The Role Of Digital And Social Media Marketing In Consumer

This report contains detailed profiles of twelve of the world’s leading platform companies and derives insights from those profiles about what platforms actually do, how they do it, and why they succeed financially.

This report provides practical guidance to tax authorities on the design and implementation of a variety of solutions for digital platforms, including e-commerce marketplaces, in the effective and efficient collection of VAT/GST on the digital trade of goods, services and intangibles. In particular, it includes new measures to make digital platforms liable for the VAT/GST on sales made by online traders through these platforms, along with other measures including data sharing and enhanced co-operation between tax authorities and digital platforms. With annual gross sales surpassing 100 billion U.S. dollars each of the last two years, the digital games industry may one day challenge theatrical-release movies as the highest-grossing entertainment media in the world. In their examination of the tremendous cultural influence of digital games, Daniel Reardon and David Wright analyze three companies that have shaped the industry: Bethesda, located in Rockville, Maryland; BioWare in Edmonton, Alberta, and CD Projekt Red in Warsaw, Poland. Each company has used social media and technical content in the games to promote players’ belief that players control the companies' game narratives. The result has been at times explosive, as empowered players often attempted to co-op the creative processes of games through discussion board forum demands, fund-raising campaigns to persuade companies to change or add game content, and modifications (“modding”) of the games through fan-created downloads. The result has changed the way we understand the interactive nature of digital games and the power of fan culture to shape those games.

Co-production and co-creation occur when citizens participate actively in delivering and designing the services they receive. It has come increasingly onto the agenda of policymakers, as interest in citizen participation has more generally soared. Expectations are high and it is regarded as a possible solution to the public sector’s decreased legitimacy and dwindling resources, by accessing more of society’s capacities. In addition, it is seen as part of a more general drive to reinvigorate voluntary participation and strengthen social cohesion in an increasingly fragmented and individualized society. "Co-Production and Co-Creation: Engaging Citizens in Public Services" offers a systematic and comprehensive theoretical and empirical examination of the concepts of co-production and co-creation and their application in practice. It shows the latest state of knowledge on the topic and will be of interest both to students at an advanced level, academics and reflective practitioners. It addresses the topics with regard to co-production and co-creation and will be of interest to researchers, academics, policymakers, and students in the fields of public administration, business administration, economics, political science, public management, political science service management, sociology and voluntary sector studies.

Digital technology covers digital information in every form. The world lives in an information age in which massive amounts of data are being produced to improve our daily lives. This intelligent digital network incorporates interconnected people, robots, gadgets, content, and services all determined by digital transformation. The role of digital technologies in children’s, adolescent’s, and young adult’s lives is significantly increasing across the world. New and emerging devices and services promise to make their lives easier as they create new ways of connecting, creating, and relaxing. They also promise to support learning at home and school by enabling ready access to information and new and exciting pathways for young people to follow their interests. Yet, alongside these conveniences come trade-offs with implications for
privacy, safety, health, and well-being. Impact and Role of Digital Technologies in Adolescent Lives provides a deeper understanding of how digital technologies impact the lives of children, adolescents, and young adults; this includes the navigation of developmental tasks and the issues faced when utilizing these technologies. Covering topics such as adolescent stress, cyberbullying, intellectual disabilities, mental health, obesity, social media, and mindfulness practices, this text is essential for sociologists, psychologists, media analysts, technologists, academicians, researchers, students, non-government and government organizations, and professors.

The quality of library collections depends heavily on the initial assessment requirements. An accurate assessment assists with meeting the goals and missions of the library, but the introduction of digital media and resources is accompanied with new challenges in measuring the effective use of the library’s collection. The Handbook of Research on Inventive Digital Tools for Collection Management and Development in Modern Libraries details how libraries strive to bridge traditional collections with their new digital counterparts. Providing real-world examples and analysis of the modern library, this publication is a timely reference source for professionals and researchers in the fields of library and information science, as well as executives interested in information and organizational development.

