

NETNOGRAPHY REDEFINED

INTIMATE COMMUNITIES OF HATE MARKETING RESEARCH POLITICAL PARTICIPATION IN THE DIGITAL AGE INFLUENCER MARKETING NETNOGRAPHY ANTON TØRNBERG STEVE D'ALESSANDRO JULIA TIEMANN-KOLLIPOST JOYCE COSTELLO ROBERT V KOZINETS

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SOCIAL MEDIA HAS FUNDAMENTALLY TRANSFORMED POLITICAL LIFE DRIVING A SURGE IN FAR RIGHT EXTREMISM IN RECENT YEARS RADICAL ANTI DEMOCRATIC IDEOLOGIES HAVE ENTERED INTO THE POLITICAL MAINSTREAM FUELED BY ENERGY FROM EXTREME ONLINE ENVIRONMENTS BUT WHY DO FAR RIGHT EXTREMIST MOVEMENTS SEEM TO THRIVE SO WELL ON SOCIAL MEDIA PLATFORMS WHAT TAKES PLACE WITHIN THE FRINGE ONLINE SPACES THAT SEEM TO FUNCTION AS INCUBATORS FOR VIOLENT EXTREMISTS TO ANSWER THESE QUESTIONS THIS BOOK GOES INSIDE THE MURDER CAPITAL OF THE RACIST INTERNET EXAMINING 20 YEARS OF CONVERSATIONS ON STORMFRONT.ORG USING A COMBINATION OF COMPUTATIONAL TEXT ANALYSIS AND CLOSE READING WE SEEK A DEEPER UNDERSTANDING OF THE EMOTIONAL AND SOCIAL EFFECTS OF BEING PART OF AN EXTREMIST COMMUNITY WE LAY THE FOUNDATION OF A NEW WAY OF UNDERSTANDING ONLINE EXTREMISM BUILDING ON THE TRADITION OF EMILE DURKHEIM AND RANDALL COLLINS WE FIND THAT ONLINE RADICALIZATION IS NOT MERELY AN EFFECT OF REPEATED ONE SIDED ARGUMENTS AS SUGGESTED BY METAPHORS SUCH AS ECHO CHAMBERS INSTEAD SOCIAL MEDIA POLITICS CAN BE BETTER UNDERSTOOD THROUGH DURKHEIM'S CONCEPT OF RITUALS MOMENTS OF SHARED ATTENTION AND EMOTION THAT CREATE EMOTIONAL ENERGY AND A SENSE OF INTERSUBJECTIVITY WEAVING FROM PARTICIPANTS A POLITICAL TRIBE UNITED ENERGIZED AND POISED TO ACT

MARKETING RESEARCH 5E EQUIPS STUDENTS WITH THE KNOWLEDGE AND SKILLS REQUIRED TO SUCCESSFULLY UNDERTAKE MARKETING RESEARCH COMBINING A SOLID THEORETICAL FOUNDATION WITH A PRACTICAL STEP BY STEP APPROACH THE MARKETING RESEARCH PROCESS IS EXPLORED THROUGH A LEARNING MODEL THAT IS CONSTANTLY REINFORCED THROUGHOUT THE TEXT USING LOCAL AND INTERNATIONAL EXAMPLES DATA SETS AND CASE STUDIES TO EXPLAIN TRADITIONAL MARKETING RESEARCH METHODS MARKETING RESEARCH ALSO EXAMINES NEW THEORIES AND TECHNIQUES TO REFLECT EMERGING INDUSTRY PRACTICES EACH STAGE OF RESEARCH REPORTING IS DETAILED AS WELL AS A RANGE OF PRESENTATION METHODOLOGIES FOR ANALYSING DATA THE TEXT COVERS BOTH SPSS AND EXCEL OUTPUTS THIS TEXT IS INDISPENSABLE FOR STUDENTS STUDYING MARKETING RESEARCH IN ANY BUSINESS OR MARKETING COURSE PREMIUM ONLINE TEACHING AND LEARNING TOOLS ARE AVAILABLE ON THE MINDTAP PLATFORM LEARN MORE ABOUT THE ONLINE TOOLS CENGAGE.COM.AU MINDTAP

THIS BOOK EXPLORES THE POTENTIAL OF THE INTERNET FOR ENABLING NEW AND FLEXIBLE POLITICAL PARTICIPATION MODES IT METICULOUSLY ILLUSTRATES HOW THE INTERNET IS RESPONSIBLE FOR CITIZENS PARTICIPATION PRACTICES FROM BEING GENERAL HIGH THRESHOLD TEMPORALLY CONSTRICTED AND DEPENDENT ON PHYSICAL PRESENCE TO BEING TOPIC CENTERED LOW THRESHOLD TEMPORALLY DISCONTINUOUS AND INDEPENDENT FROM PHYSICAL PRESENCE WITH ITS ETHNOGRAPHIC FOCUS ON ICELANDIC AND GERMAN ONLINE PARTICIPATION TOOLS BETRI REYKJAVÍK AND LIQUIDFRIESLAND THE BOOK OFFERS PLENTIFUL ADVICE FOR CITIZENS PROGRAMMERS POLITICIANS AND ADMINISTRATIONS ALIKE ON HOW TO GET THE MOST OUT OF ONLINE PARTICIPATION FORMATS

