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Social Networking: Redefining Communication in the Digital Age fulfills a pressing demand in social network literature by bringing together international experts from the fields of communication, new media technologies, marketing and advertising, public relations and journalism, business, and education.

In this volume contributors traces online social networking practices across national borders, cultural confines, and geographic limits. The book delves into the socioeconomic, political, cultural, and professional dimensions of social networking around the globe, and explores the similarities, distinctions, and specific characteristics of social media networks in diverse settings.

The chapters offer an important contribution to the scholarly research on the uses and applications of online social networking around the world and pertain to a broad range of academic fields. Overall, the volume addresses a subject matter of keen interest to academics and practitioners alike and provides a much-needed forum for sharing innovative research practices and exchanging new ideas.

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