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The argument has been made that memoir reflects and augments the narcissistic tendencies of our neo-liberal age. *Mediating Memory: Tracing the Limits of Memoir* challenges and dismantles that assumption. Focusing on the history, theory and practice of memoir writing, editors Bunty Avieson, Fiona Giles and Sue Joseph provide a thorough and cutting-edge examination of memoir through the lenses of ethics, practice and innovation. By investigating memoir across cultural boundaries, in its various guises, and tracing its limits, the editors convincingly demonstrate the plurality of ways in which memoir is helping us make sense of who we are, who we were and the influences that shape us along the way. The book includes selected high-quality research papers presented at the Third International Congress on Information and Communication Technology held at Brunel University, London on February 27–28, 2018. It discusses emerging topics pertaining to information and communication technology (ICT) for managerial applications, e-governance, e-agriculture, e-education and computing technologies, the Internet of Things (IOT), and e-mining. Written by experts and researchers working on ICT, the book is suitable for new researchers involved in advanced

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studies.

In this latest edition of her classic text, Lisa Spiller takes an insightful, in-depth look at contemporary marketing concepts, tactics, and techniques and the dynamic innovations that continue to drive and shape this multi-faceted, multi-dimensional field.

Direct, Digital, and Data-Driven Marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing. But it does not overlook the traditional principles of direct marketing still relevant today. This book examines the field both as it once was and as it is evolving. With plenty of learning features online resources, the Fifth Edition provides an engaging journey, which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic.

From pornographic videos of rape and incest to sexual predators around every corner; from online challenges teaching children how to commit suicide to resources teaching them how to conjure up demons; from social media trends praising abortion to completely redefining what it means to be human; these are the monsters in the closet which children and teenagers are being exposed to. America is facing a drastic moral decline, and we are only seeing the beginning of the avalanche. Narratives which directly attack God's word are being fed to

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young people. These monsters are very real and may be much closer than you think. Learn about the harmful indoctrination and lies being spread through the internet, social media, and even the classroom, and how you can combat them.

This book constitutes the thoroughly refereed post-conference proceedings of the 18th International Conference on Financial Cryptography and Data Security (FC 2014), held in Christ Church, Barbados, in March 2014. The 19 revised full papers and 12 short papers were carefully selected and reviewed from 165 abstract registrations and 138 full papers submissions. The papers are grouped in the following topical sections: payment systems, case studies, cloud and virtualization, elliptic curve cryptography, privacy-preserving systems, authentication and visual encryption, network security, mobile system security, incentives, game theory and risk, and bitcoin anonymity.

A Filtered Life is the first comprehensive ethnographic account to explore how college students create and manage multiple identities on social media. Drawing on interviews and digital ethnographic data gleaned from popular social media platforms, the authors document and make visible routinized practices that are typically hidden and operating behind the scenes. They introduce the concept of "digital multiples," wherein students strategically present themselves differently across

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social media platforms. This requires both the copious production of content and the calculated development of an instantly recognizable aesthetic or brand. Taylor and Nichter examine key contradictions that emerged from student narratives, including presenting a self that is both authentic and highly edited, appearing upbeat even during emotionally difficult times, and exuding body positivity even when frustrated with how you look. Students struggled with this series of impossibilities; yet, they felt compelled to maintain a vibrant online presence. With its close-up portrayal of the social and embodied experiences of college students, *A Filtered Life* is ideal for students and scholars interested in youth studies, digital ethnography, communication, and new forms of media. Shifting our thinking to help break the cycle of bullying We all know bullying impacts the academic and emotional lives of our young people. We see it in our schools and hear about it in the news. Why is it still happening? Often it's because we fail to address the individuals at the heart of the problem—the kids who engage in the behavior. *Working With Kids Who Bully* challenges us to shift our thinking about these youth. Readers will find Information on cyberbullying, relational aggression, mediation, building empathy, and bibliomedia therapy Strategies and sample dialogue to use with kids who bully Diagrams and charts to clarify

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suggested approaches

A comprehensive guide to understanding the theory and practice of digital entrepreneurship.

In order to establish and maintain a successful company in the digital age, managers are digitally transforming their organizations to include such tools as disruptive technologies and digital data to improve performance and efficiencies. As these companies continue to adopt digital technologies to improve their businesses and create new revenues and value-producing opportunities, they must also be aware of the challenges digitalization can present.

Business Transformations in the Era of Digitalization is a collection of innovative research on the latest trends, business opportunities, and challenges in the digitalization of businesses. Highlighting a range of topics including business-IT alignment, cloud computing, Internet of Things (IoT), business sustainability, small and medium-sized enterprises, and digital entrepreneurship, this book is ideally designed for managers, professionals, consultants, entrepreneurs, and researchers.

This book considers a new approach to online copyright infringement. Rather than looking at the subject within a purely technological context, it provides legal analysis from a human perspective.

