

The Influence Of Youtubers On Teenagers University Of

In the past two decades, research on electronic commerce and platforms has thrived. Tremendous academic research has been conducted on this specific concept. Over the last decade, with the rise of applications and mobile technology, that stream of research has extended to the collaborative economy, more colloquially known as the sharing economy. The commonality between e-commerce and collaborative consumption being that they both occur online and rely predominantly on platforms. The Handbook of Research on the Platform Economy and the Evolution of E-Commerce is a comprehensive reference book offering a holistic perspective of the platform economy by connecting the e-commerce and collaborative economy streams into a common framework. As such, this integrated perspective offers a clearer understanding of the key trends in research and in managerial action, as well as an agenda for future studies and practice. This handbook emphasizes how the digital transition will create an increased merging between physical and digital activities, as well as the challenges and opportunities pertaining to this trend.

Caring topics including sharing economy, Marketing 4.0, and digital applications, this book is essential for marketers, managers, executives, students, researchers, and academicians.

In this collection of essays, Mishra and the Deep-Play Research Group challenge myths about technology and creativity, debate time-honored instructional practices, and play with new ideas for schools to care for and nurture, rather than constrain, creativity. These essays are provocative ... refreshing, [and] insightful —Dr. Yong Zhao, Foundation Distinguished Professor, University of Kansas and Fellow, Mitchell Institute for Health and Education Policy, Victoria University, Australia. What is creativity? Why is it important? What does it look like across different disciplines and contexts? What role does technology play, if any, in the creative process? And finally, what do creativity and technology have to do with education? These are the questions that underlie the collection of articles in this book. These essays provide a broad analytic frame for thinking about creativity, technology and education and describe classroom examples as well as strategies for evaluating creative artifacts and creative environments. All of these are grounded in specific examples from across a wide range of disciplines and contexts—art, mathematics, engineering, computer science, graphic design, architecture, science to name just a few. The final essays take a broader perspective on creativity and technology focusing both on our highly inter-connected YouTube world but also possibilities for the future. Creativity, Technology & Education: Exploring their Convergence is a vital resource for educators and practitioners as they seek to incorporate creative work and thoughtful pedagogy in their personal and professional lives.

This book offers empirical insight into the way Muslims reacted online towards various controversial issues related to Islam. The book examines four cases studies: The Muhammed’s cartoons, the burning of the Quran controversies, Fitna and the Innocence of Muslims’ films. The issues of online religion, social movements and extremism are discussed, as many of the cases in question created both uproar and unity among many YouTubers. These case studies – in some instances – led to the expression of extremist views by some users, and the volume argues that they helped contribute to the growth of extremism due to the utilization of these events by some terrorist groups in order to recruit new members. In the concluding chapter, social network and sentiment analyses are presented in order to investigate all the collected comments and videos, while a critical discussion of freedom of expression and hate speech is offered, with special regards to the growing online influence of far right groups and their role in on-going YouTube debates.

Scientific Essay from the year 2019 in the subject Computer Science - Commercial Information Technology, grade: 2,7, University of Applied Sciences Aalen, course: Applied Analytics, language: English, abstract: This study covers the influence of positive and negative titles of YouTube videos on user behavior regarding views, likes, dislikes and comments. For this purpose, daily records of the top trending YouTube videos in Germany were analyzed. It was found that positive terms have positive influence on liking and viewing trend videos. Negative terms have influence on disliking and commenting. Furthermore, it was analyzed which words were used most frequently in successful and not so successful trend videos. This study shows that YouTube is being utilized for the consumption of entertainment series, music videos and sports content. In addition, videos with Turkish titles make up a significant part of the best placed YouTube videos in Germany. These results were obtained via chi-squared tests and word clouds.

Institutional Corruption, Social Injury, and Prescriptions for Reform

The Interplay Between Vlogger Characteristics, Parasocial Interaction, and Viewer Characteristics

Copyright, Terms of Service and Technological Features

Advances in Data Science and Intelligent Data Communication Technologies for COVID-19

In Pursuit of Influence

Handbook of Research on the Platform Economy and the Evolution of E-Commerce

Instant Influence

Instant National Best Seller! Political commentator and media personality Will Witt gives young conservatives the ammunition they need to fight back against the liberal media. Popular culture in America today is dominated by the left. Most young people have never even heard of conservative values from someone their age, and if they do, the message is often bland and outdated. Almost every Hollywood actor, musician, media personality, and role model for young people in America rejects conservative values, and Gen Zs and millennials are quick to regurgitate these viewpoints without developing their own opinions on issues. So many young conservatives in America want to stand up for their beliefs in their classrooms, at their jobs, with their friends, or on social media, but they don't have the tools to do so. In How to Win Friends and Influence Enemies, Will Witt arms Gen Zs and millennials with the knowledge and skills to combat the leftist narrative they hear every day.

