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TikTok and Youth Cultures Crystal Abidin,2025-11-04 Using anthropological methods to produce deep and insightful ethnographies about TikTok and its core users TikTok and Youth Cultures will help readers develop a critical understanding of TikTok's impact on society its place in the social media landscape and its cultural relevance around the world **Social Media Cultures** Dhiraj Murthy,2024-12-15 This book explores the evolution of social media from traditional communication forms to modern dynamics like cancel culture self expression and celebrity influence The author uses empirical case studies to examine the profound impact of these platforms on a global scale and to reconsider the user's role in the broader social media ecosystem

Social Media Communication Jeremy Harris Lipschultz,2023-07-18 This updated fourth edition presents a wide scale interdisciplinary guide to social media communication Examining platforms like Facebook Instagram Snapchat TikTok Twitter and YouTube the book analyzes social media's use in journalism public relations advertising and marketing Lipschultz focuses on key concepts best practices data analyses law and ethics all promoting the critical thinking that is needed to use new evolving and maturing networking tools effectively within social and mobile media spaces

Featuring historical markers and contemporary case studies essays from some of the industry's leading social media innovators and a comprehensive glossary this practical multipurpose textbook gives readers the resources they will need to both evaluate and utilize current and future forms of social media communication Updates to the fourth edition include expanded discussion of disinformation the impact of artificial intelligence AI natural language chatbots virtual and augmented reality technologies and the COVID 19 infodemic Social Media Communication is the perfect social media primer for students and professionals and with a dedicated online teaching guide ideal for instructors too

Managing and Using Information Systems Keri E. Pearson,Carol S. Saunders,Dennis F. Galletta,2024-01-11 Provides the knowledge and insights necessary to contribute to the Information Systems decision making process Managing Using Information Systems A

Strategic Approach delivers a solid knowledgebase of basic concepts to help MBA students and general business managers alike become informed competent participants in Information Systems IS decisions Now in its eighth edition this fully up to date textbook explains the fundamental principles and practices required to use and manage information while illustrating how information systems can create or obstruct opportunities and even propel digital transformations within a wide range of organizations Drawing from their expertise in both academia and industry the authors discuss the business and design processes relevant to IS while presenting a basic framework that connects business strategy IS strategy and organizational strategy Step by step readers are guided through each essential aspect of Information Systems from fundamental information architecture and infrastructure to cyber security Artificial Intelligence AI business analytics project management platform and IS governance IS sourcing and more Detailed chapters contain mini cases full length case studies discussion topics review questions supplemental readings and topic specific managerial concerns that provide insights into real world IS issues

Managing Using Information Systems A Strategic Approach Eighth Edition is an excellent textbook for advanced undergraduate and MBA level courses on IS concepts and managerial approaches to leveraging emerging information technologies

Antisemitism on Social Media Monika Hübscher,Sabine von Mering,2022-03-22 Antisemitism on Social Media is a book for all who want to understand this phenomenon Researchers interested in the matter will find innovative methodologies CrowdTangle or Voyant Tools mixed with discourse analysis and new concepts tertiary antisemitism antisemitic escalation that should become standard in research on antisemitism on social media It is also an invitation to students and up and coming and established scholars to study this phenomenon further This interdisciplinary volume addresses how social media with its technology and business model has revolutionized the dissemination of antisemitism and how this impacts not only victims of antisemitic hate speech but also society at large The book gives insight into case studies on different platforms such as Twitter Facebook TikTok YouTube and Telegram It also demonstrates how social media is weaponized through the dissemination of antisemitic content by political actors from the right the left and the extreme fringe and critically assesses existing counter strategies People working for social media companies policy makers practitioners and journalists will benefit from the questions raised the findings and the recommendations Educators who teach courses on antisemitism hate speech extremism conspiracies and Holocaust denial but also those who teach future leaders in computer technology will find this volume an important resource

Competing without Fighting Seth G. Jones,Emily Harding,Catrina Doxsee,Jake Harrington,Riley McCabe,2023-09-11 China is conducting an unprecedented campaign below the threshold of armed conflict to expand the influence of the Chinese Communist Party and weaken the United States and its partners The scale of China s actions in the United States is unparalleled This CSIS report offers one of the most comprehensive analyses to date of Chinese political warfare activities and examines China s main actions primary goals and options for the United States and its partners

Day Trading Attention Gary Vaynerchuk,2024-05-21 New York Times and USA Today Bestseller One thing I ve learned being around Gary for the last decade is that when he sees new consumer trends or new best practices in marketing people should listen and act on them Michael Rubin CEO of Fanatics In his seventh business book bestselling author entrepreneur and investor Gary Vaynerchuk offers fresh in depth advice to enhance brand development grow sales and beat the competition using modern advertising strategies grounded in social media In his 2013 bestseller Jab Jab Jab Right Hook Gary Vaynerchuk showed the world how to create winning content for underpriced attention channels But since then new platforms have emerged others have become less relevant and algorithms are incentivizing new styles of content New skills are necessary to create advertising that builds brand and sales In his latest book Vaynerchuk argues that today s fast growing businesses brands content creators and influencers have one thing in common They mastered storytelling in areas of underpriced attention which predominantly exists across a handful of social media platforms Informed by 20 years of business and marketing success he contends that the biggest transformation and opportunity is the

TikTokification of Social Media Increasingly platforms are distributing content based on what users are interested in rather than who they follow In Day Trading Attention Gary offers detailed advice on how small businesses large corporations and creators can Understand attention what it is where it is where it s underpriced and how to leverage it Produce relevant strategic content Use modern advertising platforms to build brand and grow sales in today s rapidly changing environment

