Summary

Notes on Contributors ........................................................................................................ 7

Eduardo Cintra Torres & Samuel Mateus
Introduction ......................................................................................................................... 11

I Theoretical Approaches

Todd Gitlin
Crowds, Assemblies, Demonstrations, and Clusters ......................................................... 25

João Carlos Correia
Mass, Publics and Multitudes: Digital Activism and some of its Paradoxes ... ............... 37

Christian Borch
The Politics of the Senses: Crowd Formation through Sensory Manipulation ............... 53

Samuel Mateus
Publics and Multitudes: The (Un)Expected Relation ...................................................... 71

II Historical Approaches

Erik Neveu
French Literature around the Construction and Transformations of May 68’s Memory .... 89

Eduardo Cintra Torres
An Early Example of Media, Social Movements and Crowd Interaction: The Oporto General Strike of 1903 .............................................................. 111

Júlio Cesar Lemes de Castro
Freudian Mass Psychology in the Age of Networks ......................................................... 143
III Multitude and Media Strategies

jérôme Bourdon & Cécile Méadel
Release the Numbers! Multitudes, Crowds, Publics... and Audiences...... 155

Gustavo Cardoso
Social Mobilization and Social Media: People Are the Message..................... 165

Steve Jankowski
No Consensus on Consensus: A Paradox within Wikipedian Governance and Collective Action ................................................................. 177

IV Social Movements and Mass Protest

Ece Baykal Fide
Effects of the Gezi Resistance on the Interaction of Different Social Movements and Their Media Strategies ................................. 199

Balázs Kiss & Gabriella Szabó
Crowding and Feeling Political Communities: Successful and Failed Mass Demonstrations in Hungary 2013 ............................................. 223

Márcio Simeone Henriques
June 2013, Brazil: Protests as Empowerment Factors and Promotion of Political Opportunities ............................................................ 247