in general. Professionals in public relations, marketing, health, finance, and politics, as well as the educated lay audience, will also find this book of interest.

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