

## Social Media Marketing Gbv

From social networking sites to game design, from blogs to game play, and from fan fiction to commercial web sites, *Girl Wide Web 2.0* offers a complex portrait of millennial girls online. Grounded in an understanding of the ongoing evolution in computer and internet technology and in the ways in which girls themselves use that technology, the book privileges studies of girls as active producers of computer/internet content, and incorporates an international/intercultural perspective so as to extend our understanding of girls, the Internet, and the negotiation of identity. "The global complexities of girlhood, new media, and identities are highlighted in this cutting-edge anthology. Girlhood is broadly defined, encompassing a range of ages as well as social locations across class, nation, race, ethnicity, and sexuality; the authors are acutely aware of the ways in which power and politics circumscribe the new media environment, addressing the impacts on girls' lives of the digital divide, poverty, gender violence, transnational marketing and consumerism, and cultural forces. At the same time, girls' self-definition, agency, and resistance shines through in these essays, as girls tap into the power of the Web and use it to articulate their diverse experiences and stances. This is an important and exciting follow-up to the first

Girl Wide Web anthology, expanding the scope and substance of contemporary girl studies."---Meenakshi Gigi Durham, Associate Professor, University of Iowa; author of *The Lolita Effect* "This compelling sequel to *Girl Wide Web* expands and enriches our understanding of both girlhood and the Internet during the Web's second generation. Validating girl's media practices around the globe while also complicating notions of agency, literacy, community, and civic engagement via attention to difference, the contributors and their research subjects demonstrate the complex interactions, negotiations, and performances of girls' participatory cyberculture."---Mary Celeste Kearney, author of *Girls Make Media*

*Strategic Social Media* is the first textbook to go beyond the marketing plans and how-to guides, and provide an overview of the theories, action plans, and case studies necessary for teaching students and readers about utilizing social media to meet marketing goals. Explores the best marketing practices for reaching business goals, while also providing strategies that students/readers can apply to any past, present or future social media platform Provides comprehensive treatment of social media in five distinct sections: landscape, messages, marketing and business models, social change, and the future Emphasizes social responsibility and ethics, and how this relates to capitalizing on market share

Highlights marketing strategies grounded in research that explains how practitioners can influence audience behaviour Each chapter introduces theory, practice, action plans, and case studies to teach students the power and positive possibilities that social media hold

The Professionalisation of Women's Sport draws upon the expertise of a range of scholars from the fields of sport sociology, sport history, sport economics to critically discuss the complex and often fragmented histories of women's involvement in professional sport.

This edited collection examines the globally rising phenomenon of civic innovation. Combining nuanced theory with rich empirical examples, this book defines the dynamic and complex process of civic innovation as the multiple economic, political and social processes where peoples, organizations, movements and ideas are shaping struggles for global justice on the interface of capitalism. Exploring Civic Innovation for Social and Economic Transformation reflects the increasingly holistic approach to development in terms of both teaching and research, and illustrates how civic innovation happens everywhere; at the global and institutional level as well as in communities and for individuals. Through conceptual debate and narrative accounts, this book explores the new practices emerging from varying economies, transformative empowerment

strategies in global value chains, local politics of social movements and the struggles for rights in regards to race, gender and sexuality. Bringing together scholars from a range of disciplines, this book would be of interest to post-graduate students of development studies, with an interest in social research. Violence against women and girls (VAWG) is a longstanding problem that has increasingly come to the forefront of international and national policy debates and news: from the US reauthorization of the Violence against Women Act and a United Nations declaration to end sexual violence in war, to coverage of gang rapes in India, cyberstalking and "revenge porn", honor killings, female genital mutilation, and international trafficking. Yet, while we frequently read or learn about particular experiences or incidents of VAWG, we are often unaware of the full picture. Jacqui True, an internationally renowned scholar of globalization and gender, provides an expansive frame for understanding VAWG in this book. Among the questions she addresses include: What are we talking about when we discuss VAWG? What kinds of violence does it encompass? Who does it affect most and why? What are the risk factors for victims and perpetrators? Does VAWG occur at the same level in all societies? Are there cultural explanations for it? What types of legal redress do victims have? How reliable are the statistics that we have? Are men and boys victims of gender-based violence? What is the

role of the media in exacerbating VAWG? And, what sorts of policy and advocacy routes exist to end VAWG? This volume addresses the current state of knowledge and research on these questions. True surveys our best understanding of the causes and consequences of violence against women in the home, local community, workplace, public, and transnationally. In so doing, she brings together multidisciplinary perspectives on the problem of violence against women and girls, and sets out the most promising policy and advocacy frameworks to end this violence.

