

The Sage Handbook Of Media Processes And Effects

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The SAGE Handbook of Social Media Research Methods

The SAGE Handbook of Social Media. The world is in the midst of a social media paradigm. Once viewed as trivial and peripheral, social media platforms like Twitter, Facebook and WeChat have become an important part of the information and communication infrastructure of society. They are bound up with business and politics as well as everyday life, work, and personal relationships.

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In addition to providing a comprehensive framework for those interested in media effects, the Handbook also emphasizes the changing nature of the media landscape. Thus, new technologies not only provide new venues for research, but they also represent challenges to many existing media effects theories (that were formulated prior to the widespread adoption of the Internet).

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In The SAGE Handbook of Social Media, 233-253. 55 City Road, London: SAGE Publications Ltd, 2018. doi: 10.4135/9781473984066.n14. Bucher, Taina and Anne Helmond. "The Affordances of Social Media Platforms."

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The first of its kind, this Handbook examines the primary contexts in which gender and communication are shaped, reflected, and expressed: interpersonal, organizational, rhetoric, media, and intercultural/global.