Management Angelo Kinicki,Denise Breaux Soignet,2002 *Florida State University Law Review* Florida State University. College of Law,2012 *Introduction to Information Systems* R. Kelly Rainer,Brad Prince,2023-09-27 Introduction to Information Systems 10th Edition teaches undergraduate business majors how to use information technology to master their current or future jobs Students will see how global businesses use technology and information systems to increase their profitability gain market share develop and improve their customer relations and manage daily operations This course demonstrates that IS is the backbone of any business whether a student is majoring in accounting finance marketing human resources production operations management or MIS In short students will learn how information systems provide the foundation for all modern organizations whether they are public sector private sector for profit or not for profit *Make it Vegan* Madeleine Olivia,2023-12-28 Make It Vegan aims to make vegan food accessible to everyone Whether you re looking to up your fruit and veg intake a flexitarian vegan curious or taking that leap from vegetarian to full on vegan this book will bring flavoursome fool proof and fuss free meals to your table whatever your budget Social media sensation Madeleine Olivia has spent years developing delicious dishes and sharing them with her followers on YouTube and Instagram She is here to teach you how to cook a variety of tasty simple and affordable meals taking you from breakfast right through to lunch and dinner with some sweet treats thrown in for good measure With 59 recipes including Plant based Pain au Chocolat Baked One pan Scramble Pasta all Norma Firecracker Tofu Nuggets Fluffy Lemon Sponge Cake and Caramel Truffles Madeleine will show you that the vegan way of life can be exciting easy and mouth wateringly good With each recipe accompanied by a full colour photo Make It Vegan will provide plentiful options for mealtimes making it easy for you to achieve and maintain a more plant based lifestyle Make It Vegan will be a constant companion on your vegan journey *Maybe Next Time* Cesca Major,2023-03-07 A REESE S BOOK CLUB PICK A heartwarming and emotionally poignant time loop novel about a stressed woman who must relive the same day over and over keeping her family and work life from imploding as she attempts to change the course of her life Dan is Emma s person She s known it since the first time she saw him dressed in lederhosen on the tube On their fifteen year dateversary Emma texts a list of everything she should have told Dan that morning Tell the kids to remember their homework And their gloves Can you defrost some sausages Emma just forgets to write the most important words of all I love you and by the end of the day everything changes Or does it Emma is given the chance to rewrite their future if she can just figure out their past *Launch Your Inner Entrepreneur: 10 Mindset Shifts for Women to Take Action, Unleash Creativity, and Achieve Financial Success* Charlene Walters,2021-02-23 Practical specific advice and strategies to

help women develop an entrepreneurial mindset Entrepreneurship has always skewed male from availability of funding to how to books that assume a primarily male audience And yet 36% of all small business or franchise owners are women and there are 13 million female owned businesses contributing to more than 1.8 trillion in revenue Now with a fast changing economy making traditional employment unsteady there's never been a better time for becoming a fempreneur In Launch Your Inner Entrepreneur Charlene Walters provides the tools you need to successfully launch and grow your side hustle start up or small business As a mentor on Entrepreneur magazine's Ask an Expert forum and developer of a digital entrepreneurship MBA program Walters knows what you're facing and can help you avoid common mistakes find your niche build up your personal brand and reach your entrepreneurial goals You'll find the practical real world advice necessary to create the opportunities you want by embracing ten Mindset Shifts including Embracing an Entrepreneurial Attitude Cultivating Financial Confidence Branding and Building Presence Leveraging Social Media Options Leading Your Startup Going into Growth Mode Rebooting Repeating and Avoiding Burnout Along the Way Packed with smart tips and hard won wisdom Launch Your Inner Entrepreneur concludes with a special bonus section the Fempreneur Action Plan which includes a business concept and planning worksheet visual brand style guide resilience and setback survival exercise and more to help you put the Mindset Shifts into action now

Statistics for the Behavioral Sciences Susan Nolan,Kelly M.

Goedert,2023-12-13 Statistics Matter Statistics for the Behavioral Sciences teaches you how and why *Stop Making Others Rich: How Authors Can Make Bank By Selling Direct* Morgana Best,2022-07-31 Do you want to have an author store and don't know where to start Or have one and don't know how to make the most of it Take back your power and control your author finances with an author store Your store is not just another retailer with the right store you can upsell retarget customers bundle products such as an ebook and a print book or whatever you like No more rules No more nastygrams No more spending most of your ad budget to subsidise retailers sending your readers to a page with other authors books on it With a store you can get paid now That's right now and not in 60 days And no more retailer cuts Ever wondered who buys your books Not any more Now you have data and depending on your storefront analytics This book answers questions such as What should you do when starting out Which storefront would suit Shopify Payhip WooCommerce PayPal button or one of the others What do you need to start a store and if you have a store how do you optimize it Do you really need to train people to buy from your store What about international sales tax It depends on buyer location not just yours Want to sell print but don't want to pay for print upfront handle stock or go to the Post Office And much more Such as Time to think differently about advertising And How to manage change in the industry Plus other insider tips USA Today Bestselling author Morgana Best started selling print direct in 1993 and ebooks as well as print direct from her websites in 2003 She wasn't alone In 2007 indie authors turned to the retailers but now the tide is turning back to selling direct Learn from an actual fiction author who has been selling direct for decades Stop Making Others Rich How Authors Can Make Bank By Selling Direct is

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