This book highlights that there are three key instances in which the capacity of a human mind intersects with the development of copyright

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regulation: (1) the development of copyright statutory law; (2) the interpretation of the copyright statutory law the judiciary; and (3) human interaction with new technology. Using a novel framework for constructing digital perspectives, the author, Dr Hayleigh Boshier, analyses the laws relating to online copyright infringement. She provides insights into why the law appears as it does, shedding light on the circumstances of how it came to pass and demonstrates a clear malfunction in the interpretation and application of copyright law to online activities that derives from the disconnect between the technological and the human perspectives. The book proposes putting the human element back into copyright analysis to enable the return of reason where it has been lost, and provide a clearer, more consistent and fair legal regulation of online copyright infringement. *Law, Technology and Cognition: The Human Element in Online Copyright Infringement* will be of interest to students, academics, researchers, as well as practitioners. *Nobody's Victim* is an unflinching look at a hidden world most people don't know exists—one of stalking, blackmail, and sexual violence, online and off—and the incredible story of how one lawyer, determined to fight back, turned her own hell into a revolution. "We are all a moment away from having our life overtaken by somebody hell-bent on our destruction." That grim reality—gleaned from

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personal experience and twenty years of trauma work—is a fundamental principle of Carrie Goldberg’s cutting-edge victims’ rights law firm. Riveting and an essential timely conversation-starter, *Nobody’s Victim* invites readers to join Carrie on the front lines of the war against sexual violence and privacy violations as she fights for revenge porn and sextortion laws, uncovers major Title IX violations, and sues the hell out of tech companies, schools, and powerful sexual predators. Her battleground is the courtroom; her crusade is to transform clients from victims into warriors. In gripping detail, Carrie shares the diabolical ways her clients are attacked and how she, through her unique combination of advocacy, badass relentlessness, risk-taking, and client-empowerment, pursues justice for them all. There are stories about a woman whose ex-boyfriend made fake bomb threats in her name and caused a national panic; a fifteen-year-old girl who was sexually assaulted on school grounds and then suspended when she reported the attack; and a man whose ex-boyfriend used a dating app to send more than 1,200 men to ex’s home and work for sex. With breathtaking honesty, Carrie also shares her own shattering story about why she began her work and the uphill battle of building a business. While her clients are a diverse group—from every gender, sexual orientation, age, class, race, religion, occupation, and background—the offenders are not.

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They are highly predictable. In this book, Carrie offers a taxonomy of the four types of offenders she encounters most often at her firm: assholes, psychos, pervs, and trolls. “If we recognize the patterns of these perpetrators,” she explains, “we know how to fight back.” Deeply personal yet achingly universal, *Nobody's Victim* is a bold and much-needed analysis of victim protection in the era of the Internet. This book is an urgent warning of a coming crisis, a predictor of imminent danger, and a weapon to take back control and protect ourselves—both online and off.

This volume contains the papers of 3 workshops and the doctoral consortium, which are organized in the framework of the 18th East-European Conference on Advances in Databases and Information Systems (ADBIS'2014). The 3rd International Workshop on GPUs in Databases (GID'2014) is devoted to subjects related to utilization of Graphics Processing Units in database environments. The use of GPUs in databases has not yet received enough attention from the database community. The intention of the GID workshop is to provide a discussion on popularizing the GPUs and providing a forum for discussion with respect to the GID's research ideas and their potential to achieve high speedups in many database applications. The 3rd International Workshop on Ontologies Meet Advanced Information Systems (OAIS'2014) has a twofold objective to

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present: new and challenging issues in the contribution of ontologies for designing high quality information systems, and new research and technological developments which use ontologies all over the life cycle of information systems. The 1st International Workshop on Technologies for Quality Management in Challenging Applications (TQMCA'2014) focuses on quality management and its importance in new fields such as big data, crowd-sourcing, and stream databases. The Workshop has addressed the need to develop novel approaches and technologies, and to entirely integrate quality management into information system management. The quick-and-easy guide to effective social media marketing *Social Media for Business* is the essential guide to navigating the social media maelstrom and effectively promoting your business online. You'll learn how to develop a simple marketing plan, use social media effectively and measure the results of your efforts as you turn contacts and followers into customers. This new third edition has been updated to reflect the expanding influence of Instagram, and includes Snapchat, Security, Social Influence and updated case studies that illustrate the rapid evolution of social media as a business tool. You'll learn about the recent changes to Facebook, LinkedIn, YouTube and Pinterest and how to factor them into your strategy — as well as when to decide to transition toward or away from any specific

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platform. Social media can help you expand your networks, engage with your customers and help you grow your business, but not all platforms work for all businesses. The best results come from directed effort and stellar execution, and this book shows you how to make it happen from setup to sale. Learn where to focus your efforts for maximum gain Discover the newest platforms, their demographics and their potential Understand key changes that can affect the way you use major platforms Build an effective social media presence that translates into business Not every business needs a Facebook page, but every business does need some sort of online presence — and social media can be a high-impact, cost-effective way to reach thousands of potential customers. From building a profile to creating and curating content, *Social Media for Business* is packed with guidance every business owner needs.

