Book Review

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Social Media and Society
by: Marko M. Skoric and Natalie Pang
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According to Luttrell and Wallace (2021), social media can be thought of as forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content via the social sphere. Where were you the first time you used social media? Maybe it was in the mid-2000s creating a Facebook profile from your dorm room. Perhaps it was pinning ideas on a Pinterest board for a home renovation project, following your favourite celebrity on Twitter, or posting a rave review or scathing complaint on Yelp. Or maybe these channels sound like ancient history and your first introduction to social media was re-creating a dance challenge on TikTok, using a funny filter on Snapchat, or jumping on Instagram Live to share something special in real time (Lehmann, 2024). One approach to understanding the definition of social media is to create a typology of lists of commonly used sites and services. In that view, social media should include social networking sites: platforms and services designed to facilitate social interactions between people in various environments. Therefore, sites like Facebook, LinkedIn, Next-door, and Tinder seem to be intuitive examples. However, depending on the extent to which 'sociality' or 'sociability' is manifested in a particular service, many users also consider social media to include video sharing sites (TikTok), game streaming sites (Twitch), messaging services (Discord), microblogs (Twitter/X), internet forums/discussion sites (Reddit), gig economy applications (Airbnb), review sites (TripAdvisor), collaboration tools (Slack), and bookmarking/hobby collection sites (Pinterest) (Ji, 2024).

This book consists of 21 chapters divided into four main parts and written by 45 contributors from academics, practitioners, and researchers interested in social media and communication. The editor, Marko M. Skoric, is a researcher who focuses on new media and social change, specifically emphasising the implications of digital technology against society and politics. Then, Natalie Pang, research, and lecturer, focused on digital citizenship/well-being and digital humanities. Book this is arranged into four parts, namely:

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1 sexuality, gender, and family

2 culture and the public

3 citizenship and politics

4 methods of research and pedagogy.

The main book gives an outlook on the role of social media in public through lots of perspectives about various phenomenon social, psychological, cultural, and political, including the practice of parenting children and families, sexual violence, termination of relationships and avoidance, reconciliation post-conflict, fandom, crowdfunding, pedagogy class, and governance participative. Interestingly, the contributor gives a general description of the method of emerging social media research and pedagogy related, as well as discusses the problem of ethics facing social media experts.

The first chapter discusses patterns that foster mediated performative technology. The writer highlights dimensions of parenting growing child nature publicly through a study field carried out with families in urban areas in China. Social media and culture parenting raising performative people have changed standard norms and expectations of being a 'good parent'. The impact is the obligations of parents have far surpassed the role of traditional parents in nurturing children in the environment house ladder. Chapter 2 examines in a way empirical How attitudes, subjective norms, control perceived behaviours (PBC), and digital literacy influence three types of parental mediation namely: mediation active, mediation restrictive, and inspection non-intrusive in context use of social media by teenagers. A study was done with an online survey of 587 parents in China, part of the South, with children aged 13–17. Chapter 3 discusses the sequence of social and media socio-techniques to meaning and practice of fostering national patterns among mother Indonesian migrants in Hong Kong. The focus chapter looks at how mothers migrate in a way to interpret various possible potentials followed by social media for guarding intimate families during migration. There are three identified capabilities namely, visibility, connectivity controllable, and persistent. Chapter 4 explores the phenomenon of facilitated sexual intercourse technology, covers abuse online sexual, sexting (post message non-consensual sexual intercourse), speech hatred, gender-based, cyberstalking, and distribution of picture sexual without agreement. The writers study phenomenon this with approach methodology feminists who are A method do research rooted in experience life and embodiment woman with prioritise corner look them, combined with digital ethnography for understanding phenomenon violence facilitated sexual intercourse technology in Singapore.

