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Reports Summarize Journalism Study Results from University of South Carolina (Round-trip agenda setting: Tracking the intermedia process over time in the ice bucket challenge)

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2017 NOV 16 (VerticalNews) -- By a News Reporter-Staff News Editor at Politics & Government Week -- Current study results on Journalism have been published. According to news reporting originating from Columbia, South Carolina, by VerticalNews correspondents, research stated, "Despite the social media's agenda-setting power, the literature provides little understanding of how social media agendas survive and last long enough to trigger substantial public discussions. This study investigates this issue by tracking the ice bucket challenge campaign over an 18-week period."

Our news editors obtained a quote from the research from the University of South Carolina, "This article claims that the pattern of the intermedia process evolves over time along with the issue-attention cycle. We observed a round-trip intermedia agenda setting where the direction is reversed as the agenda waxes and wanes."

According to the news editors, the research concluded: "Both social and mainstream media continued to generate a heightened level of issue attention after the buzz was cooled down."

For more information on this research see: Round-trip agenda setting: Tracking the intermedia process over time in the ice bucket challenge. *Journalism*, 2017;18(10):1292-1308. Journalism can be contacted at: Sage Publications Inc, 2455 Teller Rd, Thousand Oaks, CA 91320, USA. (Sage Publications - www.sagepub.com/; Journalism - jmo.sagepub.com)

The news editors report that additional information may be obtained by contacting S.M. Jang, University of South Carolina, Sch Journalism & Mass Commun, Columbia, SC 29201, United States. Additional authors for this research include Y.J. Park and H. Lee.

The direct object identifier (DOI) for that additional information is: <https://doi-org.proxy.lib.umich.edu/10.1177/1464884916665405>. This DOI is a link to an online electronic document that is either free or for purchase, and can be your direct source for a journal article and its citation.

Keywords for this news article include: Columbia, South Carolina, United States, North and Central America, Journalism, University of South Carolina.

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