

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. 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a broad range and incorporating different styles of scholarship from foundational pieces and published articles to unpublished pieces, journalistic accounts, personal narratives from blogs, and whitepapers, The Social Media Reader promises to be an essential text, with contributions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.

## 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 See all reviews (2 customer reviews)

Best Sellers Rank: #400,313 in Books (See Top 100 in Books) #65 in Books > Law > Media & the Law #300 in Books > Computers & Technology > Internet & Social Media > Social Media #2247 in Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies

## Customer Reviews

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.

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.

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

No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing  
Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series)  
Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man  
Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing)  
Social Anxiety: Ultimate Guide to Overcoming Fear, Shyness, and Social Phobia to Achieve Success in All Social Situations (BONUS, Anxiety Relief, Social Anxiety Treatment)  
Social Security: Time for a Life of Leisure - The Guide of Secrets to Maximising Social Security Retirement Benefits and Planning Your Retirement (social ... disability, social security made simple)  
The Social Media Reader  
Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... and Grind Your Competition into the Dirt  
Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)  
Brooks/Cole Empowerment Series: Social Welfare Policy and Social Programs (SW 323K Social Welfare Programs, Policies, and Issues)  
Uncle John's Canoramic Bathroom Reader (Uncle John's Bathroom Reader)  
Uncle John's Fully Loaded 25th Anniversary Bathroom Reader (Uncle John's Bathroom Reader)  
Uncle John's Heavy Duty Bathroom Reader (Uncle John's Bathroom Reader)  
Spanish Reader Intermediate 1: Short Stories in Spanish (Spanish Reader For Beginners,

Intermediate and Advanced Students nÃ Â° 3) (Spanish Edition) Spanish Reader For Advanced Students (Spanish Reader for Beginners, Intermediate and Advanced Students nÃ Â° 5) (Spanish Edition) Spanish Reader Advanced III: Spanish Short Stories (Spanish Reader for Beginners, Intermediate & Advanced Students nÃ Â° 7) (Spanish Edition) Spanish Reader Intermediate II: Short Stories in Spanish (Spanish Reader for Beginner, Intermediate & Advanced Students) (Spanish Edition) Spanish Reader for Beginners-Elementary 2-Short Paragraphs in Spanish: Spanish to English Translation (Spanish Reader for Beginners-Elementary 1, 2 & 3) (Spanish Edition) Levinas' 'Totality and Infinity': A Reader's Guide (Reader's Guides) The Red Book: A Reader's Edition: A Reader's Edition (Philemon)

[Dmca](#)