



Public Interest and Private Rights in Social Media (Chandos Publishing Social Media Series)

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Social media has an increasing role in the public and private world. This raises socio-political and legal issues in the corporate and academic spheres.

Public Interest and Private Rights in Social Media provides insight into the use, impact and future of social media. The contributors provide guidance on social media and society, particularly the use of social media in the corporate sector and academia, the rising influence of social media in public and political opinion making, and the legal implications of social media. The Editor brings together unusual perspectives on the use of social media, both in developed and developing countries.

This title consists of twelve chapters, each covering a salient topic, including: social media in the context of global media; the First Amendment and online calls for action; social media and the rule of law; social networks and the self; social media strategy in the public sector; social media in humanitarian work; social media as a tool in business education; social media and the 'continuum of transparency'; business and social media; making a difference to customer service with social media; social analytics data and platforms; and altruism as a valuable dimension of the digital age.

- Provides a guide to the key components of corporate and academic use of social media
- Offers technological and non-technological, legal, and international perspectives
- Considers socio-political impact and legal issues

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