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Titolo	Social media in the public sector field guide : designing and implementing strategies and policies / / Ines Mergel and Bill Greeves
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Altri autori (Persone)	GreevesBill
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Livello bibliografico	Monografia
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Nota di contenuto	Social Media in the Public Sector Field Guide: Designing and Implementing Strategies and Policies; Copyright; Contents; Figures and Tables; Figures; Tables; Preface; About this Book; Acknowledgments; The Authors; Part One: How Did We Get Here?; One: What Are Social Media, and Why Should Government Pay Attention to Them?; Two: Social Media Versus Traditional Media; Three: Transformative Properties; Four: The Social Media Ecosystem in the Public Sector; Establishing Terms of Service Provided Greater Accessibility; Sharing Data, Sharing Effort; Five: Social Media in Action; Mingling CollaborationCommunication; Community; Chris Moore; The Power of Social Media; Six: What's Driving Social Media Adoption-and Why Is All This Happening Now?; Connectedness; Expectations of Digital Natives; Cost Reductions through More Sophisticated Social Media Tools; Part Two: The Tools: Where Do I Start?; Seven: Social Networking Services; The Downside; Keeping the Conversation Going; How Do We Solve the Knowledge Gap in Government? The GovLoop Story; Eight: Blogs; Nine: Microblogging; A Step-By-Step Guide for Twitter Administrators; Additional Successful Practices; Ten: Wikis

Using Wikis in the Public SectorGetting Started: When, Where, and Why to use Wikis; Information Sharing Within Organizations; Information Sharing Across Organizational Units; Information Sharing and Collaboration with Citizens; Eleven: Choosing the Tool That's Right for You; Matching Tools to Needs Matrix; Additional Resources; Building Trust Via Social Media; Part Three: Policy and Implementation; Twelve: Social Media Strategy; Focusing on Mission Support; Identifying Your Organization's Audiences; Building Your Organization's Audiences; Thirteen: Social Media Tactics
Information and Education TacticCitizen Participation and Engagement Through Community Building Tactic; Networking Tactic; Transactional Social Media Tactic; Fourteen: Key Elements of a Social Media Policy; Defining Organizational Responsibility; Branding to Establish a "Corporate" Identity Across all Platforms; Listing of all Acceptable Platforms; Setting a Content and Information Approval Process; Ensuring Accessibility of Social Media Content; Using Plain Language Online; Keeping Records and Collecting Public Information
Setting a Social Media Commenting Policy and Ensuring Online NetiquetteRule 1: Develop and Publish a Shared Commenting Policy That Defines the Expectations of Online Discussion; Rule 2: Any Online Communication Should Adhere to the Same Etiquette as Face-to-Face Conversation; Rule 3: Accept and Respond Positively to Differing Points of View; Rule 4: Respect Your Audience; Fifteen: Employee Social Media Use: Personal Versus Professional; The Blurring of Lines; Setting Acceptable Use Policies; Using Disclaimers and IDs on Personal Social Media Accounts; Pam Broviak
Tapping into the Collective Intelligence

Sommario/riassunto

Stocked with real-life examples and case studies, this book explores myriad social media tools and provides step-by-step guidance on how to implement them based on mission, goals, and strategy. Written in a jargon-free and accessible style, the book is a go-to resource for anyone in government who wants to put the power of social media to work for their organization. Praise for Social Media in the Public Sector Field Guide "Twitter and Facebook and Blogs, Oh My! In this bewildering new field of social media, Mergel and Greeves expertly provide practical advice

2. Record Nr.	UNINA9910819865103321
Titolo	Corpora and the changing society : studies in the evolution of English / / edited by Paula Rautonaho, Arja Nurmi, Juhani Klemola
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Collana	Studies in corpus linguistics ; ; 96
Disciplina	420.9
Soggetti	English language - Grammar - Data processing English language - Research - Data processing English language - Discourse analysis - Data processing English language - Variation - History English language - Social aspects Computational linguistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Intro -- Corpora and the Changing Society -- Editorial page -- Title page -- Copyright page -- Table of contents -- Acknowledgements -- Introduction: Corpora and the changing society -- Part I. Changing society -- The great temptation: What diachronic corpora do and do not reveal about social change -- 1. Introduction -- 2. Five pitfalls in the analysis of diachronic corpus data -- 2.1 Corpus frequencies (semasiological frequencies) are not always equivalent to frequencies of entities and events in the real world (onomasiological frequencies) 2.2 Corpus frequencies of polysemous words need to be broken down into sense-specific and construction-specific frequencies -- 2.3 Correlations in large datasets may be spurious -- 2.4 Comparisons of frequency trends in diachronic corpora require adequate statistical treatment -- 2.5 It is not always easy to disentangle social change and linguistic change -- 3. Giving in to temptation: A case study of the English make-causative -- 3.1 The English make-causative construction -- 3.2 Corpus data and descriptive statistics 3.3 Using

distributional semantics to study the development of the make-causative -- 3.4 Discussion -- 4. Conclusions -- References -- Corpora -- Other references -- Changes in society and language: Charting poverty -- 1. Introduction -- 2. Data and pre-processing -- 2.1 The EEBO Collection as sampler corpus -- 2.2 The CLMET3.0 corpus -- 2.3 The pre-processing step of spelling normalization -- 3. Methods -- 3.1 Data-based and data-driven approaches -- 3.2 Document classification -- 3.3 Topic modelling -- 3.4 Conceptual maps -- 4. Results and discussion -- 4.1 Dictionary-based approach -- 4.2 Topic modelling -- 4.3 Conceptual maps -- 5. Conclusions -- References -- Corpora and software -- Other references -- Finding evidence for a changing society: A collocational study of medical discourse in 1500-1800 -- 1. Introduction -- 2. Background -- 3. Materials and method -- 4. Results -- 4.1 The Corpus of Early Modern English Medical Texts (1500-1700) -- 4.2 The Corpus of Late Modern English Medical Texts (1700-1800) -- 5. Discussion -- 6. Conclusion -- References -- Corpora and software -- Other references Semantic neology: Challenges in matching corpus-based semantic change to real-world change -- 1. Introduction -- 2. Data and methods -- 2.1 Data and tools -- 2.2 Tracking the neosemes -- 3. Case studies -- 3.1 Case study 1: Birther -- 3.2 Case study 2: Normalisation -- 3.3 Case study 3: Cougar -- 3.4 Case study 4: Snowflake -- 3.5 Case study 5: Ghosting -- 4. Discussion -- 4.1 Challenges -- 4.2 Measures shown to allow or enhance system performance -- 4.3 Sociolinguistic insights gained in the study -- 5. Conclusion -- References -- Corpora and tools -- Other references.

Sommario/riassunto

"This book showcases eleven studies dealing with corpora and the changing society. The theme of the volume reflects the fact that changes in society lead to changes in language and vice versa. Focusing on the English language, be it from Old English to the present, or a shorter time span in the immediate past, the contributors in this volume use a variety of corpus methods to address the two patterns of change. The cross-fertilization of cultural studies and corpus linguistics, we hope, is beneficial for both parties, as corpus linguistics offers a vast array of materials and methods to investigate cultural and societal change, while cultural studies provide the theoretical background on which to build our research. The studies included in the present volume illustrate the potential avenues and the merits of combining changing language and changing societies".
