



# Social Media: Principles and Applications

*Pavica Sheldon*

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## **Social Media: Principles and Applications** Pavica Sheldon

Social Media: Principles and Applications examines social media in interpersonal, mass-mediated, educational, organizational, and political settings. Social media technologies take on many different forms, including social network sites like Facebook and Twitter, blogs, wikis, online video and photo-sharing sites (e.g., Pinterest), rating and social bookmarking sites, and video/text chatting sites (e.g., Skype). Beginning with the principles of social media, Sheldon disassembles applications of social media in a variety of settings to understand who is using social media, how they develop meaningful relationships, and how they use social media during major events. Sheldon also delves into the political, educational, commercial, and privacy issues of social media use, making this an excellent resource for communication, psychology, and social media scholars.

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