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Nota di contenuto	Cover -- Table of Contents -- I. Introduction -- II. Methodological Framework -- 1. Consuming Nostalgia on Facebook -- 2. YouTube and the Radicalisation (?) of Consumption -- 3. The Platformisation of Music Genres on Spotify -- 4. Exploring the Role of Fake News and Bots in Brand Communication on Twitter and Their Impact on Brand Value and Consumer Culture -- 5. Instagram Influencers at the Crossroads between Publics and Communities -- 6. Assessing the Impact of Kitchen Nightmares through TripAdvisor -- 7. Thinking of the Same Place: The Trivialisation of the Sharing Economy on Airbnb -- 8. Ephemeral Content and Ephemeral Consumption on TikTok -- III. Conclusion: Platforms and Consumer Research. What Next? -- Bibliography -- About the Authors -- Index
Sommario/riassunto	This book explores the intersection of digital methods and consumer culture, providing research strategies and techniques for understanding the role of digital platforms in shaping contemporary consumer behavior. It examines the impact of digital environments on consumer practices, identities, and social relations, highlighting phenomena such as influencer marketing, brand communities, and the influence of algorithms. The book aims to fill a gap in digital methods studies by

focusing on consumer culture, which is a key aspect of the digital landscape. It is intended for scholars and researchers in fields such as sociology, marketing, and new media studies.