This book provides a critical and decolonial analysis of gender and development theory and practice in religious societies through the presentation of a detailed ethnographic study of conjugal violence in Ethiopia. Responding to recent consensus that gender mainstreaming approaches have failed to produce their intended structural changes, Romina Istratii explains that gender and development analytical and theoretical frameworks are often constructed through western Euro-centric lenses ill-equipped to understand gender-related realities and human behaviour in non-western religious contexts and knowledge systems. Instead, Istratii argues for an approach to gender-sensitive research and practice which is embedded in insiders' conceptual understandings as a basis to theorise about gender, assess the possible gendered underpinnings of local issues and

design appropriate alleviation strategies. Drawing on a detailed study of conjugal abuse realities and attitudes in two villages and the city of Aksum in Northern Ethiopia, she demonstrates how religious knowledge can be engaged in the design and implementation of remedial interventions. This book carefully evidences the importance of integrating religious traditions and spirituality in current discussions of sustainable development in Africa, and speaks to researchers and practitioners of gender, religion and development in Africa, scholars of non-western Christianities and Ethiopian studies, and domestic violence researchers and practitioners.

Until recently, higher education in the UK has largely failed to recognise gender-based violence (GBV) on campus, but following the UK government task force set up in 2015, universities are becoming more aware of the issue. And recent cases in the media about the sexualised abuse of power in institutions such as universities, Parliament and Hollywood highlight the prevalence and damaging impact of GBV. In this book, academics and practitioners provide the first in-depth overview of research and practice in GBV in universities. They set out the international context of ideologies, politics and institutional structures that underlie responses to GBV in elsewhere in Europe, in the US, and in Australia, and consider the implications of implementing related policy and practice.

Presenting examples of innovative British approaches to engagement with the issue, the book also considers UK, EU and UN legislation to give an international perspective, making it of direct use to discussions of 'what works' in preventing GBV.

The approach of the year 2000 has made the study of apocalyptic movements trendy. But groups anticipating the end of the world will continue to predict Armageddon even after the calendar clicks to triple 0s. *A Doomsday Reader* brings together pronouncements, edicts, and scriptures written by prominent apocalyptic movements from a wide range of traditions and ideologies to offer an exceptional look into their belief systems. Focused on attaining paradise, millenarianism often anticipates great, cosmic change. While most think of religious belief as motivating such fervor, Daniels' comparative approach encompasses secular movements such as environmentalism and the Montana Freeman, and argues that such groups are often more political than religious in nature. The book includes documents from groups such as the Branch Davidians, the Order of the Solar Temple, Heaven's Gate, and white supremacists. Each document is preceded by a substantive introduction placing the movement and its beliefs in context. This important overview of contemporary politics of the End will remain a valuable resource long after the year 2000 has

come and gone.

Expanding on the theoretical framework for studying and practicing public relations around the world, *The Global Public Relations Handbook, Revised and Expanded Edition* extends the discussion in the first volume on the history, development, and current status of the public relations industry from a global perspective. This revised edition offers twenty new chapters in addition to the original contents. It includes fourteen additional country- or regionally-focused chapters exploring public relations practice in Africa, Asia, Europe, and the Americas. Contributors use a theoretical framework to present information on the public relations industry in their countries and regions. They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics. Each country-specific chapter includes a case study typifying public relations practice in that country. Additional new chapters discuss political economy, activism, international public relations, and United Nations public affairs.

