

The book was found

The Social Media Reader



Synopsis

With the rise of web 2.0 and social media platforms taking over vast tracts of territory on the internet, the media landscape has shifted drastically in the past 20 years, transforming previously stable relationships between media creators and consumers.Â The Social Media Reader is the first collection to address the collective transformation with pieces on social media, peer production, copyright politics, and other aspects of contemporary internet culture from all the major thinkers in the field. Culling a broad range and incorporating different styles of scholarship from foundational pieces and published articles to unpublished pieces, journalistic accounts, personal narratives from blogs, and whitepapers, The Social Media Reader promises to be an essential text, with contributions from Lawrence Lessig, Henry Jenkins, Clay Shirky, Tim O'Reilly, Chris Anderson, Yochai Benkler, danah boyd, and Fred von Loehmann, to name a few. It covers a wide-ranging topical terrain, much like the internet itself, with particular emphasis on collaboration and sharing, the politics of social media and social networking, Free Culture and copyright politics, and labor and ownership. Theorizing new models of collaboration, identity, commerce, copyright, ownership, and labor, these essays outline possibilities for cultural democracy that arise when the formerly passive audience becomes active cultural creators, while warning of the dystopian potential of new forms of surveillance and control.Â

Book Information

Paperback: 299 pages

Publisher: New York University Press (March 1, 2012)

Language: English

ISBN-10: 0814764061

ISBN-13: 978-0814764060

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #170,056 in Books (See Top 100 in Books) #35 inÂ Books > Law > Media & the Law #147 inÂ Books > Computers & Technology > Internet & Social Media > Social Media #1463 inÂ Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies

Customer Reviews

"The book already casts a broad net and brings in many treasures exploring issues around social media in so many fields. It makes for an excellent, vital read and makes a necessary to push into

more thoughtful explorations on the topic."-Hyperallergic.com
Collective intelligence, shareable goods, collaborative learning, demand media: all are explained by this wonderful book, and all are embodied by it. Many of the biggest names in digital and new media studies are here in a tome ready for the classroom that collects both canonical and original work. An outstanding addition to any media scholar or enthusiast's personal library.
-Jonathan Gray, author of *Show Sold Separately*
"The Social Media Reader [is] groundbreaking in both form and content: evidence of the transformative power and potential of social media."
-Studies in American Culture

Michael Mandiberg is an artist and Associate Professor of Media Culture at the College of Staten Island/CUNY. He is the co-author of *Digital Foundations: an Intro to Media Design and Collaborative Futures*.

This was required for a class. I did not find the material in the book at all challenging. It seems to be aimed at a person who understands absolutely nothing about the internet. The essays used are of varying quality: some interesting, some bland. Also, there was a lot of "filler" language used throughout - the same information could have been said in half the space. Overall, the subject presented is interesting, but this book lacks depth and detail.

I teach social media for masters students in media studies, and use it as a required text because it pulls together so many of the fundamental themes related to social media, and contains original and clear works by the acknowledged experts in the field, ranging from dana boyd to Jay Rosen, Clay Shirky, Yochai Benkler, Lawrence Lessig and others. However, because these works are generally some years older and/or able to be reprinted as they are open source, the book does not bring the reader right up to date on the latest thinking and developments either by these experts or others. But that's true for virtually any book on this topic, and if you use this to teach or inform yourself, be sure to supplement it with work in journals, newspapers, recent conferences etc. Overall, though, it was a great idea to pull this together, and is a much needed contribution to the field of social media.

[Download to continue reading...](#)

Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social

Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Social Media Marketing: Dominating Strategies for your Business with Social Media (Edition July 2017, Facebook, Snapchat, Instagram, Twitter, LinkedIn, YouTube) Social Media Marketing Workbook: 2017 Edition - How to Use Social Media for Business Social Media Marketing Workbook: 2017: How to Use Social Media for Business Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Twitter Marketing: Learn How To Grow Your Twitter account to 1 Million Followers in the first 6 months. (Social Media, Social Media Marketing, Online Business) Public Relations and Social Media for the Curious: Why Study Public Relations and Social Media? (A Decision-Making Guide to College Majors, Research & Scholarships, and Career Success) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser The Social Media Reader The Social Advisor (Social Media Secrets of the Financial Industry Book 1) The Social Organism: A Radical Understanding of Social Media to Transform Your Business and Life The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change Who's In Your Social Network?: Understanding the Risks Associated with Modern Media and Social Networking and How it Can Impact Your Character and Relationships The Social Medicine Reader, Second Edition, Vol. Two: Social and Cultural Contributions to Health, Difference, and Inequality The New Social Story Book, Revised and Expanded 15th Anniversary Edition: Over 150 Social Stories that Teach Everyday Social Skills to Children and Adults with Autism and their Peers

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)