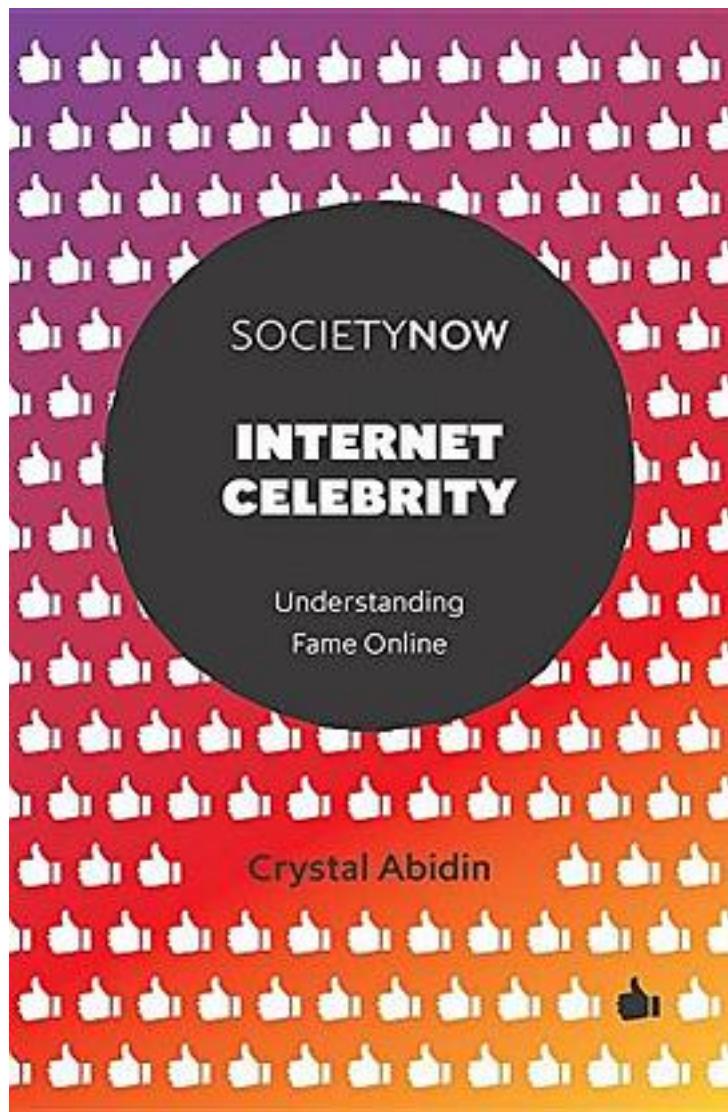


Internet Celebrity



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著者:Crystal Abidin

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The face of internet celebrity is rapidly diversifying and evolving. Online and mainstream celebrity culture are now weaving together, such that breakout stars from one-hit viral videos are able to turn their transient fame into a full-time career.

This book presents a framework for thinking about the different forms of internet celebrity that have emerged over the last decade, taking examples from the Global North and South, to consolidate key ideas about cultures of online fame. It discusses the overall landscape, developments and trends in the internet celebrity economy, and cross-cultural lessons.

作者介绍:

Crystal Abidin is Postdoctoral Fellow with the Media Management and Transformation Centre (MMTC) at Jonkoping University, Sweden, and Adjunct Researcher with the Centre for Culture and Technology (CCAT) at Curtin University, Australia. As a socio-cultural anthropologist of vernacular internet cultures, particularly young people's relationships with internet celebrity, self-curation, and vulnerability, she has published extensively on Influencers, a multimedia form of vocational internet celebrity, and is currently working on projects in East Asia, Australia, and Scandinavia.

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标签

传播学

社会学

文化研究

INTERNET

评论

可能作者预设的受众是所有人，加上篇幅实在有限又想面面俱到，整本书太descriptive，完全没做到critical analysis，宏观上没有把这个industry嵌入到整个political

economy里去讨论，中观上也没有对各个stakeholders的互动和博弈作深入分析，微观上从业者的subjectivities更是直接被忽略了，社会学人类学里的几个概念套过来点个名就完事，作者还是个人类学家，十年研究出的成果真的比不上克劳锐艾瑞的白皮书，失望。

我日，没想到本人有朝一日要因为一篇五千字小作文阅读这种网红研究传播学小册子。谁TM要了解网络名人的具体分类和它与传统名人的属性区别啊！倒是深刻体会到了办公室小野有多火，服了（本书需配合YouTube一同使用）

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书评

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