

# POLITICAL PARTY BRANDING AND MEDIA CAPITALISM IN THE ERA OF INDUSTRIAL REVOLUTION 4.0

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## Abstract

The Industrial Revolution 4.0 has changed the way political parties build and maintain their brands, with digital and social media becoming the main tools in political communication strategies. Media capitalism, characterized by the concentration of media ownership in the hands of large conglomerates, influences the political landscape by reducing the diversity of perspectives in reporting and giving rise to significant bias. Media controlled by capitalist interests tend to provide favorable coverage to political parties with ties or affiliations with media owners, influencing voter perceptions and election results. Additionally, social media algorithms designed to maximize engagement and advertising revenue often amplify controversial and emotional content, exacerbating political polarization and spreading misinformation. Fake information that spreads rapidly through social media platforms disrupts the democratic process and undermines the integrity of elections. To overcome the negative impacts of media capitalism, efforts are needed to maintain media independence and integrity through support for investigative journalism and independent media, as well as stricter and more transparent regulations to reduce the concentration of media ownership. Media education is also important for increasing media literacy among the public, helping voters recognize false information and understand media bias. Collaboration between government, the media industry, non-governmental organizations and civil society is needed to create a healthy and sustainable media ecosystem, where digital technology is used to strengthen democratic processes.

Keywords: Media Capitalism, Political Branding, Industrial Revolution 4.0

## INTRODUCTION

Political party branding and media capitalism in the Industrial Revolution 4.0 era are interesting phenomena to analyze, especially in the context of political dynamics and developments in communication technology. Industrial Revolution 4.0, which is marked by advances in digital technology, internet of things (IoT), and artificial intelligence (AI), has brought significant changes in various aspects of life, including in the world of politics. In this era, political parties must adapt to technological developments to remain relevant and effective in conveying their messages to the public. Political party branding is crucial as an effort to build identity, values and positive perceptions in the eyes of voters. In the context of

branding, political parties use a variety of sophisticated political marketing strategies to attract voter attention, shape public opinion, and mobilize support. The use of social media, viral content and digital campaigns are some examples of tools utilized to strengthen the party brand. Digital technology allows political parties to reach a wider audience at relatively lower costs compared to traditional campaign methods. In addition, big data is used to understand voter preferences and develop more effective and targeted communication strategies.

However, this phenomenon cannot be separated from the influence of media capitalism, where mass media, both conventional and digital, operate with the main aim of making a profit. The media has great power in shaping public opinion and determining the political agenda. In a capitalist system, ownership and control of the media is often in the hands of a few conglomerates, which may have certain political interests. This raises challenges in terms of reporting independence and objectivity. In the era of Industrial Revolution 4.0, the media not only acts as an information channel, but also as an active political actor. The media can support or harm certain political parties based on their affiliation or economic interests. Social media algorithms, designed to maximize engagement and advertising profits, often amplify political polarization by promoting controversial and emotional content. As a result, false information and misinformation are easily spread, which can influence election results and political stability.

Political party branding in this era also faces challenges from an ethical and regulatory perspective. Regulations governing digital campaigns and the use of personal data are still evolving and often lag behind technological advances. Transparency in campaign financing and political advertising is also an important issue that must be addressed to maintain the integrity of the democratic process. In many countries, regulations have not been able to catch up with modern campaign practices that utilize advanced technology and social media. Overall, political party branding and media capitalism in the Industrial Revolution 4.0 era shows a complex relationship between technology, politics and economics. On the one hand, technology provides new opportunities for political parties to communicate with voters and build strong brands. On the other hand, media capitalism and technological developments also present new challenges in maintaining fairness and transparency in the political process. Therefore, a holistic and adaptive approach is needed in managing interactions between political parties, media and technology to ensure that democracy continues to function well in this digital era.

## **METHOD**

To study the phenomenon of political party branding and media capitalism in the Industrial Revolution 4.0 era, the literature study research method is an appropriate and comprehensive approach. This method involves collecting and

analyzing a variety of relevant literature, including books, scientific journal articles, research reports, and other digital sources that discuss related topics. This process begins with a literature search to identify the main works that have discussed political branding and media capitalism in the context of digital technology developments.