THIS IS ONE OF THE FIRST TEXTBOOKS TO EXPLORE THE PHENOMENON OF INFLUENCER MARKETING AND HOW IT FITS WITHIN MARKETING COMMUNICATIONS TO BUILD BRANDS AND THEIR COMMUNITIES INFLUENCERS THOSE WHO CAN IMPACT A BRAND'S MARKETING AND ADVERTISING STRATEGIES AS WELL AS BUILD BRAND COMMUNITIES ARE MAKING EXTENSIVE USE OF THE NEW DIGITAL AND TRADITIONAL COMMUNICATIONS PLATFORMS INFLUENCERS OFFER BRANDS THE ABILITY TO DELIVER THE RIGHT COMMUNICATION AND MARKETING MESSAGES TO A SPECIFIC TARGET AUDIENCE ACROSS FOUR CORE SECTIONS THIS BOOK BRINGS TOGETHER THE KEY THEORY AND PRACTICAL IMPLICATIONS OF THIS NEW MARKETING TOOL HOW IT WORKS AS PART OF COMMUNICATIONS CAMPAIGNS INCLUDING HOW TO SELECT THE RIGHT INFLUENCERS AND MEASURE THEIR SUCCESS THE DARK SIDE OF INFLUENCER MARKETING AND THE LEGAL AND ETHICAL FRAMEWORK WITH CONTRIBUTIONS FROM AUTHORS ACROSS THE GLOBE EACH CHAPTER IS ALSO ACCOMPANIED BY AN IN DEPTH CASE STUDY FROM THE KARDASHIANS TO JOE WICKS THAT DEMONSTRATES HOW THE THEORY TRANSLATES TO PRACTICE INFLUENCER MARKETING IS IMPORTANT READING FOR ADVANCED POSTGRADUATE AND EXECUTIVE EDUCATION STUDENTS OF MARKETING DIGITAL MARKETING MARKETING COMMUNICATIONS BRAND MANAGEMENT AND PUBLIC RELATIONS WITH ITS ACCESSIBLE STYLE AND PRACTICAL CONTENT IT IS ALSO HIGHLY VALUABLE FOR MARKETING COMMUNICATIONS BRANDING AND PR SPECIALISTS

SOCIAL MEDIA AND INTERNET DATA OFFER RICH OPPORTUNITIES AND VEXING CHALLENGES FOR SOCIOCULTURAL RESEARCH EXPLAINING AND EXTENDING PRIOR APPROACHES NETNOGRAPHY REDEFINED IS AN INDISPENSABLE GUIDE TO THE UNDERSTANDING AND CONDUCT OF INTERNET ETHNOGRAPHY WITH THIS VOLUME NETNOGRAPHY IS UPGRADED UPDATED AND RENEWED WITH THE LATEST NETNOGRAPHIC RESEARCH FROM MEDIA ANTHROPOLOGY GEOGRAPHY EDUCATION LIBRARY SCIENCES TRAVEL AND TOURISM LINGUISTICS MEDIA AND CULTURAL STUDIES SOCIOLOGY SEXUALITY ADDICTION RESEARCH GAMING STUDIES AND NURSING AND MULTIPLE EXAMPLES FROM THE WORLDS OF FACEBOOK TWITTER LINKEDIN AND OTHER SOCIAL MEDIA SITES LIKE ITS PREDECESSOR NETNOGRAPHY REDEFINED INCLUDES FULL STEP BY STEP PROCEDURAL GUIDELINES FOR THE ACCURATE AND ETHICAL CONDUCT OF NETNOGRAPHY YET THIS EDITION ADAPTS NETNOGRAPHY TO INCLUDE BIG DATA AND SOCIAL MEDIA ANALYTICS AS WELL AS FURTHER INCORPORATING NOTIONS OF NETWORK ANALYSIS IT DEEPENS THE PRACTICE OF NETNOGRAPHY THROUGH PARTICIPATIVE ENGAGEMENT INTROSPECTION ALTERNATIVE REPRESENTATION AND A NEW HUMANIST FOCUS NETNOGRAPHY REDEFINED PRESENTS READERS WITH UP TO DATE GUIDELINES FOR THE MOST FULLY REALIZED AND DISTINCTIVE FORM OF ONLINE ETHNOGRAPHIC RESEARCH YET DEVELOPED

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