A comprehensive and practical guide to writing a successful media paper or report, from selecting a topic to submitting the final draft. - offers timelines students can use to pace themselves throughout the research and writing process • Examples of different formatting styles are included along with a checklist for final papers

A research study was conducted to discover if leveraging content creators of Let's Play videos is an effective investment of marketing dollars for influencing purchasing decision. Before this study was conducted, it remained unknown in the scholarly literature if employing this marketing activity was truly an effective investment of marketing dollars by brands for positively influencing purchasing decisions. A mixed methods research study that applied the descriptive research design was able to ascertain if leveraging content creators of Let's Play videos is an effective investment of marketing dollars for influencing purchasing decision. This research study used an online survey questionnaire as the primary data collection instrument to garner responses from a sample group of 22 college students aged 19-22. To ensure the reliability of the survey instrument, the test-retest reliability was applied twice to the study. Additionally, the research study employed an online interview questionnaire as the secondary data collection instrument to garner responses from video game industry experts which further validated the study's findings with additional evidence-based research findings. The usage of triangulation methodology strengthened the validity of the research findings and allowed the researcher to investigate the phenomenon in much greater depth. The findings of the study ultimately showed that content creators of Let's Play videos positively influence the video game purchasing decisions of college students. The study was able to show how leveraging Let's Play videos as an emerging vehicle for influencer marketing and social media marketing can be a worthwhile investment of marketing dollars.

This timely book focuses on influence and behavior analysis in the broader context of social network applications and social media. Twitter accounts of telecommunications companies are analyzed. Rumor sources in finite graphs with boundary effects by message-passing algorithms are identified. The coherent, state-of-the-art collection of chapters was initially selected based on solid reviews from the IEEE/ACM International Conference on Advances in Social Networks, Analysis, and Mining (ASONAM '17). Chapters were then improved and extended substantially, and the final versions were rigorously reviewed and revised to meet the series standards. Original chapters coming from outside of the meeting round out the coverage. The result will appeal to researchers and students working in social network and social media analysis.

Psychiatry Under the Influence

How to Win Friends and Influence Enemies

Influence and Behavior Analysis in Social Networks and Social Media

How To Win Friends And Influence People

YouTube Decoded

The Vietnam War in Popular Culture: The Influence of America's Most Controversial War on Everyday Life [2 volumes]

How Anyone Can Unlock the Algorithm to Drive Views, Build an Audience, and Grow Revenue

Explores the subtle, secret influences that affect the decisions we make—from what we buy, to the careers we choose, to what we eat.

Rediscover the superpower that makes good things happen, from the professor behind Yale School of Management's most popular class [The new rules of persuasion for a better world.]Charles Duhigg, author of the bestsellers The Power of Habit and Smarter Faster Better You were born influential. But then you were taught to suppress that power, to follow the rules, to wait your turn, to not make waves. Award-winning Yale professor Zoe Chance will show you how to rediscover the superpower that brings great ideas to life. Influence doesn't work the way you think because you don't think the way you think. Move past common misconceptions!such as the idea that asking for more will make people dislike you!and understand why your go-to negotiation strategies are probably making you less influential. Discover the one thing that influences behavior more than anything else. Learn to cultivate charisma, negotiate comfortably and creatively, and spot manipulators before it's too late. Along the way, you'll meet alligators, skydivers, a mind reader in a gorilla costume, Jennifer Lawrence, Genghis Khan, and the man who saved the world by saying no.

Influence Is Your Superpower will teach you how to transform your life, your organization, and perhaps even the course of history. It's an ethical approach to influence that will make life better for everyone, starting with you.

As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. In this book The Web Psychologist, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success.

Webs of Influence delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level [with dazzling results.

