

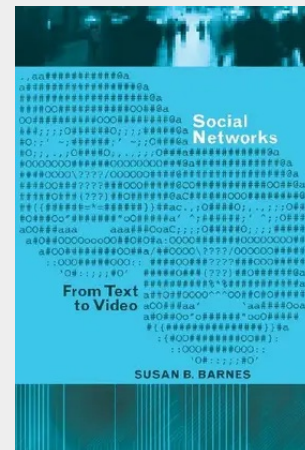
Social Networks

From Text to Video

This book won the Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction 2014

Technological changes have radically altered the ways in which people use visual images. One such impact has been the transformation of computer-mediated-communication (CMC) into social networking. With a focus on social networking sites such as Facebook, MySpace, Second Life, and YouTube, this book describes the theoretical and historical background of computer-mediated communication alongside the cultural changes occurring with the introduction of digital media in society. Designed for students, this text introduces CMC terminology, methods for analyzing online exchanges, and theories on the relationship between CMC, social networks, and culture. By exploring both the meanings associated with CMC and social networks, and the relationship of CMC to culture, the goal of this text is to provide students with methods to better understand the socially-oriented world in which they live and to understand the characteristics that make social networks successful. Special features including terms, examples, CMC theory, and suggestions for student exercises.

This book won the Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction 2014. Technological changes have radically altered the ways in which people use visual images. One such impact has been the transformation of computer-mediated-communication (CMC) into social networking. With a focus on social networking sites such as Facebook, MySpace, Second Life, and YouTube, this book describes the theoretical and historical background of computer-mediated communication alongside the cultural changes occurring with the introduction of digital media in society. Designed for students, this text introduces CMC terminology, methods for analyzing online exchanges, and theories on the relationship between CMC, social networks, and culture. By exploring both the meanings associated with CMC and social networks, and the relationship of CMC to culture, the goal of this text is to provide students with methods to better understand the socially-oriented world in which they live and to understand the characteristics that make social networks successful. Special features including terms, examples, CMC theory, and suggestions for student exercises.



40,50 €
37,85 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781433121746
Medium: Buch
ISBN: 978-1-4331-2174-6
Verlag: Peter Lang
Erscheinungstermin: 31.07.2013
Sprache(n): Englisch
Auflage: 1. Auflage 2013
Serie: Digital Formations
Produktform: Kartoniert
Gewicht: 365 g
Seiten: 244
Format (B x H): 150 x 225 mm

