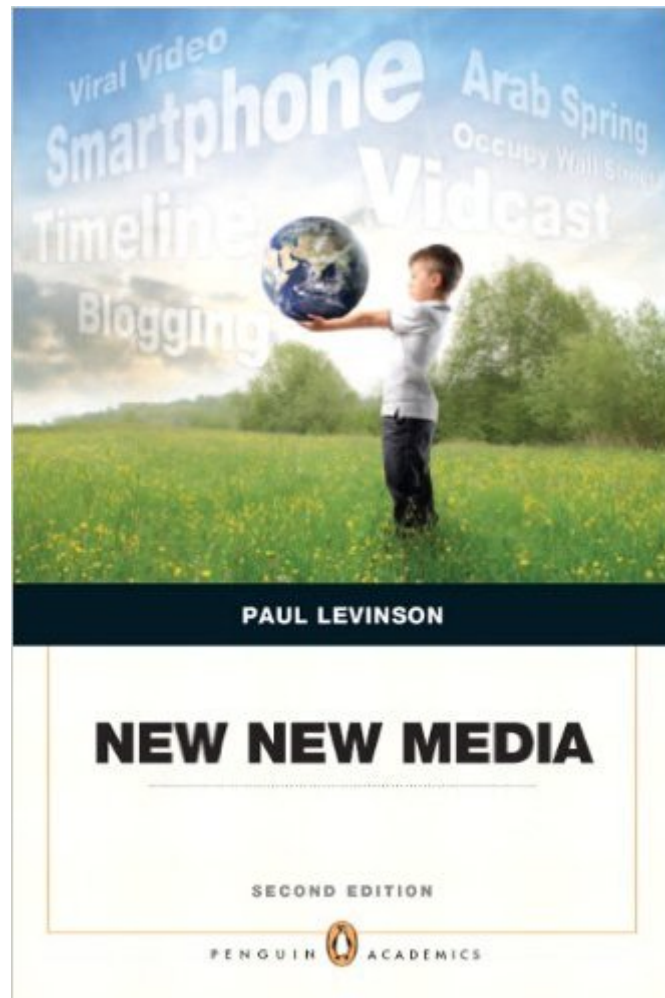


The book was found

New New Media (2nd Edition)



Synopsis

Discusses how "new new media" are transforming our culture. Facebook, Twitter, YouTube, Wikipedia, Foursquare, blogging | these and other "new new media" are used by hundreds of millions worldwide and are transforming just about every aspect of our culture from the way we elect presidents to how we watch television. "New New Media" details the benefits, opportunities, and dangers of these transformations. New new media, as opposed to the traditional "new media" of email and websites, allow and encourage all consumers to become producers, readers to become writers and publishers, viewers to become performers - and have engendered such worldwide movements as The Arab Spring, The Tea Party, and Occupy Wall Street. This catalytic feature of contemporary media prompts an entirely new look at how mass media, culture, and industry are undergoing the most profound changes since the advent of the alphabet and the printing press.

Learning Goals Upon completing this book, readers will be able to:

- Discuss the impact new new media have on our society
- Understand the mechanics of Twitter, YouTube, Facebook, Wikipedia and other types of new new media
- Discover the newest new media - Foursquare, Pinterest, WikiLeaks, Anonymous, Goggle+

Note: MySearchLab does not come automatically packaged with this text. To purchase MySearchLab, please visit: www.mysearchlab.com or you can purchase a valuepack of the text + MySearchLab (at no additional cost): ValuePack ISBN-10: 0205912141 / ValuePack ISBN-13: 9780205912148

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Average Customer Review: 4.0 out of 5 stars See all reviews (2 customer reviews)

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Customer Reviews

Why is this book so expensive? The chapter on Wikipedia is quite good; it, and all the information about "new new" resources here benefits from Levinson's hands-on, extensive experience with the media. But when the KINDLE version is almost \$30, something smells rotten in the state of Denmark. Bring the price down, and instructors will have no problem assigning this as a standard text on the topic.

Social implication has been able to record our actions and predict some of our behaviors while engaging with technology at hand. This book discusses findings in detail. Awesome!

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