Focusing on a recent wave of international art cinema, Animal Worlds offers the first sustained analysis of the relations between cinematic time and animal life. Through an aesthetic of extended duration, films such as Bestiaire (2010), The Turin Horse (2011) and A Cow's Life (2012) attend to animal worlds of sentience and perception, while registering the governing of life through biopolitical regimes. Bringing together Gilles Deleuze's writings on cinema and on animals - while drawing on Jacques Derrida, Jean-Christophe Bailly, Nicole Shukin and others - the book argues that these films question the biopolitical reduction of animal life to forms of capital, opening up realms of virtuality, becoming and alternative political futures.

Mass Communications and the Influence of Information During Times of Crises

Marketing and Smart Technologies

Taking On Liberal Arguments with Logic and Humor

Webs of Influence

Influence

YouTube

Creating Value and Meaning in a Networked Culture

This volume constitutes the refereed proceedings of the Third International Conference on HCI in Business, Government and Organizations, HCIBGO 2016, held as part of the 18th International Conference on Human-Computer Interaction, HCI1 2016, which took place in Toronto, Canada, in July 2016. HCI1 2016 received a total of 4354 submissions, of which 1287 papers were accepted for publication after a careful reviewing process. The 53 papers presented in this volume are organized in topical sections named: social media for business; electronic, mobile and ubiquitous commerce; business analytics and visualization; branding, marketing, and digital innovation.

‘How to Win Friends and Influence People’ is one of the first best-selling self-help books ever published. It can enable you to make friends quickly and easily, help you to win people to your way of thinking, increase your influence, your prestige, your ability to get things done, as well as enable you to win new clients, new customers...x000D_ Twelve Things This Book Will Do For You: x000D_ Get you out of a mental rut, give you new thoughts, new visions, new ambitions...x000D_ Enable you to make friends quickly and easily...x000D_ Increase your popularity...x000D_ Help you to win people to your way of thinking...x000D_ Increase your influence, your prestige, your ability to get things done...x000D_ Enable you to win new clients, new customers...x000D_ Increase your earning power...x000D_ Make you a better salesman, a better executive...x000D_ Help you to handle complaints, avoid arguments, keep your human contacts smooth and pleasant...x000D_ Make you a better speaker, a more entertaining conversationalist...x000D_ Make the principles of psychology easy for you to apply in your daily contacts...x000D_ Help you to arouse enthusiasm among your associates...x000D_ Dale Carnegie (1888-1955) was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. Born into poverty on a farm in Missouri, he was the author of How to Win Friends and Influence People (1936), a massive bestseller that remains popular today...x000D_

The Wall Street Journal bestseller! Learn the secrets to getting dramatic results on YouTube Derral Eves has generated over 60 billion views on YouTube and helped 24 channels grow to one million subscribers from zero. In The YouTube Formula: How Anyone Can Unlock the Algorithm to Drive Views, Build an Audience, and Grow Revenue, the owner of the largest YouTube how-to channel provides the secrets to getting the results that every YouTube creator and strategist wants. Eves will reveal what readers can't get anywhere else: the inner workings of the YouTube algorithm that's responsible for determining success on the platform, and how creators can use it to their advantage. Full of actionable advice and concrete strategies, this book teaches readers how to: Launch a channel! Create life-changing content! Drive rapid view and subscriber growth! Build a brand and increase engagement! Improve searchability! Monetize content and audience! Replete with case studies and information from successful YouTube creators, The YouTube Formula is perfect for any creator, entrepreneur, social media strategist, and brand manager who hopes to see real commercial results from their work on the platform.

It is not a more interesting topic than the relationship between the news media and politics, especially given that Americans are now living in the “Twitter presidency” of Donald Trump. Academic research in the area of media and politics is rapidly breaking new ground to keep pace with prolific media developments and societal changes. This innovative, up-to-date text moves beyond judimentary concepts and definitions to consider exciting research as well as practical applications that address monumental changes in media systems in the US and the world. This carefully crafted volume explores key questions posed by academics and practitioners alike, exposing students to rigorous scholarship as well as everyday changes confronted by politicians, journalists, and media consumers. Each chapter opens with a “big question” about the impact of the news media, provides an overview of the more general topic, and then answers that question by appealing to the best, most-up-to-date research in the field. The volume as a whole is held together by an exploration of the rapidly changing media environment and the influence these changes have on individual political behavior and governments as a whole. New Directions in Media and Politics makes an ideal anchor for courses as it digs deeper into the questions that standard textbooks only hint at—and presents scholarly evidence to support the arguments made. New to the Second Edition Fully updated through the 2016 elections and the early Trump presidency with a special focus on the role of social media. Adds three new chapters: The Move to Mobile; Media and Public Policy; and Fake News. Adds Discussion Questions to the end of each chapter.

