Read Online User Generated Content And Its Impact On Branding
How Users And Communities Create And Manage Brands In Social Media

Eventually, you will very discover a further experience and attainment by spending more cash. Yet when? Do you believe that you require to get those every needs when having significantly cash? Why don't you try to acquire something basic in the beginning? That's something that will lead you to comprehend even more roughly speaking the globe, experience, some places, gone history, amusement, and a lot more?

It is your unquestionably own time to play a role reviewing habit. In the course of guides you could enjoy now is user generated content and its impact on branding how users and communities create and manage brands in social media below.

User-Generated Content and its Impact on Branding—Severin Dennhardt 2013-09-24 The emergence of social media as one of the driving forces of consumers’ online experiences today also challenges our current understanding on marketing and brand management. The effects of brands' social media involvement are to this day uncertain. Severin Dennhardt shows that social media and user-generated brands do have a strong influence on brands. Four independent studies demonstrate that first, successful brands can be created in virtual worlds, second, user-generated content drives the creation of unique brands, third social media strongly influences the social value perception of brands, and fourth, social media impacts consumers’ purchase decision process.

Mining User Generated Content—Marie-Francine Moens 2014-01-28 Originating from Facebook, LinkedIn, Twitter, Instagram, YouTube, and many other networking sites, the social media shared by users and the associated metadata are collectively known as user generated content (UGC). To analyze UGC and glean insight about user behavior, robust techniques are needed to tackle the huge amount of real-time, multimedia, and multilingual data. Researchers must also know how to assess the social aspects of UGC, such as user relations and influential users. Mining User Generated Content is the first focused effort to compile state-of-the-art research and address future directions of UGC. It explains how to collect, index, and analyze UGC to uncover social trends and user habits. Divided into four parts, the book focuses on the mining and applications of UGC. The first part presents an introduction to this new and exciting topic. Covering the mining of UGC of different medium types, the second part discusses the social annotation of UGC, social network graph construction and community mining, mining of UGC to assist in music retrieval, and the popular but difficult topic of UGC sentiment analysis. The third part describes the mining and searching of various types of UGC, including knowledge extraction, search techniques for UGC content, and a specific study on the analysis and annotation of Japanese blogs. The fourth part on applications explores the use of UGC to support question-answering, information summarization, and recommendations.

Urban Informatics—Wenzhong Shi 2021-04-06 This open access book is the first to systematically introduce the principles of urban informatics and its application to every aspect of the city that involves its functioning, control, management, and future planning. It introduces new models and tools being developed to understand and implement these technologies that enable cities to function more efficiently – to become 'smart' and 'sustainable'. The smart city has quickly emerged as computers have become ever smaller to the point where they can be embedded into the very fabric of the city, as well as being central to new ways in which the population can communicate and act. When cities are wired in this way, they have the potential to become sentient and responsive, generating massive streams of 'big' data in real time as well as providing immense opportunities for extracting new forms of urban data through crowdsourcing. This book offers a comprehensive review of the methods that form the core of urban informatics from various kinds of urban remote sensing to new approaches to machine learning and statistical modelling. It provides a detailed technical introduction to the wide array of tools and techniques that enable urban informatics practitioners to understand and implement these technologies. It is aimed at urban planners, designers, architects, and policy makers who work with urban data and want to understand how urban informatics can be used to improve the management of urban space.

Digital Roots—Gabriele Balbi 2021-09-07 As media environments and communication practices evolve over time, so do theoretical concepts. This book analyzes some of the most well-known and fiercely discussed concepts of the digital age from a historical perspective, showing how many of them have pre-digital roots and how they have changed and still are constantly changing in the digital era. Written by leading authors in media and communication studies, the chapters historicize 16 concepts that have become central in the digital media literature, focusing on three main areas. The first part, Technologies and Connections, historicizes concepts like network, media convergence, multimedia, interactivity and artificial intelligence. The second one is related to Agency and Politics and explores the effects of the digital age on mass communication, which includes issues like the role of the audience, the power of the media, and the relationship between media and society. The third part, Breaking Codes, focuses on the role of media in society, including issues like the role of media in shaping public opinion, the role of media in creating and reinforcing social values, and the role of media in shaping individual identities. The book concludes with a discussion of the implications of these historicized concepts for understanding the current state of digital media and the future of media studies.

