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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Contents; Introduction; I: Principles of Social Media; Chapter One: Social Media and Traditional Interpersonal Communication Theories; Chapter Two: Social Media and Theories of Mass Communication; Chapter Three: Psychology of Social Media; II: Applications of Social Media; Chapter Four: Social Media in Politics; Chapter Five: Social Media Privacy and Security; Chapter Six: Social Media in Education; Chapter Seven: Social Media and Disaster Communication; Chapter Eight: Social Media and Advertising; Chapter Nine: Social Media Addiction; Appendix; Index; About the Author
Sommario/riassunto	Social Media: Principles and Applications thoroughly examines social media in interpersonal, mass-mediated, educational, organizational, and political settings. Sheldon provides a must-have survival tool for communication, psychology, and social media scholars.