Chapter 17

Reappraising Social Media: The Rise of the Global Digital Family

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ABSTRACT

This chapter reappraises social media. The corporate perspective promises a growth market based on user data exploitation. On the other hand, users expect emotional contagion and authenticity from their social media experience. They want to connect to friends and family. As a consequence, users accept corporate exploitation of their data. Users see social media as a human right. To users, the technology is key to global knowledge dissemination, with the potential to challenge traditional power structures resisting change. Building on Obar and Wildman, the chapter concludes with an improved definition of social media suggesting that user data tagged to user accounts, user generated content (UGC), and user behavior in the multi-device universe is the lifeblood of social media. Research suggests that social media has propelled markind beyond McLuhan's global village into the global digital family.

INTRODUCTION

Without a doubt, social media has penetrated our daily lives deeply, influencing the way people connect to friends and family. Research shows that user data tagged to user accounts, UGC and user behaviour is the life blood of social media, making it possible for SNS-owners to generate profits and for users to connect to social media at home, at work and while travelling.

Userdata makes it possible for Elisabeth Beck-Gernsbeim' 'post-familial-family' (Beck-Gernsbeim, 1998, p. 68), which is no longer limited by class and ethnic origin, to be extended into the virtual domain, giving rise to the metaphorical Global Digital Family beyond McLuhan's 'Global Village' (McLuhan, 1962, p. 31).

Early during the evolution of the Internet critics argued that "social systems do not work with machinelike precision; human beings have the capacity to interpret and respond to ambiguity" (Duft & Lengel, 1986, p. 569). Back then, the emerging Internet was considered a medium low in richness unlike faceto-face communication. Yet, by 2015, Dunaetz et al find that:

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Reappraising Social Security Toward An Alternative System

Léo Pomar

Reappraising Social Security Toward An Alternative System:

Reviewing Reappraising Social Security Toward An Alternative System: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Reappraising Social Security Toward An Alternative System**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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