Explores the manifestation of Indian identity, embodiment and affect online in the context of the global marketplace

Covering the applied managerial perspective of the travel industry, this book looks at the core disciplines and the application of theory to practice. Considering



individual and corporate social responsibility, it teaches effective managerial skills by reviewing legal frameworks, quality management and marketing, financial management, and the management of shareholders and stakeholders. It discusses current trends such as sustainability and governmental emission targets against a background of the needs of a commercial business to innovate and increase profits. A valuable tool for both students and those working in the travel industry, this new edition includes new content, a revised structure and all-new international case studies.

Adopting an international approach and offering a broader and contemporary perspective, this second edition of *Strategic Social Marketing* presents social marketing principles in a strategic, critical and reflexive way, illustrating the value of applying marketing to solve social problems, including: New ideas introducing core values and ways of thinking about behaviour and social change Integration of the latest concepts, research, and frameworks informing behaviour and social change efforts New vignettes and short case studies from leading thinkers in the field to illustrate concepts and ideas throughout the text The authors explore the reasons why social marketing should be an integral component of all social programme design and delivery when looking to achieve social good. They comprehensively explain the nature and application of social marketing;

reconceptualising 'value', 'systems thinking', 'the social marketing intervention mix', and 'critical social marketing', in the social context. They then lay out strategy, plans, frameworks and tactics that policymakers, practitioners, students and indeed any social change agents can use to effect change for social good.

The SAGE Handbook of Gender and Psychology SAGE

Social marketing has become an indispensable tool for all types of organizations worldwide. This book presents high-quality cases on the development, implementation, and analysis of different social marketing campaigns that have been created by non-governmental organizations, public administrations, and even businesses. The respective cases reflect the fact that, although social marketing was initially employed by public administrations and NGOs, the number of campaigns developed by all type of organizations, including businesses, is on the rise; in fact, Corporate Social Marketing is now considered to be one of the main CSR initiatives at businesses around the globe. Pursuing an international approach, the cases in the book explore social marketing practices from a diverse set of countries and cultures around the world. What terms are currently up for debate in Indian society? How have their meanings changed over time? This book highlights key words for modern India in everyday usage as well as in scholarly contexts. Encompassing over 250 key

words across a wide range of topics, including aesthetics and ceremony, gender, technology and economics, past memories and future imaginaries, these entries introduce some of the basic concepts that inform the 'cultural unconscious' of the Indian subcontinent in order to translate them into critical tools for literary, political, cultural and cognitive studies. Inspired by Raymond Williams' pioneering exploration of English culture and society through the study of keywords, *Keywords for India* brings together more than 200 leading sub-continental scholars to form a polyphonic collective. Their sustained engagement with an incredibly diverse set of words enables a fearless interrogation of the panoply, the multitude, the shape-shifter that is 'India'. Through its close investigation and unpacking of words, this book investigates the various intellectual possibilities on offer within the Indian subcontinent at the beginning of a fraught new millennium desperately in need of fresh vocabularies. In this sense, *Keywords for India* presents the world with many emancipatory memes from India.

The SAGE Handbook of Marketing Ethics draws together an exhaustive overview of research into marketing's many ethical conundrums, while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices. Marketing ethics has emerged in recent years as the key and collective concern within the ever-divergent fields of marketing and

consumer research. This handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions. PART 1: Foundations of Marketing Ethics PART 2: Theoretical and Research Approaches to Marketing Ethics PART 3: Marketing Ethics and Social Issues PART 4: Issues in Consumer Ethics PART 5: Ethical Issues in Specific Sectors PART 6: Ethical Issues in the Marketing Mix PART 7: Concluding Comments and Reflections This book is the first to offer explicitly feminist views on the shared histories of the advertising industry and women's movement. Contributors consider the ways advertisers encode race, ethnicity, gender, and heteronormativity into advertising practices and messages, as well as the ways intersectional audiences and consumers resist.