Social Media—Claudia Wyrwoll 2014-08-21 The increasing amount of user-generated content available on social media platforms requires new methods to find, evaluate, and to compare. To this day, existing ranking approaches to user-generated content do not allow for evaluation across platforms by exploiting its metadata. User-generated content, such as blog postings, forum discussions, shared videos etc. does however contain information that can be used for its evaluation independent of specific search interests. Claudia Wyrwoll presents a query- and language-independent ranking approach that allows for global evaluation of user-generated content across different platforms. Building on an insightful introduction into social media fundamentals, she proposes new models describing phenomena associated with social media, laying the foundation for further research and development.

Participate—Helen Armstrong 2011-10-19 Creativity is no longer the sole territory of the designer and other creative professionals. Amateurs are drawn to websites such as Flickr, Threadless, WordPress, YouTube, Etsy, and Lulu, approaching design with the expectation that they will fill in the content. Never has user-driven design been easier for the public to generate and distribute. How will such a fundamental shift toward bottom-up creation affect the design industry? Designing for Participatory Culture considers historical and contemporary models of making that provide ideas for harnessing user-generated content through participatory design. The authors discuss how designers can lead the new breed of widely distributed amateur creatives rather than be overrun by them. DPC challenges designers to transform audiences into users, and completed layouts into open-ended systems. The book opens with an introductory essay entitled 'Ceding Control,' which explores the general concept of participatory culture and the resulting emergence of systems-oriented models of co-creation. Four chapters Modularity, Flexibility, Community, and Technology explore the various approaches to participatory design through critical essays, case studies, and interviews with leading designers in the field.

User Generated Branding—Ulrike Arnhold 2010-11-22 From a brand management perspective Ulrike Arnhold analyses the impact of interactive marketing programmes in Web 2.0, evaluating user generated content as a tool of the brand communication mix.

Digital Storytelling—Karam Singh Sethi 2021-04-26 Did you know that consumers find user-generated content almost ten times more impactful than scripted content marketing? More memorable than other types of media, user-generated content (UGC) influences how we vote, how we choose new shows to watch, and even affects our sense of reality. With the amount of personal narrative-driven UGC we consume, it's worth asking,
"Do we know who's creating the content we love on social media?" In Digital Storytelling: The Rise of User-Generated Content, marketing expert Karun Singh Sethi outlines three types of storytellers: The Nefarious Storyteller (criminals and sometimes politicians), The Socially-Conscious Storyteller (activists and entrepreneurs), and The Self-Infatuated Storyteller (reality TV stars and big brands), providing a structure in which to analyze content creators. In this book you will learn: How to become a more discerning social media user How to break into the field of marketing What types of storytellers exist in business How to tell authentic stories for personal life and business The current state of the digital ecosystem has allowed for a unique opportunity. If we can better understand the current creator economy, we can become more conscious content consumers and empower creators that better align with our values.

New Technologies for Human Rights Law and Practice—Molly K. Land 2018-04-30 Provides a roadmap for understanding the relationship between technology and human rights law and practice. This title is also available as Open Access.

Customer Engagement Marketing—Robert W. Palmatier 2017-08-29 This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders. It identifies cutting-edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies. Responding to the rapidly changing business landscape where consumers are more connected, accessible, and informed than ever before, many firms are investing in customer engagement marketing. The book will appeal to academics, practitioners, consultants, and managers looking to improve customer engagement.

Participative Web and User-Generated Content Web 2.0, Wikis, and Social Networking—OECD 2007-09-28 Drawing on an expanding array of intelligent web services and applications, more and more people are creating, distributing, and exploiting user-created content (UCC). This study describes the rapid growth of UCC, its increasing role in worldwide communication, and discusses policy implications.