Innovation and Collaboration in the Digital Era provides a holistic approach to collaborative innovation, innovation management and innovation leadership. It is full of practical advice and includes 34 interviews with high-level politicians, innovation industry leaders, academics and entrepreneurs discussing the reality of innovation and how to create change for a positive impact. Many quotes are included from researchers and practitioners in the innovation field who have participated as guests in the author’s podcast “Business of Collaboration” or in interviews with the Collabwith Magazine which she produces. This is a powerful book full of practical frameworks and one-page canvases which act as reminders of the value of making needs and expectations explicit. The author provides frameworks and tools that can be used to support collaboration journeys across different sectors and organizations. She also offers clarity to the reader for their innovation journey and brings a new perspective on how to innovate and understand innovation. Jara Pascual focuses on the importance of managing emotions and feelings of frustration which can be very common during a collaborative innovation process. She explores the interaction between Emotional Intelligence and business and shows how to remove and manage frustration and how to produce a positive outcome. Innovation and Collaboration in the Digital Era will empower the reader to take action and show how to change your conversation about innovation and collaboration. "Innovation and collaboration are among the most important concepts that drive human society forward. Jara Pascual explores their interplay in a unique way, with the chapters walking through the richness of the topics like a Mediterranean food market, full of colour, diversity and flavours. A remarkable, engaging and satisfying read." Johan Kestens, CIO New York Mellon Bank "Jara’s voice is rigorous and inspiring on how to manage organizations in the current era. Indeed, there are strategic reasons for diversity. And indeed, good leaders are not just smart, but emotionally intelligent. A MUST READ!" Elena Arrieta, tech & innovation journalist. Currently working as Communications Manager at DigitalES, the Spanish Association for Digitalisation. "Jara Pascual is opening a new box for innovation. I was intrigued about the connection of Emotional Intelligence and business in particular in a startup context. Everyone is looking for recipes for personal and professional success and this approach might be the key for both.” Sabine Stuiver, Co-founder and CMO Hydraloop "Jara Pascual, with colleague Celia Avila-Rauch, has been able to distill and apply the ability model of emotional intelligence to the art and science of innovation and innovation leadership. In our work we note that feelings are not always facts but that emotions as a form of data. More than that, emotions can assist or facilitate with decision making, creativity and innovation rather than getting in the way, but only if leaders are "smart" about emotions and develop and deploy their emotional intelligence skills." Dr David R Caruso, Emotional Intelligence Skills Group, Founder
Yale Center for Emotional Intelligence, Research Affiliate

Collaboration in business allows for equitable opportunities and inclusive growth as the economy rises while also permitting partnering organizations to adopt and utilize the latest successful practices and management. However, a market in stasis may require a displacement in order to allow businesses to grow and create new alliances and partnerships toward a shared economy. There is a need for studies that seek to understand the necessity of market disruption and the best supervisory methods for remaining relevant and profitable in a time of change. The Handbook of Research on Managerial Practices and Disruptive Innovation in Asia is an essential reference source that explores successful executive behavior and business operations striving toward a more inclusive economy. Featuring research on topics such as employee welfare, brand orientation, and entrepreneurship, this publication is ideally designed for human resources developers, policymakers, IT specialists, economists, executives, managers, corporate directors, information technologists, and academicians seeking current research focusing on innovative business factors and sustainable economies in Asia.

The convergence of technologies and emergence of interdisciplinary and transdisciplinary modus of knowledge production justify the need for research that explores the disinterestedness or interconnectivity of the information science disciplines. The quantum leap in knowledge production, increasing demand for information and knowledge, changing information needs, information governance, and proliferation of digital technologies in the era of ubiquitous digital technologies justify research that employs a holistic approach in x-raying the challenges of managing information in an increasingly knowledge- and technology-driven dispensation. The changing nature of knowledge production for sustainable development, along with trends and theory for enhanced knowledge coordination, deserve focus in current times. The Handbook of Research on Records and Information Management Strategies for Enhanced Knowledge Coordination draws input from experts involved in records management, information science, library science, memory, and digital technology, creating a vanguard compendium of novel trends and praxis. While highlighting a vast array of topics under the scope of library science, information science, knowledge transfer, records management, and more, this book is ideally designed for knowledge and information managers, library and information science schools, policymakers, practitioners, stakeholders, administrators, researchers, academicians, and students interested in records and information management.

