



Status Update: Celebrity, Publicity, and Branding in the Social Media Age (Hardback)

By Alice E. Marwick

Yale University Press, United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. 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.



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