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STATUS UPDATE: CELEBRITY, PUBLICITY, AND BRANDING IN THE SOCIAL MEDIA AGE



Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Social media technologies such as YouTube, Twitter, and Facebook promised a new participatory online culture. Yet, technology insider Alice Marwick contends in this insightful book, Web 2.0 only encouraged a preoccupation with status and attention. Her original research-- which includes conversations with entrepreneurs, Internet celebrities, and Silicon Valley journalists--explores the culture and ideology of San Francisco s tech community in the period between the dot com boom...

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- Authored by Alice E Marwick
- Released at 2016



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