Connected customers, using a wide range of devices such as smart phones, tablets, and laptops have ushered in a new era of consumerism. Now more than ever, this change has prodded marketing departments to work with their various IT departments and technologists to expand consumers’ access to content. In order to remain competitive, marketers must integrate marketing campaigns across these different devices and become proficient in using technology. The Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer is a pivotal reference source that develops new insights into applications of technology in marketing and explores effective ways to reach consumers through a wide range of devices. While highlighting topics such as cognitive computing, artificial intelligence, and virtual reality, this publication explores practices of technology-empowered digital marketing as well as the methods of applying practices to less developed countries. This book is ideally designed for marketers, managers, advertisers, branding teams, application developers, IT specialists, academicians, researchers, and students.

The Basics of Digital Forensics provides a foundation for people new to the digital forensics field. This book teaches you how to conduct examinations by discussing what digital forensics is, the methodologies used, key tactical concepts, and the tools needed to perform examinations. Details on digital forensics for computers, networks, cell phones, GPS, the cloud and the Internet are discussed. Also, learn
how to collect evidence, document the scene, and how deleted data can be recovered. The new Second Edition of this book provides you with completely up-to-date real-world examples and all the key technologies used in digital forensics, as well as new coverage of network intrusion response, how hard drives are organized, and electronic discovery. You'll also learn how to incorporate quality assurance into an investigation, how to prioritize evidence items to examine (triage), case processing, and what goes into making an expert witness. The Second Edition also features expanded resources and references, including online resources that keep you current, sample legal documents, and suggested further reading. Learn what Digital Forensics entails Build a toolkit and prepare an investigative plan Understand the common artifacts to look for in an exam Second Edition features all-new coverage of hard drives, triage, network intrusion response, and electronic discovery; as well as updated case studies, expert interviews, and expanded resources and references

This annual edited volume presents an overview of cutting-edge research areas within digital ethics as defined by the Digital Ethics Lab of the University of Oxford. It identifies new challenges and opportunities of influence in setting the research agenda in the field. The 2020 edition of the yearbook presents research on the following topics: governing digital health, visualising governance, the digital afterlife, the possibility of an AI winter, the limits of design theory in philosophy, cyberwarfare, ethics of online behaviour change, governance of AI, trust in AI, and Emotional Self-Awareness as a Digital Literacy. This book appeals to students, researchers and professionals in the field.

In the last decade, the use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world. The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven approaches, online advertising campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce.
quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data, marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

"This book provides insight on the impact and role of digital technologies on adolescent lives, and how they navigate developmental tasks and issues utilizing these technologies and how these technologies contribute to addiction, information processing for fake news, hinder or help identity development and formation, and can contribute to aggressive behaviors"--

It is a commonplace in educational policy and theory to claim that digital technology has 'transformed' the university, the nature of learning and even the essence of what it means to be a scholar or a student. However, these claims have not always been based on strong research evidence. What are students and scholars actually doing in the day-to-day life of the digital university? This book examines in detail how the world of the digital interacts with texts, artefacts, devices and humans, in the contemporary university setting. Weaving together perspectives from a range of thinkers and disciplinary sources, Lesley Gourlay draws on ideas from posthuman and new materialist theory in particular, to open up our understanding about how digital knowledge practices operate. She proposes that digital engagement in the university should not be regarded as 'virtual' or disembodied, but instead may be understood as a complex set of entanglements of the body, texts and material artefacts, making a case that agency and the ways in which knowledge emerges should be regarded as 'more than human'.

Practical advice for redesigning "big, old" companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions--and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. Designed for Digital offers practical advice on digital
transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape.

The current budget-constrained, rapidly evolving climate of higher education and academic libraries makes it a necessity for academic librarians and administrators to communicate the value of their library to the university. This book explains how to execute this critical task. • Advocates and explains the instructional role of academic librarians—a role that is key and continuing to grow in importance • Furnishes practical examples of digital products and proven processes to aid in student learning • Provides concrete methodologies to use technology to increase the visibility and perceived value of academic libraries • Illustrates the use of templates, lesson plans, and other tools that serve teaching librarians

This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfill their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