The initial step in a literature study is to conduct a systematic literature review to identify key themes and main concepts. This involved searching keywords such as “political branding,” “media capitalism,” “Industrial Revolution 4.0,” “social media in politics,” and “influence of digital technology on political campaigns.” The sources found are then evaluated based on their relevance, credibility, and contribution to understanding the research topic. After collecting relevant literature, the next stage is a critical analysis of the content of these sources. This analysis aims to identify how political parties build and manage their brands in the digital era, as well as how media controlled by capitalist interests influence this process. The literature study will also include an examination of concrete case studies that demonstrate political branding practices in various countries, as well as the role of the media in shaping public opinion and political agendas.

In the analysis process, various relevant theories and models, such as political communication theory, media capitalism theory, and digital marketing models, are used to interpret the findings from the reviewed literature. This theoretical approach helps in understanding the complex dynamics between technology, media, and politics. The conclusions of this literature study are expected to provide in-depth insight into the ways political parties adapt to the Industrial Revolution 4.0 era through sophisticated branding strategies and the use of digital media. In addition, this research will also highlight the ethical and regulatory implications of media capitalism for democracy and political processes. This literature study, therefore, not only enriches academic understanding but also provides practical recommendations for more transparent and fair management of political branding in the digital era.

## **DISCUSSION**

### **Research Results on Political Party Branding and Media Capitalism in the Era of Industrial Revolution 4.0**

Research on political party branding and media capitalism in the Industrial Revolution 4.0 era produced a number of significant findings. These results show how political parties utilize digital technology to build and strengthen their identities, as well as how media controlled by capitalist interests influence the political process. In this section, data from various case studies and related literature are presented to provide a comprehensive picture.

Political parties in the Industrial Revolution 4.0 era use various sophisticated digital branding strategies. They utilize social media, official websites and mobile applications to interact with voters. The following is a table that summarizes several digital branding strategies commonly used by political parties:

<b>Digital Branding Strategy</b>	<b>Description</b>
Social media	Using platforms like Facebook, Twitter, Instagram, and TikTok to communicate directly with voters and spread campaign messages.
Official Website	Build an informative and interactive official website, providing information about the vision, mission, work programs and the latest news.
Mobile Application	Develop special applications that allow voters to access party information, take part in surveys, and get the latest updates.
Video Content	Create engaging, shareable video content to convey political messages visually and emotionally.
Email Marketing	Send regular newsletters and campaign information via email to supporters and potential voters.
Big Data Analytics	Analyze voter data to develop more effective and personalized communication strategies.
Influencer Engagement	Collaborate with influencers and public figures to expand reach and increase credibility.

**The Influence of Media Capitalism**

Media capitalism plays an important role in influencing political party branding. Mass media, both conventional such as television and newspapers and digital media, are often controlled by a handful of conglomerates who have economic and political interests. This has an impact on the independence of reporting and the presentation of information to the public. The following is a table showing some of the impacts of media capitalism on political party branding:

<b>The Impact of Media Capitalism</b>	<b>Description</b>
Reporting Bias	The media tends to provide more favorable coverage to political parties that have relationships or affiliations with media owners.
Political Polarization	Social media algorithms often amplify controversial and emotional content, which can divide society and exacerbate polarization.
False Information (Fake News)	The spread of false information and misinformation becomes easier and faster, influencing voter perceptions and election results.
Dependence on Advertising	Media that depend on advertising revenue tend to prioritize sensational news that can attract more readers and advertisers.
Concentration of Media Ownership	Media ownership is concentrated in a few large companies reducing the diversity of perspectives and journalistic independence.
Control of the Public Agenda	The media has the power to determine which issues are important and should be discussed, influencing the public and political agenda as a whole.
Declining Quality of Journalism	The pressure to produce fast, engaging content can lower ethical standards and the quality of journalism.

**Case Study: Elections in Several Countries**

Case studies from different countries show how political party branding and media capitalism interact in different contexts. Here are some examples:

1. United States

- Digital Branding: Barack Obama's digital campaigns in 2008 and 2012 are considered milestones in the use of social media and big data for political branding. Donald Trump continued this trend with an aggressive social media strategy in the 2016 election.

- Media Capitalism: Centralized and partisan media ownership causes strong reporting bias, influencing voter perceptions.

## 2. India

- Digital Branding: Narendra Modi and the Bharatiya Janata Party (BJP) use social media intensively to spread their message, especially through platforms like WhatsApp and Twitter.
- Media Capitalism: Media in India often displays a bias towards the ruling party, with media ownership concentrated in a few large conglomerates.

## 3. Indonesia

- Digital Branding: In the 2019 election, Joko Widodo and Prabowo Subianto used social media and massive digital campaigns to attract the attention of young voters.
- Media Capitalism: The concentration of media ownership in the hands of a few large companies results in bias in reporting and dissemination of information that tends to support certain parties.