Reimagining Communication: Mediation—Michael Filimowicz 2020-04-16 Reimagining Communication: Mediation explores information and media technologies across a variety of contemporary platforms, uses, content variations, audiences, and professional roles. A diverse body of contributions in this unique interdisciplinary resource offers perspectives on digital games, social media, photography, and more. The volume is organized to reflect a pedagogical approach of carefully layered and sequenced topics, which supports experienced researchers in addition to a course’s traditional writing requirements. As the field of Communication Studies has been continuously growing and reaching new horizons, this volume synthesizes the complex relationship of communication to media technologies and its forms in a uniquely accessible and engaging way. This is an essential introductory text for advanced undergraduate and graduate students and scholars of communication, broadcast media, and interactive technologies, with an interdisciplinary focus and an emphasis on the integration of new technologies.

Social Media Marketing, Second Edition—Emi Moruchi 2019-04-04 Faced with constant changes in consumer behavior, marketers are seeking various tools to promote and market their brands. Among those tools, the most impactful is consumer-generated content (CGC). CGC is viewed as consumers’ vote of confidence, which is a form of social proof. CGC allows consumers to be involved with the companies’ marketing strategy. Brands and companies have enabled consumers to be producers of original content, cocurers for an existing brand, and curators for trending ideas in the marketing place. The author explains why it is even more important today that brands need consumers’ voices to advocate their brands. In this lively and practical book, she uses theories to explain consumers’ psychology and offers practical examples of which social media platforms are conducive to CGC and why. In addition, she explains how consumers use CGC in different countries, the importance of influencer marketing, and ultimately teaches the strategy of using CGC effectively.

Handbook of Research on Digital Media and Advertising: User Generated Content Consumption—Eastin, Matthew S. 2010-07-31 “This book bridges the gap between professional and academic perceptions of advertising in new media environments, defining the evolution of consumerism within the context of media change and establishing the practical issues related to consumer power shifts from supplier to user”--

Handbook of Research on Online Intermediary Liability—Giancarlo Frosio 2020 This book provides a comprehensive, authoritative, and state-of-the-art discussion of fundamental legal issues in intermediary liability online, while also describing advancement in intermediary liability theory and identifying recent policy trends.

User-Generated Content and its Impact On Web-Based Library Services—Kay Cahill 2009-03-31 User-Generated Content and its Impact on Web-Based Library Services examines the impact of user-generated content on web-based library services. It begins with an overview of Web 2.0 tools and technologies and a brief look at the emerging semantic tools of Web 3.0 and their implications for libraries. The book investigates the changing role of the end user as both a creator and consumer of web content and what this means for society’s perception and understanding of information. The author addresses the advantages and challenges of using these tools to bring community expertise and opinion into the library, from reinvention of the library website as a community rather than a collection to the issues of moderating user-generated content. The book also explores the notion of ‘low-fidelity authority’, understanding that by acknowledging the value in content that does not necessarily meet traditional definition of authority, it creates the potential to achieve a much greater level of relevance and engagement with users. Throughout the book, conceptual discussion is illustrated with real-world examples and practical suggestions for library practitioners. Relatively new and extremely relevant topic, with which many libraries and librarians are currently grappling Provides conceptual discussion and practical examples of sound strategies for managing user-generated content. The book is about rethinking what we do as librarians, and surrendering some of our traditional notions of authority and control to the expertise that exists in the community.

Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry—Carlos Smaniotto Costa 2019-03-01 This open access book is about public open spaces, about people, and about the relationship between them and the role of technology in this relationship. It is about different approaches, methods, empirical studies, and concerns about a phenomenon that is increasingly being in the centre of sciences and strategies – the penetration of digital technologies in the urban space. As the main outcome of the CyberParks Project, this book aims at fostering the understanding about the current and future interactions of the nexus people, public spaces and technology. It addresses a wide range of challenges and multidisciplinary perspectives on emerging phenomena related to the penetration of technology in people’s lifestyles - affecting therefore the whole society, and with this, the production and use of public spaces. Cyberparks coined the term cybertpark to describe the mediated public space, that emerging type of urban spaces were nature and cybertechnologies blend together to generate hybrid experiences and enhance quality of life.