Third International Conference, HCIBGO 2016, Held as Part of HCI International 2016, Toronto, Canada, July 17-22, 2016, Proceedings, Part I

How YouTube Health Vloggers Influence Viewer Compliance

YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer

High School Journalism

Winfluence

How to Get Anyone to Do Anything—Fast

Islam on YouTube

Psychiatry Under the Influence investigates the actions and practices of the American Psychiatric Association and academic psychiatry in the United States, and presents it as a case study of institutional corruption.

If you want to motivate your employees to be more productive, convince your customers to use more of your products and services, encourage a loved one to engage in healthier habits, or inspire any change in yourself, renowned psychologist Dr. Michael Pantalon can show you how to achieve Instant Influence in six simple steps. Drawing on three decades of research, Dr. Pantalon’s easy-to-learn method can create changes both great and small in 7 minutes or less. This carefully tested method succeeds in every area of work and life by helping people tap into their deeply personal reasons for wanting to change and finding a spark of “yes” within an answer that sounds like “no.”

As a part of an extensive exploration, Reimagining Communication: Action investigates the practical implications of communication as a cultural industry, media ecology, and a complex social activity integral to all domains of life. The Reimagining Communication series develops a new information architecture for the field of communications studies, grounded in its interdisciplinary origins and looking ahead to emerging trends as researchers take into account new media technologies and their impacts on society and culture. The diverse and comprehensive body of contributions in this unique interdisciplinary resource explore communication as a form of action within a mix of social, cultural, political, and economic contexts. They emphasize the continuously expanding horizons of the field by engaging with the latest trends in practical inquiry within communication studies. Reflecting on the truly diverse implications of communicative processes and representations, Reimagining Communication: Action covers key practical developments of concern to the field. It integrates diverse theoretical and practice-based perspectives to emphasize the purpose and significance of communication to human experience at individual and social levels in a uniquely accessible and engaging way. This is an essential introductory text for advanced undergraduate and graduate students, along with scholars of communication, broadcast media, and interactive technologies, with an interdisciplinary focus and an emphasis on the integration of new technologies.

YouTube is an American video-sharing website headquartered in San Bruno, California. Three former PayPal employees—Chad Hurley, Steve Chen, and Javed Karim—created the service in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google’s subsidiaries.

How To Create Engaging YouTube Videos That Attract Visibility And Revenue To Your Business

The Science of Winning Hearts, Sparking Change, and Making Good Things Happen

Reimagining Communication: Action

Online Video and Participatory Culture

Reframing Influencer Marketing to Reignite Your Brand

YouTube Influencer

The Hidden Forces that Shape Behavior

A YouTube influencer is someone who has cultivated a massive audience in their niche, industry, or field. Due to their immense platforms and massive outreach, these YouTubers have the power to set trends and influence their audiences. This has led to the rise of YouTube influencer marketing, because companies want these people to spotlight their products in front their ever-growing audience. You’ve likely seen YouTube influencers at work for yourself, and many of them seem to be having the time of their lives. There are influencers in every niche and industry: from video games, travel guides and experts, or just sitting at their desk opening packages or reviewing products or books—and getting paid for it!t seems to be an effortless way to amass a fortune, right?

This book includes selected papers presented at the International Conference on Marketing and Technologies (ICMarkTech 2019), held at Maieutica Academic Campus (University Institute of Maia & Polytechnic Institute of Maia) in Maia, Portugal, from 27 to 29 November 2019. It covers up-to-date cutting-edge research on artificial intelligence applied in marketing, virtual and augmented reality in marketing, business intelligence databases and marketing, data mining and big data, marketing data science, web marketing, e-commerce and v-commerce, social media and networking, geomarketing and IoT, marketing automation and inbound marketing, machine learning applied to marketing, customer data management and CRM, and neuromarketing technologies.