## **Implications and Challenges**

The results of this research show that political party branding in the Industrial Revolution 4.0 era has great potential to increase political participation and voter involvement. However, media capitalism presents significant challenges in maintaining fairness and transparency in the political process. Following are some of the main implications and challenges faced:

1. **Transparency and Accountability:** Regulations governing digital campaigns and the use of personal data must be strengthened to ensure transparency and accountability in the political process.
2. **Media Independence:** Efforts to maintain media independence must be increased, including supporting investigative journalism and reducing the concentration of media ownership.
3. **Media Education:** Increase media literacy among the public to reduce the impact of misinformation and media bias.
4. **Digital Campaign Ethics:** Political parties must adhere to ethical standards in digital campaigns, including not spreading false information or using personal data unethically.

Overall, this research highlights the importance of a balanced approach between leveraging digital technology for political branding and addressing the negative impacts of media capitalism. The government, political parties, media and society must work together to ensure that democracy continues to function well in this digital era. Thus, political party branding can be an effective tool for building

healthy and transparent political participation, while media capitalism must be managed wisely to support a fair and equitable democratic process.

## **Discussion**

### **Evolution of Political Party Branding in the Digital Era**

Industrial Revolution 4.0 has brought fundamental changes in the way political parties build and maintain their brands. In this digital era, political branding strategies have evolved from traditional methods such as ground campaigns and advertisements in print media to a more interactive and personalized approach through digital platforms. Social media, official websites and mobile applications are the main tools used by political parties to communicate with voters. The use of social media, for example, allows political parties to reach a wider audience at relatively low cost. Platforms such as Facebook, Twitter, Instagram and TikTok are not only used to spread campaign messages but also to build loyal and active communities of supporters.

In addition, big data and analytics technology allows political parties to understand voter behavior and preferences in more depth. This data is used to develop more effective and targeted communication strategies, so that campaign messages can be tailored to the needs and desires of voters. Personalization of this message is key in attracting the attention of voters, especially the younger generation who are more technologically savvy and have different communication preferences compared to previous generations.

Video content also plays an important role in political branding strategies in the digital era. Creative and emotional campaign videos can convey political messages in a more engaging and memorable way. Additionally, videos enable the viral spread of messages, reaching a wider audience in a short time. Political parties also use influencers and public figures to expand the reach of their messages. Collaboration with influencers who have a large and loyal follower base can increase the party's credibility and visibility among voters.

However, the evolution of political branding also faces challenges, especially in terms of ethics and regulations. The use of voters' personal data for campaign purposes often raises concerns regarding data privacy and security. Additionally, regulations governing digital campaigns and social media use often lag behind technological developments, creating loopholes that can be exploited for unethical purposes. Therefore, a clear and strict regulatory framework is needed to ensure that digital campaigns are carried out transparently and responsibly.

### **Media Capitalism and Its Influence on Political Branding**

Media capitalism plays an important role in shaping the political landscape in the era of the Industrial Revolution 4.0. Mass media, both conventional such as

television and newspapers and digital media, often operate with the main aim of making a profit. In this context, the media not only functions as an information channel but also as an active political actor, influencing public opinion and the political agenda based on the economic and political interests of their owners. The concentration of media ownership in the hands of a few large conglomerates has reduced the diversity of perspectives in reporting and created significant bias. Media controlled by capitalist interests tend to provide more favorable coverage to political parties that have ties or affiliations with media owners. This can influence voter perceptions and election results, because the media has great power in shaping public opinion.

Political polarization is also exacerbated by social media algorithms designed to maximize engagement and advertising revenue. These algorithms tend to amplify controversial and emotional content, as such content is more likely to attract attention and interaction from users. As a result, voters are exposed to polarized and often inaccurate information, which can divide society and exacerbate political tensions. False information and misinformation are a big problem in the digital era. The spread of false information can occur very quickly through social media, influencing voter perceptions and disrupting the democratic process. In many cases, false information is deliberately spread to discredit political opponents or steer public opinion according to a particular agenda. Media that depend on advertising revenue also tend to prioritize sensational stories that can attract more readers and advertisers, often at the expense of journalistic accuracy and integrity.

