

Populism in the Age of Twitter: How Social Media Contextualized New Insights on an Old Phenomenon

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Abstract : With the advent of social media, political communication scholars have systematically reviewed theories and empirical findings that revolve around media use and democracy. It is interesting that around the same time period, there has been a trend towards revitalization of political populism in different latitudes around the world. This wide-ranging populist movement has expanded regardless of whether these political systems are established democracies, emerging democracies, or societies mired in endangered political contexts. This article serves as an introductory piece to a special issue on populism. First, it highlights the ways in which "populism", as an ancient phenomenon, has transmigrated into the political sphere in the age of social media. Second, the article seeks to better define the populist context and how it has evolved in today's hybrid media society. Finally, this introduction also lays the groundwork for six data-driven theoretical core papers that cover many of the important issues revolving around the phenomenon of populism today.

Keywords : democracy, facebook, populism, social media, twitter

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