Chapter 5 checks how scholars can understand and study the many religious influencers, not only in Indonesia but also in other parts of the world, for more understanding of religion and representation of online piety has significant influence in a way on culture and politics. Chapter 6 focuses on the study of four civic crowdfunding projects leading suitable cross-country in a historical and contemporary way. For considering method projects, this uses discourse populist and objective poetic to fund project practical and, in a way, poetic to increase awareness and support for project politics. Chapter 7 concentrates the role of social media in communication crises. The writer's research spreads information and use of social media throughout the cycle of crisis and offers a useful review of the method of research used in scientific literature. Chapter 8 gives a unique perspective on social media's role in pushing reconciliation in public post-conflict. Writing this uses the development of a social media reconciliation

model (SMRC) consisting of three dimensions: interactive digital platform, processing information, and intervention. SMRC created an opportunity to study its implementation in various types of conflicts like the conflict Russia-Ukraine and the conflict between Palestine and Israel. Chapter 9 detects the role of social media platforms in the global spread of K-pop and K-pop fandom. Deployment this role is important in intensifying and speeding up the ability to spread media culture and mobilise the existing social to influence the public.

Chapter 10 highlights several characteristic communication politics on social media, with a focus specifically on three things, namely:

1 the existence of multiple and layered publics

2 the role of social media in lower cost agency, so make connection principal-agent easier (than create principal new)

3 potential democracy and the way going to democracy sentiment, though social media users (active) currently this no represented compared to with all overpopulation citizen/voter.

Chapter 11 is part of ample literature. This serves the view that social media have the potency to grow a society that has information and is participatory. Which are more critical? Again, the report highlights that the potency of democracy depends on affordability and connectivity. Chapter 12 reviewed why the public is more reluctant to participate in discussion and debate on social media. They identify several factors, including social and political, behind releasing self from social media and discussing why social media sometimes becomes an unsafe space for discussing politics. Chapter 13 studies the reaction of the public to social media posts related to issues politically important in the USA context. With the use of a design survey experimental study on a sample of American adults, the author tests the rhetoric violation norm in post-increased levels of anxiety and hatred as well as reduced levels of enthusiasm. Chapter 14 discusses the topic of social media facilitation to activity movement in the Indonesian context. Part this gives a realistic need about the potential of social media to help or obstruct movement in the Global South context. Chapter 15 examines participation in digital public in Austria and reviews the use cycle policy and the impact of digitalisation of design project digital participation in Austria, leading to 'books green'.

Chapter 16 provides a description comprehensive about the use of media data. Social as big data in research, elaborate method analysis main used and introduce typology new social media analysis. Chapter 17 discusses more near analysis of the opinion public, reviews the approach computing used in predictions of the opinion public based on social media data and examines theoretical and methodological important issues faced by researchers in the field. Chapter 18 brings a perspective that is very analytical, different from baobab before, focusing on the approach of ethnography to the story of digital people. By digging far to experience the story of inner digital people in China, this chapter gives relevant guidelines and tools for candidate digital ethnographers to learn creativity vernacular on social media. Chapter 19 reflects on experience study, each with social media methods scrolling behind and offering four study cases to the reader, which include various topic research, group participants, and different social media platforms. Chapter 20 examines implications of social and historical from technology message instant, context geography and location. Findings show domination of China-focused

research and research against WhatsApp, as well as take notes No exists study critical to application attentive messaging enhancement platform power. Chapter 21 examines a unique international issue about the use of social media in the classroom. Different from the significant chapter in the book, the writer focuses on understanding the potential of social media to increase results in education by exploring the acquisition and development of adolescent transmedia skills.

Then, focus on the primary culture book. This represents almost the entire region. This matter increases the variety and variety of content in displays perspectives associated with social media developments with various fields in society contemporary in a concrete way. Follow the approach. This makes the book more contextual to various situations and valuable. It is good in scale, locally and globally. However, very unfortunately, there are missed opportunities to connect discussion with situation life in every part. We suggest that every chapter include possible questions to push the readers to think critically about the principal discussions, improve their understanding, and create meaningful dialogue.

Interestingly, the book was written by various group scholars internationally and features responses from community academics to a few challenges to major social causes of the evolution of social media ecology. Chapters also deliver a general description of social media research and pedagogy related and discuss problem ethics facing social media experts. Besides that, the approach carried out by the contributor's book adds power broad appeal for anyone interested in issues developments in social media and methods studying emerging pedagogies about social media. Overall, this book is recommended as a critical and valuable tool for practitioners, students, scholars, professionals, social media, and takers interested in policy for understanding the role of social media platforms in public contemporary.

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