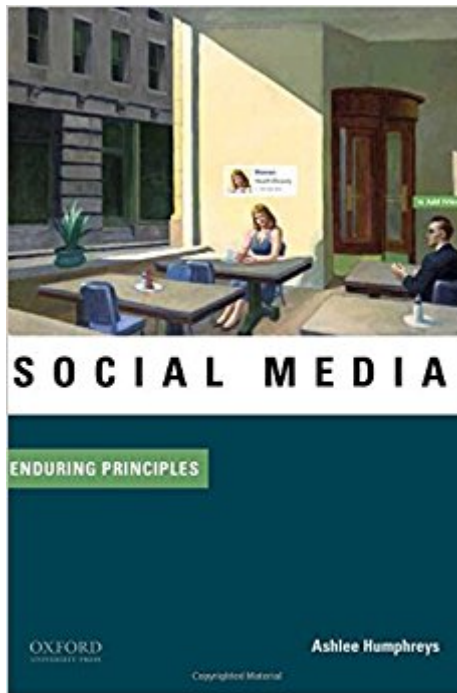


The book was found

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

Paperback: 320 pages

Publisher: Oxford University Press; 1 edition (December 3, 2015)

Language: English

ISBN-10: 0199328439

ISBN-13: 978-0199328437

Product Dimensions: 9.1 x 0.7 x 6 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #23,571 in Books (See Top 100 in Books) #60 in [Books > Textbooks > Communication & Journalism > Media Studies](#) #124 in [Books > Textbooks > Communication & Journalism > Communications](#) #170 in [Books > Reference > Words, Language & Grammar > Communication](#)

Customer Reviews

"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." -

Bianca C. Reisdorf, University of Cincinnati "Social media courses for undergraduates have their first great textbook. All subsequent publications will have to consult Humphreys' model." - Scott Weiss, St. Francis College "This is a clear and compelling textbook, grounded firmly in the best traditions of communication and media studies. It will serve undergraduate students very well as they learn to think more critically about social media."--Mark Glantz, St. Norbert College "This text features excellent discussions of social media in theoretical context."--Steven M. Schneider, SUNY Polytechnic Institute

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.

[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: Enduring Principles 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 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 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 Social Insurance and Social Justice: Social Security, Medicare and the Campaign Against Entitlements

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)