

Weller, Katrin / Bruns, Axel / Burgess, Jean / Mahrt, Merja / Puschmann, Cornelius (eds.)

Twitter and Society

New York, Bern, Berlin, Bruxelles, Frankfurt am Main, Oxford, Wien, 2014. 447 pp., num. ill.

Digital Formations. Vol. 89

General Editor: Steve Jones

Print: ISBN 978-1-4331-2169-2 pb. (Softcover)
SFR 40.00 / €* 35.40 / €** 36.40 / € 33.05 / £ 26.00 / US\$ 42.95

Print: ISBN 978-1-4331-2170-8 hb. (Hardcover)
SFR 167.00 / €* 148.10 / €** 152.20 / € 138.40 / £ 111.00 / US\$ 179.95

eBook: ISBN 978-1-4539-1170-9
SFR 42.85 / €* 39.33 / €** 39.66 / € 33.05 / £ 26.00 / US\$ 42.95



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Book synopsis

This book has won the *CHOICE Outstanding Academic Title award 2014*.

Since its launch in 2006, Twitter has evolved from a niche service to a mass phenomenon; it has become instrumental for everyday communication as well as for political debates, crisis communication, marketing, and cultural participation. But the basic idea behind it has stayed the same: users may post short messages (tweets) of up to 140 characters and follow the updates posted by other users. Drawing on the experience of leading international Twitter researchers from a variety of disciplines and contexts, this is the first book to document the various notions and concepts of Twitter communication, providing a detailed and comprehensive overview of current research into the uses of Twitter. It also presents methods for analyzing Twitter data and outlines their practical application in different research contexts.

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About the author(s)/editor(s)

Dr. Katrin Weller is an information scientist working at GESIS Leibniz Institute for the Social Sciences, Germany. She is author of *Knowledge Representation in the Social Semantic Web* (2010) and co-author of a monthly column on social media trends for *Password*, a German journal for information professionals.

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Dr. Jean Burgess is Associate Professor of Digital Media and Director of Research Training in the Creative Industries Faculty at Queensland University of Technology, Australia. She is the author of *Studying Mobile Media: Cultural Technologies, Mobile Communication, and the iPhone* (2012).

Dr. Merja Mahrt is a media and communication scholar currently working at Heinrich Heine University, Germany. She is the spokesperson of the interdisciplinary researchers group Science and the Internet.

Dr. Cornelius Puschmann is an internet researcher at Humboldt University of Berlin's School of Library and Information Science, an associate researcher at the Alexander von Humboldt Institute for Internet and Society, and a visiting fellow at the Oxford Internet Institute.

Reviews

«This collection of important work – featuring both well-known and emerging scholars from diverse disciplines – helps contextualize Twitter as a sociotechnical phenomenon. It will serve as a crucial foundation for new research while also offering useful perspectives for educators helping students to understand social media. By going beyond naïve stereotypes and revealing the complex practices and diverse users that help define Twitter, this book provides rich insights into the importance of social media in contemporary life.» (Danah Boyd, Senior Researcher at Microsoft Research and Research Assistant Professor in Media, Culture, and Communication at New York University)

«Talk of Big Data is everywhere, as contributors to this book rightly note. This timely collection, bringing together noted scholars and academics who work in the area, offers important insight into Big Data through a focus on the most important real-time stream message bus today, namely Twitter. Covering key aspects of Twitter social use and practices, *Twitter and Society* is a key text for providing empirical and methodological reflection on a fast-moving and important area of research.» (David M. Berry, Reader in Media & Communication and Co-Director of the Centre for Material Digital Culture at Sussex University)

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