In a media landscape controlled by capitalist interests, political parties are often forced to adapt to these media games to remain relevant and competitive. They invest significant resources in digital marketing and communications strategies to ensure that their messages can reach voters through the right media channels. However, reliance on commercial media also means that political parties must compete for media attention, which can lead to more sensational and populist campaigns. In some cases, political parties may feel compelled to adapt their messages to better fit the editorial preferences of the dominant media, which may compromise the integrity and authenticity of their political messages.

One prominent example of the impact of media capitalism on political branding is the presidential election campaign in the United States. The media plays a very important role in shaping the candidate's image and framing the main issues of the campaign. Media owned by large conglomerates often show bias against certain candidates, giving more positive coverage and more air time to candidates deemed more favorable to their economic and political interests. This creates an unfair playing field, where candidates with strong media support have a disproportionate advantage. This phenomenon is not limited to the United States. In many other countries, such as India and Indonesia, media controlled by capitalist

interests also influence the political process significantly. In India, for example, the media often displays a strong bias against the ruling party, providing more favorable coverage and covering up scandals or controversies that could harm the government. In Indonesia, the concentration of media ownership in the hands of a few large companies has created a situation where news coverage is often influenced by the business and political interests of media owners, reducing the diversity of perspectives and hindering healthy public debate.

Social media algorithms also play a large role in amplifying the impact of media capitalism on political branding. These algorithms are designed to maximize users' time spent on the platform and engagement with content, which often means amplifying controversial and emotional content. This kind of content is more likely to go viral and attract attention, which generates more advertising revenue for social media platforms. However, this also means that polarized and inaccurate information often gets more attention than factual, balanced news. As a result, voters are exposed to extreme and polarized views, which can exacerbate political and social tensions.

The spread of false information and misinformation via social media has become an increasingly serious problem in the digital era. False information can spread very quickly and reach a wide audience, disrupting democratic processes and undermining the integrity of elections. In many cases, false information is deliberately spread by actors who want to influence election results or discredit political opponents. This creates major challenges for political parties and democratic institutions, which must work hard to combat misinformation and ensure that voters have access to accurate and trustworthy information.

To overcome the negative impacts of media capitalism, efforts are needed to maintain the independence and integrity of the media. Support for investigative journalism and independent media is very important to ensure that the information conveyed to the public is accurate and unbiased. Investigative journalism has a key role in exposing corruption, human rights violations, and various other important issues that are often ignored by mainstream media which is more focused on profits. Independent media, unbound by the economic and political interests of large owners, can provide a more diverse and balanced platform for public debate.

Tighter regulations are also needed to reduce the concentration of media ownership and ensure transparency in media funding and political campaigns. These regulations should include rules that prevent media monopolies and ensure that the media operates to high ethical standards. Transparency in media funding is also important to ensure that the public knows who is funding the media and how their financial interests can influence news coverage. Media education also plays an important role in reducing the negative impacts of media capitalism. Increasing media literacy among the public can help voters be more critical in consuming

information and reduce the impact of misinformation. Media education programs can include training on how to recognize false information, understand media bias, and use social media responsibly. By increasing media literacy, voters can become more resilient to media manipulation and better able to make decisions based on accurate information.

Collaboration between government, non-governmental organizations and the media industry is needed to create a healthier and more sustainable media ecosystem. Governments can provide financial and regulatory support that supports independent and investigative journalism, while non-governmental organizations can play a role in overseeing the media and advocating for transparency and ethics. The media industry itself must also commit to maintaining high ethical standards and providing balanced and accurate coverage. In the long term, political parties must continue to adapt to technological developments and changes in voter preferences. This includes developing more personalized and interactive communications strategies, as well as leveraging new technologies such as artificial intelligence and virtual reality to increase voter engagement. However, the adaptation of this technology must be carried out with due regard for ethics and regulations to ensure that the political process remains fair and transparent.

Overall, media capitalism and its influence on political branding in the Industrial Revolution 4.0 era shows a complex relationship between technology, politics and economics. A holistic and adaptive approach is needed to manage these interactions and ensure that democracy continues to function well in this digital era. The government, political parties, media and society must work together to create a healthy, transparent and fair political environment, where digital technology is used to strengthen political participation and not to undermine the integrity of the democratic process. Thus, although digital technologies offer many opportunities to increase political participation and voter engagement, the challenges posed by media capitalism cannot be ignored. A balanced and collaborative approach between various stakeholders is needed to address these challenges and ensure that digital technologies are used for the common good, strengthening democracy and improving the overall well-being of society.

