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Nota di contenuto	Cover; Public Interest and Private Rights in Social Media; Copyright; Contents; List of figures and tables; Acknowledgements; Preface; About the editor; About the contributors; 1 Social media growth and global change; Introduction; Some history; Social media and social activism; Social media at work; Social analytics; Legal implications of increasing social media usage; Conclusion; References; 2 Flash mob or protest movement: the First Amendment and regulating online calls to action; Flash mobs; The history of incitement cases in the United States; How lower courts have dealt with Brandenburg Criminal law: crimes and speech Difficulties for Brandenburg posed by news media; Other possible First Amendment protections; Conclusion; Notes; 3 World justice - the rule of law around the world; Legal implications of social media; The rule of law; Rankings of the rule of law by regions; Rule of Law Index and social media; Social media - chance or challenge?; Conclusion; References; Notes; 4 Default metaphysics - social networks and the self; Normalised differences; Submitting subjects; Being traded; Archiving the self; Attention as apparatus 5 A service-oriented approach to public sector social media strategy Introduction; What social media platforms or tools should our organisation be using?; What do we need to commit to, in terms of risk

and resources?; Resources - knowing what it costs to get what you want; Research and monitoring; Posting and curating; Community management; Crowd-sourcing, contests, apps and other campaigns; Risk - understanding the trade offs of social media; How do we measure success?; Conclusion; 6 Social media in the humanitarian space; Introduction; Networking offline and online  
Introduction to technology: the Hindenburg example Using social media for social good: Born HIV Free campaign; Uses of social media in the humanitarian space: from conversation to action; Lessons learned: where are we going?; Notes; 7 Social media: the new tool in business education; Introduction; Social capital and social media; Social networks within business; Social media in the curriculum; Social media in business education; Social media and pedagogical issues; Conclusion; References; 8 Social media: does it generate the continuum of transparency in organisations?  
Transparency: shifting lines in the sand The positive and negative continuum of transparency; Transparency as control through social media; The role of civility and etiquette; Transparency tensions in the organisational social network: The next step; References; 9 Social media: blessing or curse? - a business perspective; Introduction; Social media as a marketing tool; Can social media generate new business?; 10 Improving the customer experience: how social media can make a difference; Introduction; Define what you want to do and why; Define, assess and create  
Link key drivers to corporate strategy

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## Sommario/riassunto

Social media has an increasing role in the public and private world. This raises socio-political and legal issues in the corporate and academic spheres. Public Interest and Private Rights in Social Media provides insight into the use, impact and future of social media. The contributors provide guidance on social media and society, particularly the use of social media in the corporate sector and academia, the rising influence of social media in public and political opinion making, and the legal implications of social media. The Editor brings together unusual perspectives on the use of

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