Design, User Experience, and Usability: Design Thinking and Methods—Aaron Marcus 2016-07-04 The three-volume set LNCS 9746, 9747, and 9748 constitutes the proceedings of the 5th International Conference on Design, User Experience, and Usability, DUXU 2016, held as part of the 18th International Conference on Human-Computer Interaction, HCII 2016, in Toronto, Canada, in July 2016, jointly with 13 other thematically similar conferences. The total of 1287 papers presented at the HCII 2016 conferences were carefully reviewed and selected from 4354 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas.

Provided by publisher.

Oxford Handbook of Online Intermediary Liability—Giancarlo Frosio 2020 This book provides a comprehensive, authoritative, and state-of-the-art discussion of fundamental legal issues in intermediary liability online, while also describing advancement in intermediary liability theory and identifying recent policy trends.
The total of 157 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three-volume set. The 49 papers included in this volume are organized in topical sections on design thinking; user experience design methods and tools; usability and user experience evaluation methods and tools.

Leveraging Computer-Mediated Marketing Environments - Bowen, Gordon 2019:01-25 Social media has redefined the way marketers communicate with their customers, giving consumers an advantage that they did not have previously. However, recent issues in online communication platforms have increased the challenges faced by marketers in developing and retaining their customers. Practitioners need to develop effective marketing communication programs that incorporate the meaningful forms of sociality into a customer-driven marketing program. Leveraging Computer-Mediated Marketing Environments discusses the nature of heightened interaction between marketers and consumers in the evolving technological environments, particularly on the central nature of online communities and other emerging technologies on dialogic engagement. Additionally, it aims to examine the relevant roles of online communities and emerging technologies in creating and retaining customers through effective dialogue management. Highlighting brand strategy, e-services, and web analytics, it is designed for marketers, brand managers, business managers, academicians, and students.

User Generated Branding - Christoph Burmann 2008 In the digital world of the participatory web millions of common people have started publishing their own brand related content. Such amateur pieces ignore official marketing campaigns and are generated by brand fans and opponents alike. Given the increasing speed and reach of the internet these grassroots messages may have swept everything else away. This book presents a comprehensive study fully dedicated to the emerging phenomenon of brand related user generated content. It explores its patterns and shows how brand managers may benefit from it via user generated branding campaigns.

Research Anthology on Strategies for Using Social Media as a Service and Tool in Business - Management Association, Information Resources 2021:05-28 Social media has become an integral part of society as social networking has become a main form of communication and human interaction. To stay relevant, businesses have adopted social media tactics to interact with consumers, conduct business, and remain competitive. Social technologies have reached a vital point in the business world, being essential in strategic decision-making processes, building relationships with consumers, marketing and branding efforts, and other important areas. While social media continues to gain importance in modern society, it is essential to determine how it functions in contemporary business. The Research Anthology on Strategies for Using Social Media as a Service and Tool in Business provides updated information on how businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy. The chapters will discuss how social tools work, what services businesses are utilizing, both the benefits and challenges, how social technologies are changing the modern business atmosphere, and more. This book is essential for researchers, instructors, social media managers, business managers, students, executives, practitioners, industry professionals, social media analysts, and all audiences interested in how social media is being used in modern businesses as both a service and integral tool.

The Art of Digital Marketing for Fashion and Luxury Brands - Wilson Ozuem 2021 This book explores omnichannel fashion and luxury retailing with a particular emphasis on the role of computer-mediated marketing environments in determining a consumers purchase and post-purchase trajectories. The fashion industry has evolved rapidly over the last few years with the diffusion of fast fashion and luxury democratization, not to mention the advent of ICT and the development of communication. Today, fashion companies face new challenges, such as how to manage brands and how to choose between marketplaces and digital marketplaces. While some companies focus on a channel selection strategy, others embrace the omnichannel choice and look for a balance between the two environments. Whatever the strategy, it is essential to manage these touch-points in order to create interactions between consumers and brands, provide meaningful customer experiences, and to maximize customer engagement. An insightful read for scholars in marketing, fashion and retail, this book investigates the triangulation between branding, marketplace, and marketspaces and its impact on the organization. Wilson Ozuem teaches and supervises research projects in a number of UK universities, including City, University of London, Warwick University, University of Birmingham and the University of Cumbria. He is a general area of expertise lies in digital marketing and fashion marketing. His specific research interest is understanding the impacts of emerging computer-mediated marketing environments (CMMEs) on the fashion industry. Professor Ozuem is a key member of the international leaders in the study of digital marketing and multichannel retailing. His research has been published in key journals, including the European Journal of Marketing, Journal of Business Research, Information Technology & People, Psychology & Marketing, and many others. Silvia Ranfagni is Associate Professor of Marketing at the Department of Economics and Management at the University of Florence, Italy. Her research interests include innovation, internationalization, and brand management with special reference to the fashion and cultural industry. She has participated in international marketing conferences, and has published in national and international journals such as Journal of Fashion Marketing and Management, Management Decision, European Journal of Marketing, Journal of Consumer Behaviour, Journal of Business Research, and Journal of Interactive Marketing.