Get social with the bestselling social media marketing book No person can ignore social media these days—and no business can afford to ignore it either. Our lives are mediated through the flicker of Facebook, Twitter, YouTube, and Instagram—and brands are increasingly interwoven with our online identities. Even for the 90% of marketers who interact with social media regularly, its pace and scale can be confusing to the point of distraction. *Social Media Marketing All-in-One For Dummies*

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helps you take a step back, make sense of the noise, and get your brand voice heard over the babble—in the way you want it to be. These nine mini-books in one give you essential, straightforward, and friendly guidance on how to use the major social platforms to promote your business, engage your customers, and use feedback to make your product or service the best that it can be. From evaluating the right social mix and planning your strategy to the really fun stuff—like creating videos on Snapchat and TikTok, diving deep on a podcast, or looking pretty on Pinterest—you'll find everything you need to get your social ducks in a row and say the right things. And once the campaign is over, you can follow the guidance here to evaluate success and iterate on your approach, before getting right back out there for an even bigger second bite. Keep up with the latest changes on Twitter, Facebook, LinkedIn, TikTok, and more Blend your social side with your traditional marketing presence Become more engaging and metric your success Get to know your fans with user data Wherever you're coming from—social media strategist, site manager, marketer, or something else—social media is where your customers are. This book shows you how to be there, too.

Using an assemblage approach to study how Muslim women in Norrebro, Denmark use their phones, Karen Walторp examines how social media complicates the divide between public and private in

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relation to a group of people who find this distinction of utmost significance. Building on years of ethnographic fieldwork, Waltrip's ethnography reflects the trust and creativity of her relationships with these women which in turn open up nuanced discussions about both the subject at hand and best practice in conducting anthropological research. Combining rich ethnography with theoretical contextualization, Waltrip's book alternates between ethnography and analysis to illuminate a thoroughly modern community, and reveals the capacity of image-making technology to function as an infrastructure for seeing, thinking and engaging in fieldwork as an anthropologists. Waltrip identifies a series of important issues around anthropological approaches to new media, contributing to new debates around the anthropology of automation, data and self-tracking.

A critical examination of efforts by social media companies—including Facebook, Twitter, Snapchat, and Instagram—to rein in cyberbullying by young users. High-profile cyberbullying cases often trigger exaggerated public concern about children's use of social media. Large companies like Facebook respond by pointing to their existing anti-bullying mechanisms or coordinate with nongovernmental organizations to organize anti-cyberbullying efforts. Do these attempts at self-regulation work? In this book, Tijana Milosevic examines the effectiveness of

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efforts by social media companies—including Facebook, Twitter, YouTube, Snapchat, and Instagram—to rein in cyberbullying by young users. Milosevic analyzes the anti-bullying policies of fourteen major social media companies, as recorded in companies' corporate documents, draws on interviews with company representatives and e-safety experts, and details the roles of nongovernmental organizations examining their ability to provide critical independent advice. She draws attention to lack of transparency in how companies handle bullying cases, emphasizing the need for a continuous independent evaluation of effectiveness of companies' mechanisms, especially from children's perspective. Milosevic argues that cyberbullying should be viewed in the context of children's rights and as part of the larger social problem of the culture of humiliation. Milosevic looks into five digital bullying cases related to suicides, examining the pressures on the social media companies involved, the nature of the public discussion, and subsequent government regulation that did not necessarily address the problem in a way that benefits children. She emphasizes the need not only for protection but also for participation and empowerment—for finding a way to protect the vulnerable while ensuring the child's right to participate in digital spaces.

Media are poetic forces. They produce and reveal

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worlds, representing them to our senses and connecting them to our lives. While the poetic powers of media are perceptual, symbolic, social and technical, they are also profoundly moral and existential. They matter for how we reflect upon and act in a shared, everyday world of finite human existence. *The Poetics of Digital Media* explores the poetic work of media in digital culture. Developing an argument through close readings of overlooked or denigrated media objects – screenshots, tagging, selfies and more – the book reveals how media shape the taken-for-granted structures of our lives, and how they disclose our world through sudden moments of visibility and tangibility. Bringing us face to face with the conditions of our existence, it investigates how the ‘given’ world we inhabit is given through media. This book is important reading for students and scholars of media theory, philosophy of media, visual culture and media aesthetics.

Attorney and legal scholar Daxton Stewart examines the intersection of media law and science fiction, exploring the past, present, and future of communication technology and policy debates. Science fiction offers a vast array of possibilities anticipating future communication technologies and their implications on human affairs. In this book, Stewart looks at potential legal challenges presented by plausible communication technologies that may

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arise 20 or 50 or 100 years from today. Performing what he calls "speculative legal research," Stewart identifies the kinds of topics we should be talking about relating to speech, privacy, surveillance, and more, and considers the debates that would be likely to arise if such technologies become a reality.

