

Power, Surveillance, and Culture in YouTube™'s Digital Sphere

Part of the Advances in Social Networking and Online Communities Book Series

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Description:

Over the last several years, YouTube™ has become a public forum for creative, informative, and political endeavors around the globe. As the website's influence and appeal continues to grow, questions regarding the legal usage of material, as well as potential governance issues regarding surveillance and political sway, are becoming more relevant.

Power, Surveillance, and Culture in YouTube™'s Digital Sphere examines the imaginative, socioeconomic, and innovative features of the video sharing community of YouTube™ and how these areas traverse the digital world. Highlights theoretical concepts and empirical research, as well as in-depth discussions on cultural studies, participatory experience, and media theory.

Readers:

This publication will appeal to professionals, practitioners, researchers, and students interested in the use of video sharing as a means of surveillance, communication, or personal promotion.

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Topics Covered:

- Advertising
- Democracy
- Online Participatory Culture
- Social Media
- Surveillance Theory
- Video Sharing

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