Want to use YouTube to supercharge your business? YouTubers all over the world are making a full-time income by making videos, growing their audiences, and monetizing in the process. With all of the success around YouTube, it’s no wonder so many want to give it a try. However, with so many people trying to make it big on YouTube, it’s getting more difficult to stand out. In YouTube Decoded, you will learn how to create great videos and give them the visibility they need to make money for your business. It doesn’t matter if you are just starting or have been on YouTube for years. You can make money from this social network and build a massive audience in the process.

How to Learn on YouTube How to create engaging videos How to get more viewers to your videos How to make money on YouTube The key metrics for YouTube success How to optimize your videos to perform well on YouTube’s search engine If you want to create engaging YouTube videos that attract visibility and revenue to your business, scroll to the top of this page and select the buy now button

Highly Commended by the 2020 Business Book Awards Digital Influencing is one of the most exciting and disruptive new media industries, forecast to be worth over £10bn by 2020. Influencers now dominate the digital world and, when it comes to growth, they are consistently outperforming traditional media and brand advertising. Despite their prominence, digital influencers continue to be misunderstood and undervalued by many people, as those charged with incorporating the influencer space into their digital strategy rarely comprehend how this extremely powerful industry works. As one of the leading authorities on the influencer space, Sara McCorquodale demystifies exactly how it operates, as she interrogates the phenomenon, analyses its problems and forecasts its future. Influence draws upon first-hand interviews with world-renowned influencers, providing an invaluable insight into the inner-workings of digital culture and how it can best be used as an effective marketing and branding platform. This compelling guide on how to effectively identify and utilise the power of influencers is a must-read for anyone who wants their business to succeed and prosper online.

The Psychology of Online Persuasion

Influence Is Your Superpower

Social Computing and Social Media: Design, User Experience and Impact

Analysis of Terms Which Contribute to the Success of YouTube Trend Videos

Creativity, Technology & Education: Exploring their Convergence

Invisible Influence

The Anxiety of Influence
Includes a brief history of American journalism and discusses the duties of a journalist, styles of writing, the parts of a newspaper, newspaper and yearbook design, photography, and careers in journalism.

The book remains a central work of criticism for all students of literature.

This book presents the emerging developments in intelligent computing, machine learning, and data mining. It also provides insights on communications, network technologies, and the Internet of things. It offers various insights on the role of the Internet of things against COVID-19 and its potential applications. It provides the latest cloud computing improvements and advanced computing and addresses data security and privacy to secure COVID-19 data.

If you loved We Were Liars, be the first to read this twisty new mystery that dives into the world of ten influencers from the #1 New York Times bestselling author of Pretty Little Liars Sara Shepard and seventeen-year-old actress and social media personality Lilla Buckingham. After a video she makes goes viral, everyone knows Delliiah Rollins. And now that she’s in LA, Delliiah’s standing on the edge of something incredible. Everything is going to change. She has no idea how much Jasmine Walters-Diaz grew up in the spotlight. A child star turned media darling, the posts of her in her classic Lulu C. rainbow skirt practically break the Internet. But if the world knew who Jasmine really was, her perfect life? Canceled. Fiona Jacobs is so funny--the kind of girl for whom a crowd parts--no wonder she’s always smiling! But on the inside? The girl’s a hot mess. And when someone comes out of the shadows with a secret from her past, it’s one that won’t just embarrass Fiona: it will ruin her. Who wouldn’t want to be Scarlet Leigh? Just look at her Instagram. Scarlet isn’t just styled to perfection: she is perfection. Scarlet has a gorgeous, famous boyfriend named Jack and there’s a whole fanbase about their ship. To everyone watching online, their lives seem perfect . . . but are they really? The sun is hot in California . . . and someone’s

going to get burned.

Proceedings of ICMarkTech 2019

A Theory of Poetry

HCI in Business, Government, and Organizations: eCommerce and Innovation

Regulating Content on Social Media

Animal Worlds

Online Debates, Protests, and Extremism

The YouTube

Winfluence by award-winning digital strategist Jason Falls, is THE authoritative book about influencer marketing from the perspective of businesses and brands. An invaluable guidebook for marketing managers, small business owners, marketing consultants and agencies alike, the book explains how influencers came to be, how they came to be so powerful, why so many brands are counting on influencer marketing for business success and how anyone who is not, now can. This book not only explains the who, what, when, where, and why of influencer marketing but then adds the how—more specifically and predictably than other books can hope for. It offers detailed guidelines, case studies, cutting-edge ideas, how-tos for measuring success, and more to help any business owner, marketer, agency account person, or digital strategist see and seize the opportunity to drive business results. Through a series of narrative stories, interviews, and case studies, the book illustrates how to take what many people consider good influencer marketing to a new level of success from a long-tail perspective—no short-term, one-off executions.

