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The Social Media Revolution: An Economic Encyclopedia of Friending, Following, Texting, and Connecting

Jarice Hanson Ph.D.

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Social media shapes the ways in which we communicate, think about friends, and hear about news and current events. It also affects how users think of themselves, their communities, and their place in the world. This book examines the tremendous impact of social media on daily life.

• Provides an insightful perspective on the past and future that demonstrates how the technologies of communication serve to create the nexus of social interaction

• Examines the fundamental need and desire of humanity to communicate, which in turn determines what we think of ourselves, how we see the world, and how we make meaning

• Focuses on social media as a powerful tool, not only for communication and entertainment but also for potentially equalizing power and social mobility locally, nationally, and globally

• Considers the financial impact of social media as it challenges legacy media for consumers, users, and audiences

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