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Autore	Miller Daniel
Titolo	How the World Changed Social Media
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Nota di contenuto	Cover; Title Page; Copyright Page; Introduction to the series Why We Post; Acknowledgements; Contents; Summary of contents; List of figures; List of tables; List of contributors; 1. What is social media?; 2. Academic studies of social media; 3. Our method and approach; 4. Our survey results; 5. Education and young people; 6. Work and Commerce; 7. Online and offline relationships; 8. Gender; 9. Inequality; 10. Politics; 11. Visual images; 12. Individualism; 13. Does social media make people happier?; 14. The future; Appendix - The nine ethnographies; Notes; References; Index
Sommario/riassunto	How the World Changed Social Media is the first book in Why We Post, a book series that investigates the findings of nine anthropologists who each spent 15 months living in communities across the world. This book offers a comparative analysis summarising the results of the research and exploring the impact of social media on politics and gender, education and commerce. What is the result of the increased emphasis on visual communication? Are we becoming more individual or more social? Why is public social media so conservative? Why does equality online fail to shift inequality offline? How did memes become the moral police of the internet? Supported by an introduction to the project's academic framework and theoretical terms that help to account for the findings, the book argues that the only way to appreciate and understand something as intimate and ubiquitous as social media is to be immersed in the lives of the people who post.

Only then can we discover how people all around the world have already transformed social media in such unexpected ways and assess the consequences.