“After decades of research on dysfunctional eating and lack of physical activity, research attention has finally turned to the role of digital technology in eating behaviors and eating disorders. This timely volume offers a thoughtful and wide collection of chapters discussing the possible effects of digital technologies, from those enhancing healthy eating behaviors to those that encourage disordered eating. Highly recommended for both professionals and scholars.” Prof. Giuseppe Riva, Università Cattolica del Sacro Cuore, Milan, Italy. This book examines in depth the multifaceted roles of digital technologies in the eating behaviors and eating disorders. Coverage reflects a broad theoretical and empirical knowledge of current trends in digital technology use in health behaviors, and their risks and benefits affecting wellbeing, with focus on eating behaviors and eating disorders. The authors use both qualitative and quantitative data to focus on the digital lived experiences of people and their eating related behaviors. Among the topics covered: The quality of eating-
oriented information online Technology, body image, and disordered eating Eating-oriented online groups Using mobile technology in eating behaviors Usage of digital technology among people with eating disorders What healthcare professionals should know about digital technologies and eating disorders Technology-based prevention and treatment programs for eating disorders A potential source of discussion and debate in various fields across the social sciences, the health sciences, and psychology, Digital Technology, Eating Behaviors, and Eating Disorders will be especially useful to students, academics, researchers, and professionals working in the fields of eating behaviors and eating disorders. This report analyses the processes that turn data into economic value for online search, e-commerce and media platforms. It concludes that forcing data sharing through policy intervention would not prevent dominant incumbents to continue to benefit economically from greater access to data over new entrants. Instead, policy makers should focus on enabling niche entry, niche growth and a level playing field for competitors in new and emerging markets. Data play a central role in the business models that shape competition and innovation in digital markets. As dominant providers of online services collect ever more user data they generate data-driven network effects. They can then improve their services faster, and venture faster into related markets than competitors with less data, thereby raising entry barriers for innovative start-ups. The authors, Sally Broughton Micova (CERRE & University of East Anglia), Jan Krämer (CERRE & University of Passau) and Daniel Schnurr (University of Passau), have analysed processes that transform data into economic value for online search, e-commerce and media platforms. They find that in each case, more data, especially on user behaviour, gradually improves the quality of the service, thereby generating high economic benefits for the firm. The authors find that data-driven network effects can nevertheless be a source of efficiency which can ultimately benefit consumers. Even if some data is shared through policy intervention, dominant incumbents will continue to benefit economically and competitively from greater access to data over new entrants. “We conclude that it is neither realistic nor desirable to try to break data-driven network effects through policy intervention. Instead, we would strongly encourage policy makers to focus on enabling niche entry and niche growth. To do so, they should facilitate the sharing of behavioural user data gathered by the dominant firm with other firms.” The authors provide policy recommendations for data access remedies to safeguard competition, innovation and the openness of the digital ecosystem: 1. Remedies that achieve a more level playing field in the digital economy by breaking the data-driven network effects of data-rich incumbents should be entertained as a last resort and only under specific conditions. 2. Policy makers should foster data sharing on two levels to strike a balance between consumers’ privacy, competition and innovation. They should require the sharing of aggregated and anonymised raw user data in bulk, after a careful review and on a case-by-case basis. They should also facilitate the sharing of detailed raw user data through improved data portability, based on individual
users’ consent. Bulk sharing of raw user data should be limited to data that was collected as a by-product of the incumbent’s dominant user-facing service, such as search logs, in order to maintain incentives for innovation and data collection. The main challenge will be to balance privacy concerns with maintaining enough detailed data to ensure it is of value to third-parties. 3. Dominant firms should also be obliged to allow consumers to port their raw data to another provider continuously and in real time. Privacy concerns can then be overcome and the shared user profiles can be more detailed than under bulk sharing. In concert with bulk-sharing, data portability can be a valuable source for attaining both detailed and representative data sets.

Strategy and Behaviors in the Digital Economy is a collection of reviewed and relevant research chapters, offering a comprehensive overview of recent developments in the field of Business, Management and Economics. The book comprises single chapters authored by various researchers and edited by an expert active in this research area. All chapters are complete in itself but united under a common research study topic. This publication aims at providing a thorough overview of the latest research efforts by international authors on this field of study, and open new possible research paths for further novel developments.