Featuring interviews with prominent science fiction authors and legal scholars, and a foreword by Malka Older, this book considers the speculative solutions of science fiction and their implications in law and policy scholarship. Chapters feature specific literary examples to examine how cultural awareness and policy creation are informed by fictional technology, future societies, and legal disputes. Looking forward, beyond traditional legal research and scholarship to the possible and even very likely future of communication technology, this fascinating work of speculative legal research will give students and scholars of media law, science fiction, and technology much to discuss and debate.

Everything we do online, and increasingly in the real world, is tracked, logged, analyzed, and often packaged and sold on to the highest bidder. Every time you visit a website, use a credit card, drive on the freeway, or go past a CCTV camera, you are logged and tracked. Every day billions of people choose to share their details on social media, which are then sold to advertisers. The Edward Snowden revelations that governments - including those of the

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US and UK – have been snooping on their citizens, have rocked the world. But nobody seems to realize that this has already been happening for years, with firms such as Google capturing everything you type into a browser and selling it to the highest bidder. Apps take information about where you go, and your contact book details, harvest them and sell them on – and people just click the EULA without caring. No one is revealing the dirty secret that is the tech firms harvesting customers' personal data and selling it for vast profits – and people are totally unaware of the dangers. You: For Sale is for anyone who is concerned about what corporate and government invasion of privacy means now and down the road. The book sets the scene by spelling out exactly what most users of the Internet and smart phones are exposing themselves to via commonly used sites and apps such as facebook and Google, and then tells you what you can do to protect yourself. The book also covers legal and government issues as well as future trends. With interviews of leading security experts, black market data traders, law enforcement and privacy groups, You: For Sale will help you view your personal data in a new light, and understand both its value, and its danger. Provides a clear picture of how companies and governments harvest and use personal data every time someone logs on Describes exactly what these firms do with the data once they have it – and what you can do to

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stop it Learn about the dangers of unwittingly releasing private data to tech firms, including interviews with top security experts, black market data traders, law enforcement and privacy groups Understand the legal information and future trends that make this one of the most important issues today

The Poetics of Digital Media John Wiley & Sons
A society is defined by its young. Gen Z (born 1996 to 2015), mankind's newest, is amid the greatest collective trauma since the Great Depression and World War II. Is it any wonder then that at the heart of this generation is a search for truth? As global connectivity soars, generational shifts will affect behaviour far more than socioeconomic differences. Young people are potent influencers today. Gen Z is compelling others to adapt to them. But what all has shaped them?

Written by Derek Black, one of the nation's foremost experts in education law and policy, and Education Law Association's 2015 Goldberg Award for Most Significant Publication in Education Law recipient, this third edition casebook develops Education Law through the themes of equality, fairness, and reform. The book focuses on the laws of equal educational opportunity for various disadvantaged student populations, recent reform movements designed to improve education, and the general constitutional rights that extend to all students. New to the Third

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Edition: Updates on litigation regarding the fundamental right to education, school funding, and their intersection with COVID-19 issues New cases and analysis on the rights of LGBTQ youth, including *Bostock v. Clayton County Department of Education*'s new regulatory structure for investigating and resolving sexual harassment claims Two new U.S. Supreme Court special education cases defining the meaning of "free and appropriation public education" and the intersection of Rehabilitation Act with the Individuals with Disabilities in Education Act New cases on student walkouts and protests New U.S. Supreme Court case, *Espinoza v. Montana*, on vouchers and the free exercise of religion New analysis and updates on the Every Student Succeeds Act New materials on the U.S. Supreme Court's decision striking down mandatory teacher union fees Professors and student will benefit from: Efficient presentation of cases—to permit more comprehensive inclusion of case law and issues Problems—which can be modified for group exercises, in-class discussion, or out-of-class writing assignments Contextualization and situation of case law in the broader education world—by including edited versions of federal policy guidelines, seminal law review articles, social science studies, and organization reports and studies Careful editing of cases and secondary sources—for ease of reading and comprehension

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Narrative introductions to every chapter, major section, and case—synthesize and foreshadow the material to improve student comprehension and retention Teaching materials Include: Teacher's Manual

Although one perspective depicts young consumers as vulnerable and passive in the marketplace system, our knowledge of this consumer group will be inadequate if limited to this contention. Their roles and relevance in family consumption activities are becoming increasingly profound. Available evidence shows that they cannot be ignored in the marketplace dynamics as they consume goods and services in their households and are involved in various other active roles in their household consumption including making decisions where applicable. Hence, the landscape of young consumer behaviour is changing. *Young Consumer Behaviour: A Research Companion* focusses on exploring the behaviour of young consumers as individuals and societal members. The chapters address different aspects of consumption activities of children as individuals like motivation, involvement, perception, learning, attitude, the self, and personality. Similarly, chapters on consumer behaviour in social settings contextualised to young consumers including culture, sub-culture, family, and groups are incorporated into the book. This book fills a gap in the literature by addressing the dynamics of

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consumption patterns of this consumer group, in relation to various marketing stimuli and different stakeholders. It combines eclectic perspectives on the topic and specifically, bridges the gap between historical perspectives and contemporary issues. Building on the extant literature in the field of marketing and consumer behaviour, this book is a compendium of research materials and constitutes an essential reference source on young consumer behaviour issues with both academic and managerial implications.