Although global pandemics are not a new phenomenon, the COVID-19 pandemic has taken place in a very different information environment than any pandemic before it. In today’s world, information plays a critical role in all areas of life with much of this information being delivered over the internet and social media. People have access to unprecedented amounts of information from both official and unofficial sources. While these channels are beneficial for enabling authorities to obtain information necessary to manage the pandemic, there is also a higher risk of misinformation spread. Mass Communications and the Influence of Information During Times of Crises provides a comprehensive overview of research conducted into the role of information and the media during times of international crises, particularly examining the COVID-19 pandemic. This text provides a better understanding of how to use the media as a tool for managing pandemics in the event of future global health crises. Covering topics such as crisis communication, data acquisition, and social media usage, this book is a dynamic resource for government policymakers, public health authorities, information and communications specialists, researchers, graduate and post-graduate students, professors, and academicians in a wide range of both public health and information-related disciplines.

A Children storybook about how the Youtube community can be a positive influence for viewers of all ages. It features popular youtubers from the gaming community to the vlogging community to show that most youtubers are not all bad.

Drawing on the notion of parasocial interaction (PSI) theory (Horton and Wohl, 1956), this dissertation provides a framework to demonstrate how YouTube health vloggers can influence viewer compliance intention toward a prescribed health behavior (id est, weight-loss diet to lose weight). Initially, drawing on the discounting principles of attribution theory (Kelly, 1973), physical attractiveness stereotype (Eagly and others, 1991), and the black sheep effect (Marques and Yzerbyt, 1988), the interaction effects of three vlogger characteristics on viewer PSI experience were conceptualized and examined (Study 1). Then by using a scenario-based experiment, viewer PSI experience with the vlogger was manipulated (high vs. low) and drawing on social comparison theory (Festinger, 1954), PSI’s effect on the core dependent variable of this research, compliance intention was tested. In the process, this research also accounted for the mediating role of viewer readiness (role clarity, ability, and motivation), the moderating and the mediated moderating role of viewer health consciousness through viewer readiness in the PSI—compliance intention relationship. Overall, results indicated the dominance of vloggers’ credibility over the other two vlogger characteristics—physical attractiveness and ethnic similarity in engendering PSI experience with the viewers. While no main or interaction effects of vloggers’ physical attractiveness and ethnic similarity were found in generating viewers’ PSI experience with vloggers. The positive influence of PSI on compliance intention was found both as a direct effect and also through the mediating role of viewer readiness. While viewer health consciousness is found to have no moderating influence in the PSI—compliance relationship both in the direct effect and also in the indirect effect mediated through viewer readiness. The findings and their implications are discussed.

Innovative Solutions Against COVID-19

Film, Philosophy and Time

How social media influencers are shaping our digital future

New Directions in Media and Politics

The YouTube Formula

The Influence of America’s Most Controversial War on Everyday Life

14th International Conference, SCSM 2022, Held as Part of the 24th HCI International Conference, HCI1 2022, Virtual Event, June 26 - July 1, 2022, Proceedings, Part I

‘Spreadable Media’ maps fundamental changes taking place in the contemporary media environment, a space where corporations no longer tightly control media distribution. This book challenges some of the prevailing frameworks used to describe contemporary media.

