## Universitas Indonesia Library >> Buku Teks SO

Status update: Celebrity, publicity, and branding in the social media age Marwick, Alice E., author

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20487956&lokasi=lokal

\_\_\_\_\_\_

## Abstrak

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.