This research-based book investigates the effects of digital transformation on the cultural and creative sectors. Through cases and examples, the book examines how artists and art institutions are facing the challenges posed by digital transformation, highlighting both positive and negative effects of the phenomenon. With contributions from an international range of scholars, the book examines how digital transformation is changing the way the arts are produced and consumed. As relative late adopters of digital technologies, the arts organizations are shown to be struggling to adapt, as issues of authenticity, legitimacy, control, trust, and co-creation arise. Leveraging a variety of research approaches, the book identifies managerial implications to render a collection that is valuable reading for scholars involved with arts and culture management, the creative industries and digital transformation more broadly.

This book offers readers an understanding of the theoretical framework for the concept of Arts Talk, provides historical background and a review of current thinking about the interpretive process, and, most importantly, provides ideas and insights into building audience-centered and audience-powered conversations about the arts.

When people hear the term “role-playing games,” they tend to think of two things: a group of friends sitting around a table playing Dungeons & Dragons or video games with exciting graphics. Between those two, however, exists a third style of gaming. Hundreds of online forums offer gathering places for thousands of players—people who come together to role-play through writing. They create stories by taking turns, describing events through their characters’ eyes. Whether it is the arena of the Hunger Games, the epic battles of the Marvel Universe or love stories in a fantasy version of New
York, people build their own spaces of words, and inhabit them day after day. But what makes thousands of players, many teenagers among them, voluntarily type up novel-length stories? How do they use the resources of the Internet, gather images, sounds, and video clips to weave them into one coherent narrative? How do they create together through improvisation and negotiation, in ways that connect them to older forms of storytelling? Through observing more than a hundred websites and participating in five of them for a year, the author has created a pilot study that delves into a subculture of unbounded creativity.

This volume, the result of the 21st Conference on Postal and Delivery Economics (Ireland, 2013), describes the continuing problem of the decline of the postal sector in the face of electronic competition and offers strategies for the survival of mail services.

Impact and Role of Digital Technologies in Adolescent Lives

The year 2010 was a landmark in the history of digital libraries because for the first time this year the ACM/IEEE Joint Conference on Digital Libraries (JCDL) and the annual International Conference on Asia-Pacific Digital Libraries (ICADL) were held together at the Gold Coast in Australia. The combined conferences provided an opportunity for digital library researchers, academics and professionals from across the globe to meet in a single forum to disseminate, discuss, and share their valuable research. For the past 12 years ICADL has remained a major forum for digital library researchers and professionals from around the world in general, and for the Asia-Pacific region in particular. Research and development activities in digital libraries that began almost two decades ago have gone through some distinct phases: digital libraries have evolved from mere networked collections of digital objects to robust information services designed for both specific applications as well as global audiences. Consequently, researchers have focused on various challenges ranging from technical issues such as networked infrastructure and the creation and management of complex digital objects to user-centric issues such as usability, impact and evaluation. Simultaneously, digital preservation has emerged and remained as a major area of influence for digital library research. Research in digital libraries has also been influenced by several socio-economic and legal issues such as the digital divide, intellectual property, sustainability and business models, and so on.

More recently, Web 2.0.

On March 24, 2020, a 1-day public workshop titled The Role of Digital Health Technologies in Drug Development was convened by the National Academies of Sciences, Engineering, and Medicine. This workshop builds on prior efforts to explore how virtual clinical trials facilitated by digital health technologies (DHTs) might change the landscape of drug development. To explore the challenges and opportunities in using DHTs for improving the probability of success in drug R&D, enabling better patient care, and improving precision medicine, the workshop featured presentations and panel discussions.
discussions on the integration of DHTs across all phases of drug development. Throughout the workshop, participants considered how DHTs could be applied to achieve the greatest impact and perhaps even change the face of how clinical trials are conducted in ways that are also ethical, equitable, safe, and effective. This publication summarizes the presentations and discussions from the workshop.

This volume, the result of the 21st Conference on Postal and Delivery Economics (Ireland, 2013), describes the continuing problem of the decline of the postal sector in the face of electronic competition and offers strategies for the survival of mail services in a digital age.