Covering many aspects of the Vietnam War that have not been addressed before, this book supplies new perspectives from academics as well as Vietnam veterans that explore how this key conflict of the 20th century has influenced everyday life and popular culture during the war as well as for the past 50 years. • Addresses an especially eventful time in American history with long-lasting consequences—a period that has parallels with more recent events involving military conflicts in Iraq and Afghanistan • Provides coverage of Norman Lear, creator of the popular 1970s sitcom All in the Family, including information from a recent interview • Includes viewpoints from Vietnam combat veterans regarding how film and television portrayed the war they participated in and lived through • Supplies a chapter on the Vietnam veteran bi-kin movement

YouTube has changed our lives and how we view videos to how we interact and market-opening a new entrepreneurial landscape to ambitious individuals. Thousands of people generate six to seven figures annually from online video content. And, with the right roadmap, you too could be en route to real influence and income. In YouTube Secrets, online video experts Sean Cannell and Benji Travis draw on a decade of experience as well as interviews with more than one hundred top creators to give you a step-by-step YouTube success playbook. You'll discover the essential ingredients for profitable channel - New strategies for getting views and subscribers - Ten ways to make money on YouTube - And much more Whether you're a beginner or a veteran, this book will show you how to use YouTube to build a following, create a lucrative business, and make a massive impact in people's lives.

Old media is over. The internet trends. And in today's attention economy, influencers are kings. But who are they ... and how do you become one? Break the Internettakes a deep dive into the influencer industry, tracing its evolution from blogging and legacy social media such as Tumblr to today's world in which YouTube, Instagram and TikTok dominate. Examining the new media landscape that the rise of online celebrity has created, it is an insider account of a trend which is set to dominate our future – the economy of influence will be valued at \$15bn globally by 2022. Olivia Yallop enrolls in an influencer bootcamp, goes undercover at fan meetups, and shadows online celebrities to understand how digital personas are built, uncovering what it is really like to live a branded life and trade in a 'social stock market'. From influencers and activists to governments and investors, everyone wants to build their online influence. But how do you stay authentic in a system designed to commodify identity? Break the Internetexamines both the dangers and the transformative potential of digital culture.

The Influence Of YouTube Let's Play Videos On The Purchasing Decisions Of Young Adult College Students

Customer Engagement Marketing

Behind the Scenes: a Youtuber's Positive Influence

How to Write about the Media Today

A Full History

Spreadable Media

Break the Internet

How are users influenced by social media platforms when they generate content, and does this influence affect users' compliance with copyright laws? These are pressing questions in today's internet age, and Regulating Content on Social Media answers them by analysing how the behaviours of social media users are regulated from a copyright perspective. Corinne Tan, an internet governance specialist, compares copyright laws on selected social media platforms, namely Facebook, Pinterest, YouTube, Twitter and Wikipedia, with other regulatory factors such as the terms of service and the technological features of each platform. This comparison enables her to explore how each platform affects the role copyright laws play in securing compliance from their users. Through a case study detailing the content generative activities undertaken by a hypothetical user named Jane Doe, as well as drawing from empirical studies, the book argues that – in spite of copyright's purported regulation of certain behaviours – users are 'nudged' by the social media platforms themselves to behave

in ways that may be inconsistent with copyright laws. Praise for *Regulating Content on Social Media* "This book makes an important contribution to the field of social media and copyright. It tackles the real issue of how social media is designed to encourage users to engage in generative practices, in a sense effectively "seducing" users into practices that involve misuse or infringement of copyright, whilst simultaneously normalising such practices." Melissa de Zwart, Dean of Law, Adelaide Law School, Australia "This timely and accessible book examines the regulation of content generative activities across five popular social media platforms – Facebook, Pinterest, YouTube, Twitter and Wikipedia. Its in-depth, critical and comparative analysis of the platforms' growing efforts to align terms of service and technological features with copyright law should be of great interest to anyone studying the interplay of law and new media." Peter K. Yu, Director of the Center for Law and Intellectual Property, Texas A&M University

This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders. It identifies cutting-edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies. Responding to the rapidly changing business landscape where consumers are more connected, accessible, and informed than ever before, many firms are investing in customer engagement marketing. The book will appeal to academics, practitioners, consultants, and managers looking to improve customer engagement.

This two-volume set LNCS 13315 and 13316 constitutes the refereed proceedings of the 14th International Conference on Social Computing and Social Media, SCSM 2022, held as part of the 24rd International Conference, HCI International 2022, which took place in June-July 2022. Due to COVID-19 pandemic the conference was held virtually. The total of 1276 papers and 275 posters included in the 40 HCII 2022 proceedings volumes was carefully reviewed and selected from 5583 submissions. The papers of SCSM 2022, Part I, are organized in topical sections named: design and user experience in social media and social live streaming; text analysis and AI in social media; social media impact on society and business.