The United States has uncritically exported its law and policy on gender violence without regard to effectiveness or cultural context, and without asking what we might learn from efforts to combat gender violence in the rest of the world. This book asks that question. Comparative Perspectives on Gender Violence: Lessons From Efforts Worldwide documents the global scope of gender violence, from countries where the legal response is just emerging to countries with longstanding law and policy regimes. Informed by international human rights law, Comparative Perspectives on Gender Violence examines policy successes and failures and grassroots efforts to elicit a

robust and proactive response from China to Chile. From the work of local activists to stem the tide of sexual and intimate partner violence after the Haitian earthquake of 2005, to the efforts to eradicate dowry-related violence in India, to the public education campaigns to prevent domestic violence in Scotland, *Comparative Perspectives on Gender Violence* offers a comprehensive vision of efforts around the world to eradicate gender based violence. Featuring the work of leading gender violence academics and activists around the world, *Comparative Perspectives on Gender Violence* provides a new lens through which to consider U.S. efforts to address gender violence.

The evaluation of reproductive, maternal, newborn, and child health (RMNCH) by the Disease Control Priorities, Third Edition (DCP3) focuses on maternal conditions, childhood illness, and malnutrition. Specifically, the chapters address acute illness and undernutrition in children, principally under age 5. It also covers maternal mortality, morbidity, stillbirth, and influences to pregnancy and pre-pregnancy. Volume 3 focuses on developments since the publication of DCP2 and will also include the transition to older childhood, in particular, the overlap and commonality with the child development volume. The DCP3 evaluation of these conditions produced three key findings: 1. There is significant difficulty in measuring the burden of key conditions such as unintended pregnancy, unsafe abortion, nonsexually transmitted infections, infertility, and violence against women. 2. Investments in the continuum of care can have significant returns for improved and equitable access, health, poverty, and health systems. 3. There is a large

difference in how RMNCH conditions affect different income groups; investments in RMNCH can lessen the disparity in terms of both health and financial risk.

Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order to keep up with the market. *Digital Marketing Strategies for Fashion and Luxury Brands* is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.

This textbook introduces readers to digital business from a management standpoint. It provides an overview of the foundations of digital business with basics, activities and success factors, and an analytical view on user behavior. Dedicated chapters on mobile and social media present fundamental aspects, discuss applications and address key success factors. The Internet of Things (IoT) is subsequently introduced in the context of big data, cloud computing and connecting technologies, with a focus on industry 4.0, smart business services, smart homes and digital consumer applications, as well as

artificial intelligence. The book then turns to digital business models in the B2C (business-to-consumer) and B2B (business-to-business) sectors. Building on the business model concepts, the book addresses digital business strategy, discussing the strategic digital business environment and digital business value activity systems (dVAs), as well as strategy development in the context of digital business. Special chapters explore the implications of strategy for digital marketing and digital procurement. Lastly, the book discusses the fundamentals of digital business technologies and security, and provides an outline of digital business implementation. A comprehensive case study on Google/Alphabet, explaining Google's organizational history, its integrated business model and its market environment, rounds out the book. Digital marketing now represents 25% of the marketing spend in the UK and this is predicted to move to 50% or higher within the next three years. Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost success in business, now and in the future. Understanding Digital Marketing deals with every key topic in detail, including: search marketing, social media, Google, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. Essential reading for both practitioners and students alike, and including real-world examples of

digital marketing successes and expert opinions, Understanding Digital Marketing provides you with tools to utilize the power of the internet to take your company wherever you want it to go.

In recent years, mob attacks on women by men have drawn public attention to an emerging social phenomenon. This book draws upon concepts from critical race theory and sociocultural evolutionary theory to examine this specific form of gender violence, which takes place outside the law and is a vigilante form of enforcing traditional gender norms. The author positions vigilante gender violence as a global issue produced during specific periods of sociocultural change in conditions marked by intensified social stratification. The catalyst for vigilante gender violence is the formal state's breaching of the "gender bargain," the tacit psychological wage even non-elite men earn by at least not being female. When the state threatens to end the gender bargain by promoting women's rights, the die is cast for low-status men to enforce this bargain themselves in mob attacks against women who are perceived to be violating the patriarchal order. Seen through independent case studies in different national settings, this book provides empirical evidence that demonstrates the existence of vigilante gender violence in times when societies are shifting from one phase to another and the social hierarchies present within are disrupted. With greater understanding of when and how to predict the occurrence of this phenomenon, the author posits notable ways to prevent it from happening altogether.



