



Emerging Media: Uses and Dynamics

Xigen Li

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Emerging Media provides an understanding of media use in the expanding digital age and fills the void of existing literature in exploring the emerging new media use as a dynamic communication process in cyberspace. It addresses emerging media dynamics during the second decade of online communication, the Web 2.0 era after Mosaic and Netscape. The current status of emerging media development calls for extended exploration of how emerging media are used in different patterns and contexts, and this volume answers that call: it is a comprehensive examination of emerging media evolution and concurrent social interaction.

This collection:

- Provides a comprehensive analysis of digital media use and online communication with empirical data
- Contains both theoretical and empirical studies, which not only test communication and related theories in the age of digital media, but also provide new insights into important issues in digital media use and online communication with significant theoretical advances
- Spotlights studies that use a variety of research methods and approaches, including surveys, content analysis and experiments

This volume will be invaluable to researchers of communication and new media, and will serve advanced undergraduate and graduate students studying media and digital communication. With an international scope, it appeals to readers around the world in all areas that utilize new media technologies.

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