User-Generated Content Standard Requirements - Gerardus Blokdyk 2018:05-08 Does User-generated content create potential expectations in other areas that need to be recognized and considered? What is User-generated content’s impact on utilizing the best solution(s)? How do I reduce the effort in the User-generated content work to be done to get problems solved? How can I ensure that plans of action include every User-generated content task and that every User-generated content outcome is in place? How will I save time investigating strategic and tactical options and ensuring User-generated content costs are low? How can I deliver tailored User-generated content advice instantly with structured going-forward plans? There’s no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all User-generated content essentials are covered, from every angle: the User-generated content self-assessment shows succinctly and clearly what needs to be clarified to organize the required activities and processes so that User-generated content outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced User-generated content practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in User-generated content are maximized with professional results. Your purchase includes access to the User-generated content dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book.

News Vertical Search Using User-generated Content - Richard McCreadie 2012 The thesis investigates how content produced by end-users on the World Wide Web -- referred to as user-generated content -- can enhance the news vertical aspect of a universal Web search engine, such that news-related queries can be satisfied more accurately, comprehensively and in a more timely manner. We propose a news search framework to describe the news vertical aspect of a universal web search engine. This framework is comprised of four components, each providing a different piece of functionality. The Top Events Identification component identifies the most important events that are happening at any given moment using discussion in user-generated content streams. The News Query
Classification component classifies incoming queries as news-related or not in real-time. The Ranking News-Related Content component finds and ranks relevant content for news-related user queries. Potential enhancements include: the faster identification of breaking news events, more accurate classification of news-related queries, increased coverage of the events searched for by the user or increased freshness in the results returned. Approaches to tackle each of the four components of the news search framework are proposed, which aim to leverage user-generated content. Together, these approaches form the News-Related Content component of a universal Web search engine. Each approach proposed for a component is thoroughly evaluated using one or more datasets developed for that component. Conclusions are derived concerning whether the use of user-generated content enhances the component in question using an appropriate measure, namely; effectiveness when ranking events by their current importance/newsworthiness for the Top Events Identification component; classification accuracy over different types of query for the News Query Classification component; relevance of the documents returned for the Ranking News-Related Content component; and user preference for rankings integrating user-generated content in comparison to the unaltered Web search ranking for the News-Related Content Integration component. Analyses of the proposed approaches and their deployment settings for the deployment of those approaches and insights into their behaviour are also discussed. In particular, the evaluation of the Top Events Identification component examines how effectively events — represented by newswire articles — can be ranked by their importance using two different streams of user-generated content, namely blog posts and Twitter tweets. Evaluation of the proposed approaches on the blog posts and Twitter tweets data that blog posts are an effective source of evidence to use when ranking events and that these approaches achieve state-of-the-art effectiveness. Using the same approaches instead driven by a stream of tweets, provide a story ranking performance that is significantly more effective than random, but is not consistent across all approaches or across the datasets and experiments settings provided for this with regards to the transient nature of discussion in Twitter. Through the evaluation of the News Query Classification component, we show that the use of timely features extracted from different news and user-generated content sources can increase the accuracy of news query classification over relying upon newswire provider streams alone. Evidence also suggests that the usefulness of user-generated content sources varies as news events mature, with some sources becoming more influential over time as new content is published, leading to an upward trend in classification accuracy. The Ranking News-Related Content component evaluation investigates how to effectively rank content from the blogosphere and Twitter for news-related user queries. Of the approaches tested, those that leverage features specific to blog posts/tweets lead to state-of-the-art ranking effectiveness under real-time constraints. Finally this thesis demonstrates that the majority of end-users prefer rankings integrated with user-generated content for news-related queries to rankings containing only news search results or integrated with newswire searches. The user-generated content sources tested, the most popular source is shown to be Twitter, particularly for queries relating to breaking events. The central contributions of this thesis are the introduction of a news search framework, the approaches to tackle each of the four components of the framework that integrate user-generated content and their subsequent evaluation in a simulated real-time setting. This thesis draws insights from a broad range of experiments spanning the entire search process for news-related queries. The experiments reported in this thesis demonstrate the potential and scope for enhancements that can be brought about by the leverage of user-generated content for real-time news search and related applications.

