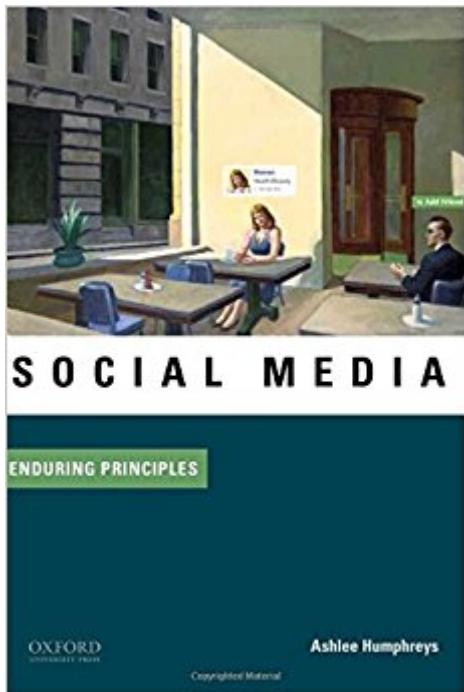


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Social Media: Enduring Principles



Synopsis

Social Media: Enduring Principles offers a comprehensive overview of topics in social media, from interpersonal communication to the role of social media in culture and society. It covers not only cultural issues like online identity and community, but also tackles more analytical topics like social media measurement, network analysis, and social media economics at an introductory level. Each chapter is based on a set of core social science theories and concepts rather than platform-specific frameworks and findings. Rather than providing the final word or predictions, it aims to open a well-structured, well-grounded conversation about media transition and its effects. Filling the need for a standard academic text in the field, Social Media: Enduring Principles summarizes both foundational and state-of-the-art research and also presents a coherent framework for future research. It draws from longstanding theories in communication, journalism, sociology, and marketing, but also includes a number of contemporary case examples, making it a foundational text in the area.

Book Information

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"If a professor is seeking a social media text that is both readable and understandable, yet able to be scholarly and thorough, this book will absolutely meet those needs."--Donna L. Halper, Lesley University"This book presents an up-to-date account of social media, what they are, and how society uses them on a micro- and macro-level. It connects social theories well with relevant research and it gives real life examples to make these theories and concepts more accessible." -

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Ashlee Humphreys is an associate professor at the Medill School of Journalism, Northwestern University. Professor Humphreys is a sociologist who examines core topics in communication, consumer behavior, and marketing. Her research investigates the role of legal and cultural institutions in shaping media institutions and markets, the influence of language on judgements, and the process of co-creation. Her work has been published in the Journal of Consumer Research, Journal of Marketing, and Sociology Compass.

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