Mindy McKnight, YouTube's favorite mom, shares the tools parents need to keep kids safe in their online lives--and shows how to create stronger family relationships as they do. A cross between Jen Hatmaker and Rosalind Wiseman, *VIRAL PARENTING* is a guide to raising responsible, safe, and communicative kids in the digital world. Mindy shares practical tools for having honest conversations with kids of all ages about privacy, bullying, respectfulness, and family time, while emphasizing the importance of trust and open communication. These strategies are timeless--whether applied to texting, snapping, Facebooking, kiking, or whatever social media platforms await us in the future, this book is ultimately about teaching children about personal responsibility and safety. Mindy shares practical tools for creating family rules for kids of all ages

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about privacy, bullying, respectfulness, and family time, while emphasizing the importance of trust and open communication. Using family contracts, guided conversations, device checks, and respectful but firm oversight, the McKnights have raised a close knit family and navigated the complexity of being world-wide internet celebrities with grace. McKnight will show any parent of any child or teen how that's done--setting non-negotiable guidelines and offering a savvy perspective toward privacy that audience have been begging for.

Ever regret something you've posted? Honestly? How smart are you being when it comes to streaming, messaging, gaming, commenting. . .?

The Teen's Guide to Social Media & Mobile Devices will help you navigate the digital world with 21 refreshingly honest and humorous tips that will not only inform, but that also just might change the way you think about your social media interaction. 21 real-life tips including. . . Know the app before you snap. Don't post anything you wouldn't want Grandma, your boss, and Jesus seeing! (Jesus is on Insta, you know!) Peek at your privacy settings. . .so you know who's peeking at you. Take more "selflessies." Press pause before you post. . .and many more will provide just the information you need to post wisely in an insecure world.

Real-world advice on how to be invisible online from "the FBI's most wanted hacker" (Wired). Be online

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without leaving a trace. Your every step online is being tracked and stored, and your identity literally stolen. Big companies and big governments want to know and exploit what you do, and privacy is a luxury few can afford or understand. In this explosive yet practical book, Kevin Mitnick uses true-life stories to show exactly what is happening without your knowledge, teaching you "the art of invisibility" -- online and real-world tactics to protect you and your family, using easy step-by-step instructions. Reading this book, you will learn everything from password protection and smart Wi-Fi usage to advanced techniques designed to maximize your anonymity. Kevin Mitnick knows exactly how vulnerabilities can be exploited and just what to do to prevent that from happening. The world's most famous -- and formerly the US government's most wanted -- computer hacker, he has hacked into some of the country's most powerful and seemingly impenetrable agencies and companies, and at one point was on a three-year run from the FBI. Now Mitnick is reformed and widely regarded as the expert on the subject of computer security. Invisibility isn't just for superheroes; privacy is a power you deserve and need in the age of Big Brother and Big Data. "Who better than Mitnick -- internationally wanted hacker turned Fortune 500 security consultant -- to teach you how to keep your data safe?" --Esquire

New from the author of Color Blind...FBI profiler

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Jenna Ramey has synesthesia, a neurological condition that causes perceptions of color to flash through her mind, triggered by seemingly unrelated stimuli. But she has learned to understand and interpret these associations. They help her do her job. They can help save lives... A little girl has witnessed a mass shooting. What she knows may be the key to finding the man responsible. Jenna has been tasked with drawing her out, figuring out what she saw, what she remembers, what it means. But Molly is an unusual child. She is sweet and bright, and eager to help, but she has a quirk of her own: an intense preoccupation with numbers. It helps her notice things that others don't. It also leads Jenna into a maze of speculation that could turn into a wild goose chase while the body count continues to rise. Jenna and Molly view the world through their own filters. In some ways, they speak different languages. Now Jenna must learn to communicate, to break Molly's code, to understand the mind of a murderer...

This edited volume explores a range of educational effects on student learning that resulted from a long-term study using a creative visual arts curriculum designed for mobile media (smartphones and tablets) and used in art classrooms. The curriculum, entitled MonCoin, a French phrase meaning My Corner, was initially designed and piloted in a Montreal area school for at-risk youth in 2012. Since

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then, it has been refined, deployed, and researched across secondary schools from a range of socio-cultural educational contexts. This book is comprised of contributions from researchers and practitioners associated with the MonCoin project who address critical insights gleaned from our study, such as the social context of teen mobile media use; curriculum theory and design; influences of identity on creative practice; and specific strategies for creative applications of mobile media in schools. The purpose of this edited book is to offer art education researchers and teachers innovative curriculum for mobile media and the networked conditions that influence identity, space, and practice with and through this ubiquitous technology.

