



Facebookers' vs. 'Donor Darlings'

By Maiko Schaffrath

GRIN Verlag Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research Paper from the year 2011 in the subject Cultural Studies - European Studies, grade: -, Maastricht University, language: English, abstract: When the Dutch journalist Joris Luyendijk first published his book Hello Everybody in 2006, Facebook was only at the beginning of its rise to the mass-medium that it is today. The same applies for Twitter. It was only at its starting point; with its launch in July 2006 (Crunchbase, 2011) it had significantly less than 12,000 users in November 2006. Consequently, journalists adapted the methodology of their work to these new forms of social (mass) communication. A study by the George Washington University (USA) in cooperation with the public relations company Cision confirms this assumption. Sixty-five percent of all journalists examined said that they used Social networks as sources for their daily work (Bates & Sullivan, 2010). This indicates that also the way of reporting about the Middle East might have changed; that correspondents adapted to the new tools which they got and use them actively for their reporting. One of the most prominent...



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