Educational strategies have evolved over the years due to research breakthroughs and the application of technology. By using the latest learning innovations, curriculum and instructional design can be enhanced and strengthened. Also, as learners move away from traditional scholarly media and toward technology-based education, students gain an advantage in learning about their world and how to interact with modern society. Learning Strategies and Constructionism in Modern Education Settings is a critical scholarly resource that enhances the competencies of educational professionals by providing practical advice on providing an innovative educational process to promote the cognitive growth of individuals, regardless of special needs or obstacles. The book features coverage on a variety of topics including integration approaches of digital media in the teaching/learning process, the role of parents for developing digital literacy in their young children, and the effectiveness of using technology tools to teach mathematics.

As a publication focused on education advancements through technology, the book serves as a useful resource for academicians, educators, school administrators, and individuals seeking current research on education technologies. With the increase of digital and networked media in everyday life, researchers have increasingly turned their gaze to the symbolic and cultural elements of technologies. From studying online game communities, locative and social media to YouTube and mobile media, ethnographic approaches to digital and networked media have helped to elucidate the dynamic cultural and social dimensions of media practice. The Routledge Companion to Digital Ethnography provides an authoritative, up-to-date, intellectually broad, and conceptually cutting-edge guide to this emergent and diverse area. Features include: a comprehensive history of computers and digitization in anthropology; exploration of various ethnographic methods in the context of digital tools and network relations; consideration of social networking and communication technologies on a local and global scale; in-depth analyses of different interfaces in ethnography, from mobile technologies to digital archives.

Shows how digital media connects people to their lived environments Every day, millions of people turn to small handheld screens to search for their destinations and to seek recommendations for places to visit. They may share texts or images
of themselves and these places en route or after their journey is complete. We don’t consciously reflect on these
activities and probably don’t associate these practices with constructing a sense of place. Critics have argued that digital
media alienates users from space and place, but this book argues that the exact opposite is true: that we habitually use
digital technologies to re-embed ourselves within urban environments. The Digital City advocates for the need to rethink
our everyday interactions with digital infrastructures, navigation technologies, and social media as we move through the
world. Drawing on five case studies from global and mid-sized cities to illustrate the concept of “re-placeing,” Germaine
R. Halegoua shows how different populations employ urban broadband networks, social and locative media platforms,
digital navigation, smart cities, and creative placemaking initiatives to turn urban spaces into places with deep meanings
and emotional attachments. Through timely narratives of everyday urban life, Halegoua argues that people use digital
media to create a unique sense of place within rapidly changing urban environments and that a sense of place is integral
to understanding contemporary relationships with digital media.
Countries at different points of development are affected differently by shifts in the ability to access information. These
changes require the action of governments to cope in order to preserve accountability and information access. The
progression of these changes could vary between countries based on the level of development. Digital Transformation
and Its Role in Progressing the Relationship Between States and Their Citizens is a cutting-edge research publication
that examines the relationship between government and citizens especially regarding accountability, communication, and
access to information. Featuring a wide range of topics such as electoral reform, free speech, and citizen empowerment,
this book is ideal for policymakers, researchers, legal professionals, activists, government employees, and academicians.
Youth around the world are fittingly described as digital natives because of their comfort and skill with technological
hardware and content. Recent studies indicate that an overwhelming majority of children and teenagers use the Internet,
cell phones, and other mobile devices. Equipped with familiarity and unprecedented access, it is no wonder that
adolescents consume, create, and share copious amounts of content. But is there a cost? Digital Youth: The Role of
Media in Development recognizes the important role of digital tools in the lives of teenagers and presents both the risks
and benefits of these new interactive technologies. From social networking to instant messaging to text messaging, the
authors create an informative and relevant guidebook that goes beyond description to include developmental theory and
implications. Also woven throughout the book is an international sensitivity and understanding that clarifies how, despite
the widespread popularity of digital communication, technology use varies between groups globally. Other specific topics
addressed include: Sexuality on the Internet. Online identity and self-presentation. Morality, ethics, and civic
engagement. Technology and health. Violence, cyberbullying, and victimization. Excessive Internet use and addictive
behavior. This comprehensive volume is a must-have reference for researchers, clinicians, and graduate students across such disciplines as developmental/clinical child/school psychology, social psychology, media psychology, medical and allied health professions, education, and social work. 

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