ARNOVA

Presents the

2022 Outstanding Book Award in Nonprofit & Voluntary Action Research

to

Chao Guo & Gregory Saxton

for

The Quest for Attention Nonprofit Advocacy in a Social Media Age

What does it mean for nonprofit organizations to engage in advocacy efforts in the age of social media? And, how effective are these efforts? In The Quest for Attention: Nonprofit Advocacy in a Social Media Age (Stanford University Press, 2020), Drs. Chao Guo and Gregory Saxton examine the use of social media by advocacy-focused nonprofit organizations; and, they identify what they consider to be key challenges facing these organizations. In the book, they focus on how "getting the attention" of various publics can aid these organizations in overcoming their communication challenges, and they develop a conceptual model to explain why some organizations and messages gain attention while others do not. Overall, the committee unanimously agreed that Drs. Guo and Saxton's book not only adds to the literature on nonprofit communication but also provides practical and concrete strategies that nonprofit organizations can take to more effectively utilize social media. For these reasons, the committee believes that Drs. Guo and Saxton's book is well-deserving of this award.

The selection committee consisted of Dr. Lindsey McDougle (Interim Co-chair, Rutgers Newark), Dr. Paloma Raggo (Interim Co-chair, Carleton University), ChiaKo Hung (University of Hawaii), Lynnette Cook (ARNOVA) and Ming Xie (West Texas A&M University).