

Status Update: Celebrity, Publicity, and Branding in the Social Media Age

Alice E. Marwick



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Status Update: Celebrity, Publicity, and Branding in the Social Media Age

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Status Update: Celebrity, Publicity, and Branding in the Social Media Age Alice E. Marwick A book that analyzes status-building techniques - such as self-branding, micro-celebrity, and life-streaming - to show that Web 2.0 did not provide a cultural revolution, but only furthered inequality and reinforced traditional social stratification, demarcated by race, class and gender.

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