The bestselling social media marketing book *Marketing your business through social media* isn't an option these days—it's absolutely imperative. In this new edition of the bestselling *Social Media Marketing All-in-One For Dummies*, you'll get comprehensive, expert guidance on how to use the latest social media platforms to promote your business, reach customers, and thrive in the global marketplace. Social media continues to evolve at breakneck speed, and with the help of this guide, you'll discover how to devise and maintain a successful social media strategy, use the latest tactics for reaching your customers, and utilize data to make adjustments to future campaigns and

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activities. Plus, you'll find out how to apply the marketing savvy you already have to the social media your prospects are using, helping you to reach—and keep—more customers, make more sales, and boost your bottom line. Includes the latest changes to Facebook, Twitter, Pinterest, LinkedIn, YouTube, and more Offers tips for engaging your community and measuring your efforts Explains how to blend social media with your other online and offline marketing efforts Shows you how to leverage data to learn more about your community Don't get left behind! Let this book help you get the most from every minute and dollar you spend on marketing. A step-by-step guide intended to help readers understand the major social platforms, including Facebook, Twitter, LinkedIn, Instagram, and Snapchat, addresses important moral and behavioral issues.

'AN INDISPENSABLE USER'S GUIDE TO ADOLESCENTS.. THE MOST REASSURING THING ABOUT THIS BOOK IS THAT IT'S SO GOOD' Daily Mail 'EVERY PARENT SHOULD READ THIS BOOK' Clover Stroud 'A MUST-READ FOR THOSE WITH TEENAGE KIDS' Candice Brathwaite ----- A GUIDE TO TEENAGERS FROM THIS CENTURY - FOR PARENTS FROM THE LAST CENTURY Written from a teenager's perspective, this is a unique field guide for parents about the secret lives of 21st century adolescents -

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from mental health to self-harm, from drugs to sexting - and how you can help them and yourself through these turbulent years without losing their trust. *Things They Don't Want You To Know* is a look at modern life through the eyes of a teenager, by someone who recently graduated from that club. Along the way, Brooks takes readers on a tour of the websites that most parenting manuals would rather pretend don't exist. Yet this is the stuff your kids are all over, on a daily basis. There is porn, there are hallucinogens, there is cyberbullying and suicidal ideation. Brooks' point is that to remain completely unaware of their existence can mean that as a parent, you end up getting blindsided. And being blindsided means you won't know what to say and how to say it when things go wrong. You'll be surprised, shocked but you'll also be reassured. This book will help you to understand and support your kids. They won't thank you, but they might hate you less.

The implementation of digital media in our today's communication has a strong impact on the media behaviours in the society. In the last decades, great importance is given to the protection of the personality rights in the context of the new media. Since our communication is a media based communication, its impact on the construction of reality affects the normative value pattern of societies. To understand new media as a central

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aspect of our mediatised world, it has to be located and analysed both in the communicative and normative system. Today, social media is not anymore based on user generated content, but is now turned to a platform for business makers with and in the context of Big Data. This book will discuss the formation of different identities as a result of different ways of new media usage. It includes on the one hand online communication between personal and virtual identities. It discusses researches about online identity and online anonymity, Self-presentation strategies by using online dating platforms, the phenomenon of Internet Mothers, as well as the potential of cyberbullying of Snapchat. On the other hand online communication between corporate and new business strategies. It describes and discusses the evolution of television, changes of music consumer habits caused by music on-demand trends, and the impact of social media operations in maintaining brand reputation. This book is located between user generated content and professional applications and regards itself as a contribution to a media discourse in a mediatized and globalized world.

Are you looking for exciting ways to get your students interested in computing? Do you need a break down of the basics to get your confidence up before teaching it? Don't worry - help is at hand in this brand new book written by computing whizz

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Steve Bunce. All areas of the curriculum are introduced, and easy to implement and engaging activities are provided to get you and your students started! Steve covers all the major elements: algorithms, programming, data management, e-safety and more. He answers questions like 'How do computers work?' and introduces ways for you to develop computational thinking and digital literacy in your students. Really accessible 'ways in' which may or may not use a computer make this book something that can be picked up and used in the classroom tomorrow, whatever your level and whatever resources you have to hand. 'Tablet tips' throughout the book provide extra ideas for how to use tablets in the classroom. This book is a must-read for all primary teachers who want to implement a full, engaging computing curriculum in their classroom. Get debugging and coding today!

Snapchat is a photo messaging application which was developed in 2011 by Evan Spiegel and Bobby Murphy. It is a new way to take pictures or video adding text or drawings over a mobile phone and send them to friends or family with specifications on how long the photo will be available for viewing. User can set a time of 1 to 10 seconds for the viewing. The timer starts to count down the predefined seconds when the recipient opens the message. After the time is up the picture is deleted from the device and cannot be shown to the user anymore.