Stop Marketing, Start Selling-Shaun Tinney 2015-09-04 Your guide to doubling online leads, customers, and revenue. The basic value proposition of any business is to help people get what they want. A website is no different. Nobody watches TV for the commercial, or visits your website to check out your latest marketing campaigns. If they’re on your site, your marketing worked. Now it’s time to help them get what they came for. The partners at The Good (http://thegood.com), an ecommerce and lead generation advisory, have condensed their learnings from over a decade in the ecommerce space. Their battle tested process for growing online revenues for brands that sell online is small is simple and actionable path to doubling online leads, customers and revenue. This book offers a step by step guide to making websites that convert. “In the age of empowered customers the best possible business case is to put the needs of your customers first. This book is a practical, no-nonsense approach to doing just that. It may not always tell you what you want to hear, but it certainly tells you what you need to hear.” -Gerry McGovern, Author, CEO of Customer Carewords “When you invite guests to your house, you want them to feel comfortable. You should set the same tone with your website. In this book, The Good shows you how to create a customer experience that converts.”-Stephen Leiser, Founder, Simplify & Co

The Informal Media Economy-Ramon Lobato 2018-06-05 How are “grey market” imports changing media industries? What is the role of piracy in developing new markets for movies and TV shows? How do jailbroken iPhones drive innovation? The Informal Media Economy provides a vivid, original, and genuinely transnational account of contemporary media, by showing how the internet’s informal and alternative content systems are a feature of all nations – rich and poor; large and small. Shifting the focus away from the formal businesses and public enterprises that have long occupied media researchers, this book charts a parallel world of cultural intermediaries driving global media production and circulation. It shows how unlicensed, untaxed, or unregulated networks, which operate across the boundaries of established media markets, have been a driving force of media industry transformation. The book opens up new insights on a range of topical issues in media studies, from the creative disruptions of digitisation to amateur production, piracy and cybercrime.

Web 2.0 Timo Beck 2008-08 The number of Internet users is steadily growing. Currently, 55% of all Germans go online on a regular basis compared to 28% in 2001 and there is no end in sight to this upward trend. Today’s young people are growing up with the Internet and the Internet is growing up with them. It is evolving: the term for what is happening now in cyberspace is “Web 2.0,” an expression coined at a conference in 2004 by the web-based magazine Wired. The term Web 2.0 was used to describe a new evolutionary phase of the Internet. The phrase is shorthand for the second Internet boom, which now follows the one that ended in late 2001 with the biggest destruction of investors’ capital in history. The bursting of the so-called dotcom bubble 6 years ago marked a turning point. At that time, many people concluded that the Internet was over. But what was tested, the subsequent shakeouts, however, appear to be a common feature of all technological revolutions. They have always pointed the way at which real success stories developed their full scope and showed their strength. The defining feature of the current evolutionary phase of the web is that established companies are giving huge amounts of money to start-ups which have three things in common: they sell free services, they have clever employee compensation packages and the three billion users who are still growing with astonishing speed; they often have no revenue stream to speak of, and most of their product is created by their users. Google paid $1.65bn for the acquisition of Youtube, Rupert Murdoch’s News Corp. bought Myspace for $580m, and Holzbuck finally took over Studz.net for about $65m, to give just a few examples of recent “Web 2.0 deals.” What makes these so-called online communities successful? The answer to this question turns out to be quite surprising: The deployed technologies are more or less the same as 6 years ago, but what all these new sites share is a new approach to creating things: “user-generated content,” in the jargon. The Internet is no longer about corporations telling users what to do, think or buy; it is about the content people create themselves. Participation, not publishing, is the keyword. This development is particularly interesting for corporations which have noticed the importance and potential of the “do-it-yourself Web” as both a strategic marketing tool and a source of valuable information about consumer preferences and opinions. Tomorrow’s consumers will no longer be interested in what companies say about their products and services, they will rely on opinions of other “normal” people. Chris Anderson, chief editor of Wired Magazine, states: “Your brand is what Google says about it. Not what you say about it.” Corporations which have spent huge amounts of money on questionable market research projects in the past can get even better information for free in the future, as consumers and interested users exchange experiences and opinions about brands and products in online discussion forums anyway. As a result, marketing activities and product offers can be customized by gathering, processing and analyzing information about consumer preferences - it remains to be seen which companies will exploit these new opportunities and which will not. Very little is known about the factors that influence the content production. Often online communities fail because participation drops to zero - and nobody knows why. In order to maximize the participation level and, thereby, the benefits that can be drawn from their contributions, it is important to examine what drives people to produce content. Therefore, this thesis aims to identify the most important factors that influence the level of user-generated content production in online communities. More specifically, a comprehensive conceptual framework of the relevant determinants will be proposed and tested on an empirical basis. The results are supposed to serve as a guideline for researchers and community operators in the future.

