



The Social Media Industries (Media Management and Economics Series)

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This volume examines how social media is evolving as an industry—it is an extension of traditional media industries, yet it is distinctly different in its nature and ability to build relationships among users. Examining social media in both descriptive and analytical ways, the chapters included herein present an overview of the social media industries, considering the history, development, and theoretical orientations used to understand social media. Covered are:

- Business models found among the social media industries and social media as a form of marketing.
- Social media as a form of entertainment content, both in terms of digital content, and as a tool in the production of news.
- Discussions of ethics and privacy as applied to the area of social media.
- An examination of audience uses of social media considering differences among Latinos, African-Americans, and people over the age of 35.

Overall, the volume provides a timely and innovative look at the business aspects of social media, and it has much to offer scholars, researchers, and students in media and communication, as well as media practitioners.

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