The practices of world politics are now scrutinised in a way that is unprecedented, with even those previously – or conventionally assumed to be – disengaged from international affairs being drawn into world politics by social media. Interactive websites allow users to follow election results in real-time from the other side of the world, and online mapping means that the world ‘out there’ is now available on your mobile phone. *Understanding Popular Culture and World Politics in the Digital Age* engages these themes in contemporary world politics, to better understand how digital communication through new media technologies changes our encounters with the world. Whether the focus is digital media, social networking or user-generated content, these sites of political activity and the artefacts they produce have much to tell us about how we engage world politics in the contemporary age. This volume represents the starting point of a dialogue about how digital technologies are beginning to impact the research and practice of scholars and practitioners in the field of International Relations, with the collection of cutting-edge essays dealing specifically with the intertextuality of world politics and digital popular culture. This book will be of use to International Relations research academics (and critically engaged publics) interested in the core themes of global politics – subjectivity, militarism, humanitarianism, civil society organisation, and governance. The book also employs theories and techniques closely associated with other social science disciplines, including political theory, sociology, cultural studies and media studies.

Foundations for Community Health Workers Foundations for Community Health Workers is a training resource for client- and community-centered public health practitioners, with an emphasis on promoting health equality. Based on City College of San Francisco's CHW Certificate Program, it begins with an overview of the historic and political context informing the practice of community health workers. The second section of the book addresses core competencies for working with individual clients, such as behavior change counseling and case management, and practitioner development topics such as ethics, stress management, and conflict resolution. The book's final section covers skills for practice at the group and community levels, such as conducting health outreach and facilitating community organizing and advocacy.

Praise for Foundations for Community Health Workers "This book is the first of its kind: a manual of core competencies and curricula for training community health workers. Covering topics from health inequalities to patient-centered counseling, this book is a tremendous resource for both scholars of and practitioners in the field of community-based medicine. It also marks a great step forward in any setting, rich or poor, in which it is imperative to reduce health disparities and promote genuine health and well-being." —Paul E. Farmer, MD., PhD, Maude and Lillian Presley Professor of Social Medicine in the Department of Global Health and Social Medicine at Harvard Medical School; founding director, Partners In Health. "This book is based on the contributions of experienced CHWs and advocates of the field. I am confident that it will serve as an

inspiration for many CHW training programs." —Yvonne Lacey, CHW, former coordinator, Black Infant Health Program, City of Berkeley Health Department; former chair, CHW Special Interest Group for the APHA. "This book masterfully integrates the knowledge, skills, and abilities required of a CHW through storytelling and real life case examples. This simple and elegant approach brings to life the intricacies of the work and espouses the spirit of the role that is so critical to eliminating disparities—a true model educational approach to emulate." —Gayle Tang, MSN, RN., director, National Linguistic and Cultural Programs, National Diversity, Kaiser Permanente "Finally, we have a competency-based textbook for community health worker education—well informed by seasoned CHWs themselves as well as expert contributors." —Donald E. Proulx, CHW National Education Collaborative, University of Arizona

This fully updated edition combines the latest research with real-life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real-life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine

research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing.

The media play active roles in politics with different media channels serving as bridges that link the politicians and citizens together. It is clear that what the media emphasize as important may be seen as such by the public. Hence, it is likely that the media may impact voter decisions during electoral processes and even during the elections. As such, it is imperative that research is collected on the impact of the media and the role it plays in strengthening party loyalty, improving public knowledge on elections, and swaying apathetic citizens to become involved in the electoral process. *Global Perspectives on the Impact of Mass Media on Electoral Processes* provides relevant theoretical frameworks and research findings that evidence the impact of the media in specific elections in different countries around the world. The book supports professionals who want to improve their understanding of the strategic roles that the media play in electoral politics as well as political candidates who may want to know if their heavy expenditures in paying the media to carry their political messages bring in returns on their investment. Covering topics that include social media, political cartoons, and media influence, this book seeks to provide fresh insights on the media's impact on elections whether at the national, regional, or local levels. It is ideal for politicians, campaign managers, media analysts, government officials, professionals, researchers,

students, academicians, and individuals involved in electoral management, political parties, advertising agencies, and marketing companies.