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Once the user downloads the app on his phone it is essential to register with username and set a password. Subsequently the app access the contact list on users phone to load friends. Additionally users can add other contacts beyond the existing one manually. Snapchat is a new way of sharing moments with friends on iPhone and Android. The company compares its product with a phone call, where a record of the communication persists, however the actual content of the communication does not. Even though Snapchat launched many products, there is one key feature that they all share, deletion. The app's mascot, which is also used as logo, is called "Ghostface Chillah", a name Brown derived from Ghostface Killah of the hip hop group Wu-Tang Clan. Snapchat, Inc. is a privately held, venture capital backed company, headquartered in Venice, California, USA. The application was first launched in July 2011 as a result of Evan Spiegel's projects at Stanford University under the name Picaboo. However, the idea of disappearing pictures did not convince other project participants. In July 2011 Picaboo was renamed and re-launched into Snapchat. The former team, Evan Spiegel, Reggie Brown and Bobby Murphy, focused on usability and technical aspects rather than branding efforts at the beginning in order to reach as many user as possible [...].

Get On The Snapchat Train!!! By now you've heard

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of Snapchat. It's all over the place, and it isn't going away anytime soon. After it launched in 2011, Snapchat has become a social media phenomenon – it is one of the world's fastest growing social networking apps with 150 million active daily users who view 10 billion videos every day - and it is expected to keep growing. If you want to reach a younger audience and remain abreast with social media happenings, Snapchat is surely for you. More than 60% of U.S. 13 to 34-year-old smartphone users are on Snapchat, and Snapchat recently overtook Facebook in the number of daily video views. With new users signing up by the day, Snapchat is red hot at the moment! If you are interested in joining the Snapchat craze and learning the basics, please check out this step-by-step guide outlined in this book. In this picture illustrated book, you will learn how: Snapchat works To get started on Snapchat To search and add friends on Snapchat To take selfie snaps To video chat To add captions, drawings, and stickers to your snaps To add lenses, filters, and geofilters To save your snaps To convert your snaps into stories To find stories from your favorite publishers ...just to mention a few Snapchat is so simple to use, and this guide will help you understand how you can get the most out of it! What are you waiting for? Click the download button and add this book to your library

The classic guide to creative ideas, strategies, and

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campaigns in advertising, now in a revised and updated third edition In creative advertising, no amount of glossy presentation will improve a bad idea. That's why this book is dedicated to the first and most important lesson: concept. Structured to provide both a complete course on advertising and a quick reference on specific industry topics, it covers every aspect of the business, from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media. This edition has been updated to include expanded chapters on interactive advertising and integrative advertising, a new chapter on branded social media, and fifty specially drawn new roughs of key campaigns. Pete Barry outlines simple but fundamental rules about how to “push” an ad to turn it into something exceptional, while exercises throughout help readers assess their own work and that of others. Fifty years' worth of international, award-winning ad campaigns—in the form of over 450 “roughs” specially produced by the author, fifty of which are new to this edition—also reinforce the book's core lesson: that a great idea will last forever.

From one of Canada's foremost investigative writers, a groundbreaking exposé on the motives and machinations behind cyberabuse - tormenting, trolling, harassment, cyberbullying, stalking, and sexual extortion - and the toll it is taking on children,

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youth, and adults around the world. It seems as if each week our news broadcasts, newspaper headlines, Twitter feeds, and Facebook timelines are dominated by stories of cyberbullying and other digital abuse. This isn't the playground teasing and name-calling of generations before the Internet. This new abuse's unique characteristics - anonymity, permanence, and viral audience - can relentlessly exacerbate the humiliation, pain, and danger of its victims. Ugly rumours that once snaked through school hallways and around the office water cooler are now delivered at lightning speed to the world, while sexual extortion and revenge-porn sites target those who've shared intimate images or had them stolen by hackers. Cyberstalkers who target adults destroy reputations and careers. And the splendid connectivity of social media, such as Facebook and Twitter, also makes us vulnerable to "interpersonal terrorism," while apps that promise privacy and rapid deletion are ridden with loopholes. With vivid reportage, Paula Todd goes deep into the world of "extreme mean," uncovering the people who use the Internet to undermine lives rather than improve them. Through exclusive personal stories of online abuse from around the world, including the suicide of Amanda Todd and the untold costs of Rebecca Black's experience as "the most hated girl on the Internet," as well as interviews with troll-tormentors, accidental abusers, victimized kids, and adults,

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Extreme Mean explores the often surprising roots of online abuse, challenges current academic thinking, and offers new ways of understanding the nasty and the nefarious who erode humanity and threaten Internet freedom. Provocative, astute and compelling, Extreme Mean is a shocking yet inspiring illustration of behaviour that affects all of us. It's a call-to-arms for change, and a search for ways to turn a moral panic into a moral possibility. This book has been designed specifically for courtroom use; its purpose is to provide fast, authoritative answers to questions which arise in the course of trials and hearings. It accomplishes this through a unique combination of features, including: Rules: the complete North Carolina Rules of Evidence is located in a separate section in the front of the book. Commentary by drafters: The official commentary by the study committees and legislative committees that drafted the North Carolina Rules is located in an Appendix at the back of the manual. Analysis: Perhaps the most important part of this book, the author's analysis provides a quick overview of the Rule under discussion, authoritative guidance in interpreting the Rule, and pointers for applying the Rule in actual practice. In many chapters, the Analysis contains special features such as Illustrations, Constitutional Considerations, and Current Trends and New Developments. Authority: Additional authorities are cited after each chapter's

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Analysis. These citations give the user a starting point for additional research. Comparison to Federal Rule: The substance of each Rule is compared to the applicable Federal Rule of Evidence. Cases: Recent significant cases are summarized at the end of each chapter. These cases provide support for argument and decisions required during the course of proceedings.

