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Abstract

This book surveys the rapid development of digital media like digital television, the participatory Internet, multimedia services, social networking sites and mobile technology, focusing on their social diffusion and analysing the impact of these media broadly on society, local and international politics and Economics. It aims to provide an integrated platform for students to engage and critically analyse the issues surrounding the multifaceted relationships between digital media and the society in general. For this purpose, it attempts to include most critical areas of influence of digital media in the context of Social Sciences: Society, Politics and Economics. In the first three chapters, the introductory terms and notions are presented, including the Information Society and the transition to the Networked Society. In the following chapter, the transition from Web 1.0 to Web 2.0 is described and social media and Social Networking Analysis are introduced. Two chapters of this book are dedicated

on implications of social media in Politics, Education and the New Generation. In five chapters of the book, the Habermasian Public Sphere issues are investigated through the lens of digital media. Therefore, the Digital Divide is initially defined followed by an analysis of many critical areas including Democracy in the Digital Age, e-Government, e-Business and e-Commerce. Subsequently, Social Movements and Activism in the Digital Age are analysed. The book "Digital Media and Society: Convenient Regulators of Society, Politics and Economics" aims to become an essential reading for undergraduate and postgraduate students of Social Sciences generally without a special scientific or technical background, who aim to explore and potentially seek motivation for more in depth investigation of one (or more) of the following dynamically evolving areas, such as the realm of digital media, the Internet, social media, the public sphere, the mobile culture, Internet Politics and Digital Marketing.

