1.	Record Nr.	UNINA9910464184103321
	Autore	Marwick Alice Emily
	Titolo	Status update : celebrity, publicity, and branding in the social media age / / Alice E. Marwick
	Pubbl/distr/stampa	New Haven : , : Yale University Press, , [2013] ©2013
	ISBN	0-300-19915-5
	Descrizione fisica	1 online resource (369 p.)
	Disciplina	305.5/2
	Soggetti	Web 2.0 Social media Social status Celebrities Publicity Branding (Marketing) Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	A Cultural History of Web 2.0 -- Leaders and Followers : Status in the Tech Scene -- Fabulous Lives of Micro-Celebrities -- Self-Branding : The (Safe for Work) Self -- Lifestreaming : We Live in Public -- Designed in California : Entrepreneurship and the Myths of Web 2.0 -- Conclusion -- Appendix: Cast of Characters.
	Sommario/riassunto	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 and the App store, when the city was the world's center of social media development. Marwick argues that early revolutionary goals have failed to materialize: while many continue to view social media as democratic, these technologies instead turn users into

marketers and self-promoters, and leave technology companies poised to violate privacy and to prioritize profits over participation. Marwick analyzes status-building techniques-such as self-branding, micro-celebrity, and life-streaming-to show that Web 2.0 did not provide a cultural revolution, but only furthered inequality and reinforced traditional social stratification, demarcated by race, class, and gender.