

1	Introduction and Background	1
1.1	Digital Transformation in Organizations	2
1.2	Digital Transformation in Society	6
1.3	Digital Transformation in Politics	10
1.4	Digital Transformation in Lobbying	12
1.5	Challenges for Lobbying Research	13
1.6	Structure: Research Questions, Aim and Methodology	15
2	Literature Review	19
2.1	Introduction to the Literature Review	20
2.2	Strategic Communication	22
2.3	Strategic Communication and PR	24
2.4	Lobbying Research	25
2.4.1	Historical Development of Lobbying	27
2.4.2	Lobbying Definition	30
2.4.3	Lobbying Actors	34
2.4.4	Lobbying Strategies	37
2.4.5	Lobbying Goals	40
2.4.6	Lobbying Timing	44
2.4.7	Lobbying Success	45
2.5	Digital Transformation in Lobbying and Digital Lobbying Research	46
2.5.1	Emergence of Digital Lobbying	47
2.5.2	Digital Lobbying Definition	49
2.5.3	Digital Communication by Lobbying Actors	51
2.5.4	Digital Lobbying Strategy	56

2.5.5	X (Twitter) as a Tool for Non-profit Actors	59
2.6	Research Gap	62
2.7	Summary	63
3	Research Methodology	67
3.1	Introduction to the Research Methodology	68
3.2	Qualitative Research	69
3.3	Philosophical Worldviews	70
3.3.1	Interpretivist Paradigm	72
3.3.2	Constructivist Paradigm	73
3.3.3	Ontology	73
3.3.4	Epistemology	74
3.4	Grounded Theory Methodology Approach (GTM)	75
3.4.1	Introduction to Grounded Theory (GT)	76
3.4.2	Key Terms in GTM	78
3.4.3	Coding and Codes	78
3.4.4	Categories and Themes	81
3.4.5	Memos	81
3.4.6	Theoretical Sampling and Analytic Induction in GTM	82
3.5	Interviews	83
3.6	Ethnography	84
3.7	Focus Groups	85
3.7.1	Theoretical Aspects of Digital FG	86
3.7.2	FG Researcher-Moderator Role	87
3.7.3	FG Analysis	87
3.8	Research Design	89
3.8.1	Pre-Interviews	91
3.8.2	First Data-Gathering Round: Interviews with Lobbyists, Members of the German Bundestag and their employees	92
3.8.3	Interview Procedure and Participants	93
3.8.4	Ethnographic Data and Memos to Challenge Interview Data	95
3.8.5	Pre-Focus Groups	98
3.8.6	Second Data-Gathering Round: FG with Lobbyists, Members of the German Bundestag and their employees	99
3.8.7	FG Procedures and Participants	102

3.8.8	Between FGs: Content Development	105
3.9	Summary	105
4	Findings and Analysis	107
4.1	Introduction to the Findings and Analysis	107
4.2	First Data-Gathering Round	108
4.2.1	Manual Coding Phase	109
4.2.1.1	Interviewees' Perceptions of Lobbying as a Practice	110
4.2.1.2	Knowledge and Awareness of Digital Lobbying	113
4.2.1.3	Role of Transparency: Tool or Attitude?	115
4.2.1.4	Perceptions of Lobbying Success	117
4.2.1.5	Results of the First Coding Phase	118
4.2.2	NVivo Coding Phase	119
4.2.2.1	Understanding the Context Matters	122
4.2.2.2	Digital Communication as an Engine that Powers and Filters the System	123
4.2.2.3	Creation of a New Contact Field	127
4.2.2.4	Schism between "Old" and "New"	129
4.2.2.5	Transparency in Times of Transformation	133
4.2.3	Descriptive vs. Prescriptive Model	137
4.2.4	Theoretical Sampling and Analytical Induction of Interviews	138
4.2.5	First Data Conclusion and Pre-Model	141
4.2.6	Open Aspects of the First Data Round and Indicators for the Next Data Round	144
4.3	Second Data-Gathering Round	144
4.3.1	Results of the Group Layer Analysis	146
4.3.2	FG Open Coding	149
4.3.3	FG Axial Coding	152
4.3.3.1	Axial Coding Lobbying Perspective	153
4.3.3.2	Axial Coding Political Perspective	159
4.3.3.3	Axial Coding from an Overall Perspective: Process Analysis	163
4.3.4	FG Dimensions	167
4.3.4.1	Change in terms of Mindset	167
4.3.4.2	Success in terms of Influence	168
4.3.5	FG Selective Coding: Power Shift as Final Code	170

4.3.6	Theoretical Sampling and Analytic Induction of FGs ...	172
4.3.7	Comparison of First and Second Data Rounds	176
4.4	Creation of a Lobbying Process Model	177
4.4.1	Final Outcome: Key Changes through Digital Lobbying	178
4.4.2	Concept of Digital Lobbying	179
4.5	Summary	181
5	Discussion and Conclusion	183
5.1	Discussion of Results	184
5.2	Findings based upon Research Questions	187
5.3	Limitations and Quality Criteria	189
5.3.1	Validity and Reliability of Interviews	191
5.3.2	Validity and Reliability of Focus Groups	192
5.4	Contributions	194
5.4.1	Contribution to Research	194
5.4.2	Contribution to the Lobbying Profession	195
6	Further Research	197
	Reference List	199