Young people have long used popular culture to explore, define and express who they are. For many, popular culture is also a tool of survival. Gone are the days when proscriptive programs were needed for young people to transition to adulthood. Today, youth culture is communicated through information technology, particularly social media, enabling young people to engage the world. Yet, as always, youth culture is often a cause of concern for adults and policy makers. This collection of new essays focuses on modern youth popular culture. There are such topics as social justice and youth mobilization in Ferguson, Missouri, social media and sexual literacy among LGBT youth, and youth culture's influence on children's sports.

The Third Edition of the comprehensive Sourcebook on Violence Against Women by Claire M. Renzetti, Jeffrey L. Edleson, and Raquel Kennedy Bergen covers the current state of research, theory, prevention, and intervention regarding violence against women. The book's 15 chapters are divided into three parts: theoretical and methodological issues in researching violence against women; types of violence against women; and, new to this edition, programs that work. Featuring new chapters, pedagogy, sections on controversies in the field, and autobiographical essays by leaders in grassroots anti-violence work, the Third Edition has been designed to encourage discussion and debate, to address issues of diversity and cultural contexts,

and to examine inequalities of race and ethnicity, social class, physical ability, sexual orientation, and geographic location.

This volume provides researchers and students with a discussion of a broad range of methods and their practical application to the study of non-state actors in international security. All researchers face the same challenge, not only must they identify a suitable method for analysing their research question, they must also apply it. This volume prepares students and scholars for the key challenges they confront when using social-science methods in their own research. To bridge the gap between knowing methods and actually employing them, the book not only introduces a broad range of interpretive and explanatory methods, it also discusses their practical application. Contributors reflect on how they have used methods, or combinations of methods, such as narrative analysis, interviews, qualitative comparative analysis (QCA), case studies, experiments or participant observation in their own research on non-state actors in international security. Moreover, experts on the relevant methods discuss these applications as well as the merits and limitations of the various methods in use. Research on non-state actors in international security provides ample challenges and opportunities to probe different methodological approaches. It is thus particularly instructive for students and scholars seeking insights on how to best use particular methods for their research projects in International Relations (IR), security studies and neighbouring disciplines. It also offers an innovative laboratory for developing new research techniques and

engaging in unconventional combinations of methods. This book will be of much interest to students of non-state security actors such as private military and security companies, research methods, security studies and International Relations in general. The Open Access version of this book, available at <https://www.routledge.com/Researching-Non-state-Actors-in-International-Security-Theory-and-Practice/Kruck-Schneiker/p/book/9780367141561>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

This book brings together some of the most interesting and innovative work being done to tackle gender-based violence in various sectors, world regions, and socio-political contexts. It will be useful to development and humanitarian practitioners, policy makers, and academics, including gender specialists.

This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social marketing campaigns. Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of social marketing, and then offers 24 case studies exemplifying effective social marketing efforts from all around the world.

Specifically, Part I clearly and concisely explains the principles of social marketing in five chapters: • Upstream vs. downstream social marketing, SWOT, competition • Fundamentals of social marketing, ethics • Formative and Evaluative Research • Theories applied in social marketing • A historical perspective on social marketing Part II features 24 social marketing case studies that demonstrate the application of social marketing principles. All 24 cases follow a consistent structure that includes: • Background • Positioning • SWOT • Research • Objectives • The 4 P's • Target audience • Evaluation • Barriers and benefits • Discussion • Competition This format allows for students and professors to easily and effectively select individual cases and compare between cases. This textbook also allows instructors to encourage critical thinking by having students compare and contrast not only the cases themselves, but the applications used. In addition, teaching guides with answers to discussion questions, suggestions for activities inside and outside of the classroom and further readings are available to assist professors in teaching from this book.