These Proceedings are the work of researchers contributing to the 10th International Conference on Cyber Warfare and Security ICCWS 2015, co hosted this year by the University of Venda and The Council for Scientific and Industrial Research. The conference is being held at the Kruger National Park, South Africa on the 24 25 March 2015. The Conference Chair is Dr Jannie Zaaiman from the University of Venda, South Africa, and the Programme Chair is Dr Louise Leenen from the Council for Scientific and Industrial Research, South Africa.

O público adolescente, nascido a partir dos anos 2000, alguns alcançando agora a maioridade, chegou ao mundo numa época em que a internet era já uma realidade. Parte desta geração, urbana e conectada por meio de dispositivos móveis, conheceu um cotidiano que já se revelava de modo cada vez mais mediado pelos blogs, pelos vídeos, pelos jogos, pelas redes sociais, pelas fanfics, pelas séries, pelas músicas, pelos livros, pelo rádio, pela

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propaganda, pelas artes, pelos quadrinhos, pela televisão, pelos jornais, pelos filmes... ou, bem resumido, pelos diferentes 'textos' que seguem concorrendo para a nossa "apreensão" da vida cotidiana. Neste segundo volume da coleção Deslocamentos, o professor e pesquisador Sérgio Branco se dedica às transformações trazidas com as redes digitais de conexão e a internet. Além do efeito de multiplicação de vozes trazidas para o debate, Branco observa "a supremacia do vídeo e do áudio", as "fake news, pós-verdade e fatos alternativos" e a relação entre "dados pessoais, controle e privacidade". Como escreve Sergio Branco: "O telefone precisou de 75 anos para atingir 50 milhões de usuários. Para os carros, foram necessários 62 anos até alcançar a mesma marca. E então 38 anos para o rádio, 14 para a televisão, três anos e meio para o Facebook e apenas 35 dias para o game Angry Birds. A rapidez é a marca de nosso tempo e isso faz toda a diferença. Quando você precisa de 75 anos até que 50 milhões de pessoas tenham um telefone, as dúvidas que surgem vão sendo aos poucos compreendidas, debatidas, sistematizadas, dirimidas. Mas, quando você atinge o mesmo número de pessoas em meses ou dias, existe uma chance enorme de conflitos variados surgirem e alguns vão se sucedendo aos outros sem que os primeiros tenham sido decididos".

Publicada em português e em inglês,

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exclusivamente no formato digital, a coleção Deslocamentos tem organização do escritor Tiago Ferro.

"In the grand tradition of Ben Mezrich's *The Accidental Billionaires* (2009)... an engaging look into a fascinating subculture of millions." —Booklist

"Breezy...How to Turn Down a Billion Dollars ably if uncritically chronicles the short history of a young company catering to young users, with a young chief executive, and reveals, intentionally or not, the limitations that come with that combination." —Wall Street Journal

The improbable and exhilarating story of the rise of Snapchat from a frat boy fantasy to a multi-billion dollar internet unicorn that has dramatically changed the way we communicate. In 2013 Evan Spiegel, the brash CEO of the social network Snapchat, and his co-founder Bobby Murphy stunned the press when they walked away from a three-billion-dollar offer from Facebook: how could an app teenagers use to text dirty photos dream of a higher valuation? Was this hubris, or genius? In *How to Turn Down a Billion Dollars*, tech journalist Billy Gallagher takes us inside the rise of one of Silicon Valley's hottest start-ups. Snapchat developed from a simple wish for disappearing pictures as Stanford junior Reggie Brown nursed regrets about photos he had sent. After an epic feud between best friends, Brown lost his stake in the company, while Spiegel has gone on to make a

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name for himself as a visionary—if ruthless—CEO worth billions, linked to celebrities like Taylor Swift and his wife, Miranda Kerr. A fellow Stanford undergrad and fraternity brother of the company’s founding trio, Gallagher has covered Snapchat from the start. He brings unique access to a company Bloomberg Business called “a cipher in the Silicon Valley technology community.” Gallagher offers insight into challenges Snapchat faces as it transitions from a playful app to one of the tech industry’s preeminent public companies. In the tradition of great business narratives, *How to Turn Down a Billion Dollars* offers the definitive account of a company whose goal is no less than to remake the future of entertainment.

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