Routledge Handbook of Hospitality Marketing-Dogan Gursuy user-generated content and its impact on brand-building how users and communities create and manage brands in social media
The Online Journalism Handbook: Paul Bradshaw 2013-09-13 How do we practice journalism in a digital world, in which the old ‘rules’ no longer apply? This text offers comprehensive, interdisciplinary coverage of both the theoretical and techniques of being a successful online journalist, both from a theoretical and practical point of view. Reflecting the vitality of the web, it will inspire you to acquire new skills and make sense of a transforming industry. Key Features: How to investigate and break stories online Learn to manage and stimulate user-generated content Include and use social media in your toolkit How to dig out stories using data journalism Rise to the challenge of citizen journalism Make your journalism more interactive at every stage of the process Dedicated chapter for Law and Online Communication The Online Journalism Handbook is essential reading for all journalism students and professionals and of key interest to media, communication studies and more broadly the social sciences.

Power, Surveillance, and Culture in YouTube™’s Digital Sphere: Crick, Matthew 2016-01-18 Over the last several years, YouTube™ has become a public forum for creative, informative, and political endeavors around the globe. As the website’s influence and appeal continues to grow, questions regarding the legal usage of material, as well as potential governance issues regarding surveillance and political sway, are becoming more relevant. Power, Surveillance, and Culture in YouTube™’s Digital Sphere examines the imaginative, socioeconomic, and innovative features of the video sharing community of YouTube™ and how these activities change the world. Highlighting theoretical concepts and empirical research, as well as in-depth discussions on cultural studies, participatory experience, and media theory, this publication will appeal to professionals, practitioners, researchers, and students interested in the use of video sharing as a means of surveillance, communication, or personal promotion.

Sentiment Analysis in Social Networks: Federico Alberto PoZZi 2016-10-06 The aim of Sentiment Analysis is to define automatic tools able to extract subjective information from texts in natural language, such as opinions and sentiments, in order to create structured and actionable knowledge to be used by either a decision support system or a decision maker. Sentiment analysis has gained even more value with the advent and growth of social networking. Sentiment Analysis in Social Networks begins with an overview of the latest research trends in the field. It then discusses the sociological and psychological processes underlying social network interactions. The book explores both semantic and machine learning models and methods that address context-dependent and dynamic text in online social networks, showing how social network streams pose numerous challenges due to their large-scale, short, noisy, context-dependent and dynamic nature. Further, this volume: Takes an interdisciplinary approach from a number of different perspectives, including natural language processing, machine learning, big data, and statistical methodologies Provides insights into opinion spamming, reasoning, and social network analysis Shows how to apply sentiment analysis tools for a particular application and domain, and how to get the best results for understanding the consequences. Services as a one-stop reference for the state-of-the-art in social media analytics

Understanding the World of User-Generated Content: Emily Popel 2010-08-15 Today, more people than ever before are participating in the online world. It’s relatively easy for anyone to create their own Web sites and blogs, post music and videos online, provide feedback on the sites they visit, and even help edit online encyclopedias. This book provides a clear and comprehensive guide To The vast world of user-generated information found online. The reader will be shown how to determine good information from bad. As well as how to participate in Web 2.0 or the interactive online world.

