# Contents

**Contributors**
Foreword by David H. Weaver
Introduction

1 Media Agenda Setting in a Competitive and Hostile Environment: The Role of Sources in Setting Versus Supporting Topical Discussant Agendas in the Tea Party Patriots' Facebook Group
*SHARON MERAZ*

2 Agenda Setting, Elections, and the Impact of Information Technology
*JASON A. MARTIN*

3 Value Resonance and the Origins of Issue Salience
*SEBASTIÁN VALENZUELA*

4 Contingent Factors of Agenda-Setting Effects: How Need for Orientation, Issue Obtrusiveness, and Message Tone Influence Issue Salience and Attitude Strength
*YONGHWAN KIM*

5 Setting the Political Culture Agenda: The Impact of Media Use on Political Trust and Participation in Kosovo
*LINDITA CAMAJ*

6 Toward the Third Level of Agenda-Setting Theory: A Network Agenda-Setting Model
*LEI GUO*
7 It's Not Just a Laughing Matter: How Entertainment News Programs Influence the Transfer of the Media's Agenda to the Public's Agenda Similarly to Traditional Hard News
JENNIFER KOWALEWSKI 134

8 From What the Public Thinks About to What the Public Does: Agenda-Setting Effects as a Mediator of Media Use and Civic Engagement
SOO JUNG MOON 158

9 The Public Agenda Along the Life Span: Testing the Life-Cycle Effect of Age on the Agenda-Setting Process
JAE KOOK LEE 190

10 Online Agenda Setting: A New Frontier for Theory Development
HAI TRAN 205

11 Consensus-Building Function of Agenda Setting in Times of Crisis: Substantive and Affective Dimensions
VANESSA DE MACEDO HIGGINS JOYCE 230

12 Agenda Setting in the Corporate Sphere: Synthesizing Findings and Identifying New Opportunities in this Growing Domain
MATTHEW W. RAGAS 256

Index 281