Feminist research on gender, violence and abuse has been an area of academic study since the late 1970s, and has increased exponentially over this time on a global scale. Although situated in a predominantly qualitative tradition, research in the field has developed to include quantitative and mixed methodologies. This book offers a compendium of research methods on gender and violence, from the traditional to the innovative, and showcases best practice in feminist research and international case



studies. *Researching Gender, Violence and Abuse* covers: The origins of feminist research, Ethical considerations relating to research on gender, violence and abuse, Working in partnership with organisations such as the police or the voluntary sector, A comprehensive range of research methods including interviews and focus groups, surveys, arts-based research and ethnography, The challenges and opportunities of working with existing data, The influence of activism on research and the translation of research into policy and practice. This book is perfect reading for students taking courses on violence against women, domestic violence, gender and crime, as well as advanced students embarking on new research.

This book aims to bring together the pioneering research on gender based violence that has been conducted by the Centre for Gender and Violence Research at the School for Policy Studies, University of Bristol. Topics discussed include violence in young people's relationships, prostitution policy, disabled women's experiences of domestic violence, men as victims of domestic violence, feminist movements and methodological concerns. This book will have a wide appeal, as each individual chapter builds on and contributes to existing global and national concerns about gender based violence. The book starts with an exploration of key theoretical, conceptual and methodological issues in researching gender based violence, then moves on to look at specific national (UK) based empirical studies. The final section brings together a wide range of research from diverse contexts, ranging from China, Iran, India and refugee camps in Rwanda. The

book will be an invaluable resource for researchers, students and practitioners who have an interest in this area, as well as for policymakers around the world. It will also be of interest to the general reader who wants to learn more about what is now a highly topical issue.

This first book in the Journalism Insights series examines the major practical and ethical challenges confronting contemporary sports journalists which have emerged from, or been exacerbated by, the use of digital and social media. Combining both quantitative and qualitative research and contributions from industry experts in sports reporting across Europe, America and Australia, the collection offers a valuable look at the digital sports reporting industry today. Issues discussed in the text include the ethical questions created by social media abuse received by sports journalists, the impact of social media on narratives about gender and race, and the 'silencing' of journalists over the issue of trans athletes, as well as the impact on 'traditional' aspects of sports journalism, such as the match report. The book features first-hand accounts from leading sports reporters and scholars about how these changes have affected the industry and sets out what 'best practice' looks like in this field today. This book will be a useful resource for scholars and students working in the fields of journalism, media, sports and communication, as well as for current sports journalism practitioners interested in the future of a changing industry.

The SAGE Handbook of Gender and Psychology is a unique, state-of-the-art synthesis

of the known work, combined with current research trends, in the broad field of gender and psychology. In the past 35 years academic publications on the subject have increased tenfold, and this level of activity as well the diversity of research looks set to increase in the coming years too. The time is ideal for a systematic review of the field. Contributions come from academics around the world and many different disciplines, and as a result multiple perspectives and a diversity of methodologies are presented to understand gender and its implications for behaviour. Chapters cover a wide variety of topics, theoretical approaches, contexts, and social issues; they also critically examine the key issues and current debates. Both advanced students and scholars will find extensive range and depth in the topics covered across the Handbook's 29 chapters. Published as a single volume, the handbook is aimed at individuals as well as the library market. The SAGE Handbook of Gender and Psychology will have mass appeal across the field of psychology, including social psychology and gender and psychology, as well a number of other subject groups such as gender studies, sociology, organizational behaviour and political science. The book explores contemporary selfie-taking practices; digital experiences of love, romance and infidelity; sexting rituals; self-tracking habits; strategies used by the Internet famous; and the power of hashtag campaigns and memes in espousing a cause. Rejecting binary narratives on digital cultures, it showcases the fascinating ways in which we use our digital devices, social media platforms, and apps by drawing upon

academic research, everyday observations and a determination to challenge assumptions and hasty generalizations. It also engages with emerging narratives on online authenticity, privacy, digital detox, and the digital divides prevalent both in India and abroad.

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