The Routledge Companion to Media and Human Rights: Howard Tumber 2017-07-14 The Routledge Companion to Media and Human Rights offers a comprehensive and contemporary survey of the key themes, approaches and debates in the field of media and human rights. The Companion is the first collection to bring together two distinct ways of thinking about human rights and media, including scholarship that examines media as a human right alongside that which looks at media coverage of human rights issues. This international collection of 49 newly written pieces thus provides a unique overview of current research in the field, while also providing historical context to help students and scholars appreciate how such developments depart from past practices. The volume examines the universal principals of freedom of expression, legal instruments, the right to know, media as a human right, and the role of media organisations and journalistic work. It is organised thematically in five parts: Communication and Human Rights Media Performance and Human Rights: Political Processes Media Performance and Human Rights: News and Journalistic Activism, Witnessing and Human Rights Media Representation of Human Rights: Cultural, Social and Political. Individual essays cover an array of topics, including mass-surveillance, LGBT advocacy, press law, freedom of information and children’s rights in the digital age. With contributions from both leading scholars and emerging scholars, the Companion offers an interdisciplinary and multidisciplinary approach to media and human rights allowing for international comparisons and varying perspectives. The Routledge Companion to Media and Human Rights provides a comprehensive introduction to the current field useful for both students and researchers, and defines the agenda for future research.

Advanced Fashion Technology and Operations Management: Vecchi, Alessandra 2017-03-01 Fashion has been steadily moving from the brick and mortar to the digital world. This book is increasingly vital to research new methods that will help businesses to grow and succeed in this new sphere. Advanced Fashion Technology and Operations Management is a pivotal reference source for the latest development management strategies, fashion marketing, international business, and fashion entrepreneurship. Featuring extensive coverage across a range of relevant perspectives and topics, such as online shopping behavior, digital fashion, and e-commerce, this book is ideally designed for professionals, entrepreneurs, students, and researchers.

User-generated Content: Ian McDonald 2010 “This is a practical guide to how copyright and related areas of law - moral rights and performers' rights - apply in the context of “user-generated content” (UGC). We've primarily written this guide for people who are operating websites that invite UGC, but we also include a lot of information relevant to people who contribute material to websites (for example, by posting their photos or videos onto the internet). We aim to help you understand how copyright and the related areas of law will affect what you do, to recognise when your activities may have legal implications and to give you some practical tips.” - page 1.

Brand Fans: Aaron C.T. Smith 2017-01-20 Combining the latest branding research with a diverse range of powerful case examples, this book reveals the cutting edge techniques of value co-creation, personalisation and customer engagement employed by sport’s leading brands. Based on the transferable lessons that emanate from these practices, Brand Fans explores and illuminates how firms can create connected fans and lifelong advocates, while building brand equity exponentially in the process. This is a book that will appeal to scholars and practitioners alike, as well as anyone fascinated by modern marketing, consumer relationships and branding.

The International Encyclopedia of Communication Theory and
Philosophy, 4 Volume Set
Robert T. Craig 2016-10-31

The International Encyclopedia of Communication Theory and Philosophy is the definitive single-source reference work on the subject, with state-of-the-art and in-depth scholarly reflection on key issues from leading international experts. It is available both online and in print. A state-of-the-art and in-depth scholarly reflection on the key issues raised by communication, covering the history, systematics, and practical potential of communication theory. Articles by leading experts offer an unprecedented level of accuracy and balance. Provides comprehensive, clear entries which are both cross-national and cross-disciplinary in nature. The Encyclopedia presents a truly international perspective with authors and positions representing not just Europe and North America, but also Latin America and Asia. Published both online and in print. Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association.