### **Case Study: Political Branding in Several Countries**

Case studies from different countries show how political parties are leveraging digital technologies and facing the challenges of media capitalism in unique contexts. In the United States, for example, Barack Obama's digital campaigns in 2008 and 2012 are considered pioneers in the use of social media and big data for political branding. Obama succeeded in building a strong brand by integrating online and offline strategies, creating an active and engaged community of supporters. Donald Trump's 2016 campaign continued this trend with a more

aggressive and controversial social media strategy, leveraging social media algorithms to spread controversial and polarizing messages.

In India, Narendra Modi and the Bharatiya Janata Party (BJP) use social media intensively to spread their message, especially through platforms such as WhatsApp and Twitter. Modi has succeeded in building a strong political brand with a narrative that focuses on nationalism and economic development. However, media in India often displays a bias towards the ruling party, with media ownership concentrated in a few large conglomerates. This creates challenges in terms of independent reporting and fair dissemination of information. In Indonesia, the 2019 election showed how Joko Widodo and Prabowo Subianto used social media and massive digital campaigns to attract the attention of young voters. Joko Widodo has succeeded in building a brand that focuses on his image as a leader who is close to the people and progressive in development policies. However, the concentration of media ownership in Indonesia in the hands of a few large companies has resulted in bias in reporting and dissemination of information that tends to support certain parties.

This case study shows that although digital technology provides great opportunities for political branding, the challenges posed by media capitalism cannot be ignored. Each country has its own unique context and dynamics, but issues of media independence and the spread of false information are common challenges that must be addressed to maintain the integrity of the political process.

### **Implications and Future Challenges**

This research reveals that political party branding and media capitalism in the Industrial Revolution 4.0 era have broad and complex implications. On the one hand, digital technology provides powerful tools for political parties to communicate with voters and build strong brands. On the other hand, media capitalism presents significant challenges in terms of fairness, transparency and the integrity of the political process. One of the main implications is the need for stricter and more adaptive regulations to govern digital campaigns and the use of personal data. These regulations should ensure that campaigns are conducted transparently and ethically, with adequate protection for the privacy of voter data. Apart from that, regulations must be able to overcome the problem of false information and misinformation which can damage the democratic process.

Media independence is also a crucial issue that must be considered. Efforts to support independent and investigative journalism must be increased, including through financial support and policies that reduce the concentration of media ownership. Media that is independent and free from political and economic influence is key to ensuring that the information conveyed to the public is accurate and unbiased. Media education also plays an important role in reducing the negative

impacts of media capitalism. Increasing media literacy among the public can help voters be more critical in consuming information and reduce the impact of misinformation. Media education programs can include training on how to recognize false information, understand media bias, and use social media responsibly.

In the long term, political parties must continue to adapt to technological developments and changes in voter preferences. This includes developing more personalized and interactive communications strategies, as well as leveraging new technologies such as artificial intelligence and virtual reality to increase voter engagement. However, the adaptation of this technology must be carried out with due regard for ethics and regulations to ensure that the political process remains fair and transparent. Overall, political party branding and media capitalism in the Industrial Revolution 4.0 era shows a complex relationship between technology, politics and economics. A holistic and adaptive approach is needed to manage these interactions and ensure that democracy continues to function well in this digital era. The government, political parties, media and society must work together to create a healthy, transparent and fair political environment, where digital technology is used to strengthen political participation and not to undermine the integrity of the democratic process.

## **CONCLUSION**

In conclusion, media capitalism plays a significant role in shaping political branding in the Industrial Revolution 4.0 era. The concentration of media ownership by a few large conglomerates and social media algorithms that prioritize sensational content have exacerbated political polarization and spread misinformation, undermining the integrity of the democratic process. In this context, the media is not only a channel of information, but also a political actor that actively influences public opinion based on the economic and political interests of its owners. This shows that although digital technologies provide great opportunities for more effective and personalized political communication, the challenges posed by media capitalism require serious attention and strategic action.

As a suggestion, concrete steps are needed to maintain the independence and integrity of the media. Support for investigative journalism and independent media must be increased to ensure the delivery of accurate and unbiased information. Tighter and more transparent regulation is essential to reduce the concentration of media ownership and ensure clear and ethical financing of political campaigns. Media education should also be a priority, with programs aimed at increasing media literacy among the public, helping voters recognize false information and understand media bias. Collaboration between government, the media industry, non-governmental organizations and civil society is essential to

create a healthy and sustainable media ecosystem, where digital technology is used to strengthen, not undermine, democratic processes.

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