

# The Spiral Of Silence New Perspectives On Communication And Public Opinion

**The Spiral Of Silence New Perspectives On Communication And Public Opinion** - The spiral of silence theory is a political science and mass communication theory proposed by the German political scientist Elisabeth Noelle-Neumann, which stipulates that individuals have a fear of isolation, which results from the idea that a social group or the society in general might isolate, neglect, or exclude members due to the members' opinions. Astronomo, Allyster Berthe R. AB Mass Communication 2B Chu, Joshua C. MWF 10:00–11:00 / C505 Divino, Darwin Deane B. Social Media and the Spiral of Silence: Public Opinion in the Internet Age Ever since Ward Christensen and Randy Suess invented the computerized bulletin board system in 1978 (Gilbertson, 2010), social media has rapidly grown and evolved into what it is today. Exploring the spiral of silence in the virtual world: Individuals' willingness to express personal opinions in online versus offline settings Public opinion, an aggregate of the individual views, attitudes, and beliefs about a particular topic, expressed by a significant proportion of a community. Some scholars treat the aggregate as a synthesis of the views of all or a certain segment of society; others regard it as a collection of many differing or opposing views.