



The Rhetoric of Social Media

Term: Spg 2010

Librarian

[1]



Malgorzata Schaefer

mschaefer@stanford.edu [2]

Getting Started

[3]

1. Use [Reference Sources](#) [4] to jumpstart your research, to get ideas, search terms, context, and more.
2. Find Books, Journal Titles and Media in [Stanford's Online Catalog, SearchWorks](#). [5]
3. Find Articles in [Selected Databases](#). [6]

Note: Stanford subscribes to over [1000 Databases](#) [7] that index articles and books on various topics. Since there are so many databases we recommend a [select subset of databases](#) [6] which will give you access to articles in a wide variety of subject areas.

4. **Find Resources on your Course Theme.** Click the link(s) below.



- [8]
- [New Media Sources](#) [9]

[10]

New Media Sources

[11]

More Reference Sources

- [Ads to icons : how advertising succeeds in a multimedia age](#) [12](Jackson Business Library)
- [Alphabet to Internet : mediated communication in our lives](#) [13] (IC)
- [Battleground : the media](#) [14] (IC)
- [The Oxford handbook of information and communication technologies](#) [15] (IC)
- [Routledge handbook of Internet politics](#) [16](HASRC)

Selected Book Collection

Browse the **HAS-DIGIT collection**. HAS-DIGIT is a sub-location for a mini collection devoted to digital culture and humanities computing. It is located in the Lane Room on the second floor of the Bing Wing of Green Library. Turn right as you enter the room. The books cannot be checked out but most have another copy for check out in the stacks.

Suggested [SearchWorks](#) [5] Subject Terms related to Social Media:

Tip: Use quotes around social media for a more targeted search: "social media"

- [Virtual Reality - Social Aspects](#) [17]
- [Computers - Technological Innovations - Social Aspects](#) [17]
- [Internet - Social Aspects](#) [18]

Additional Databases

- [Indexes to communication serials](#) [19]
- [Communication & Mass Media Complete](#) [20]

Selected Article(s)

- [New Media, New Influencers and Implications for Public Relations](#) [21]
- [Facebook: The New Classroom Commons?](#) [22]

Selected Journals

- [International Journal of Media and Cultural Politics](#) [23]
- [Journal of New Communications Research](#) [24]
- [Global media and communication](#) [25]
- [Journal of e-media studies](#) [26]



[Cyberpsychology, behavior and social networking](#) [27] [electronic resource].

[Journal of Online Behavior](#) [28] [Electronic Resource]

[Information Communication and Society](#) [29]

Other Recommended Links

- [kiwanja.net: where technology meets anthropology, conservation and development](#) [30]
- [Pew Internet & American Life Project](#) [31]: "The Pew Internet & American Life Project studies the social impact of the internet, focusing on topics including health, teens, and broadband. The Project is nonpartisan and takes no position on policy issues."
- [Social Media Examiner](#) [32]: "Offering a unique single source of knowledge, the site contains comprehensive articles and videos on how to use the best social media tools, along with original case studies, reviews of the latest industry research and advice direct from the world's leading experts."
- [Society for New Communications Research](#) [33]: "The Society for New Communications Research is a global nonprofit 501(c)(3) think tank dedicated to the advanced study of the latest developments in new media and communications, and their effect on traditional media and business models, communications, culture and society."
- [Technorati's State of the Blogosphere](#) [34] - Annual report.

- [General and Interdisciplinary Studies](#) [35]

Section: PWR 1

Instructor: Romanow

- [Previous Research Guide](#)

```
var _gaq = _gaq || []; _gaq.push(['_setAccount', 'UA-7219229-20']); _gaq.push(['_trackPageview']); (function() { var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true; ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js'; var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s); })();
```

User login

[To login with SUNetID, CLICK HERE!](#)

Username: *

Password: *

- [Request new password](#)

Source URL: <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/910>

Links:

[1] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/826>

[2] <mailto:mschaefer@stanford.edu>

[3] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/790>

[4] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/796>

[5] <http://searchworks.stanford.edu>

[6] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/779>



- [7] [http://searchworks.stanford.edu/?f\[format\]\[\]=Database](http://searchworks.stanford.edu/?f[format][]=Database)
- [8] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/910#tabs--middle-1>
- [9] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/910#tabs--middle-2>
- [10] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/775>
- [11] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/node/817>
- [12] <http://searchworks.stanford.edu/view/8645849>
- [13] <http://searchworks.stanford.edu/view/7517591>
- [14] <http://searchworks.stanford.edu/view/7867120>
- [15] <http://searchworks.stanford.edu/view/6826355>
- [16] <http://searchworks.stanford.edu/view/7838320>
- [17] [http://searchworks.stanford.edu/?q="Virtual reality" "Social aspects."&search_field=subject_terms&sort=pub_date_sort desc, title_sort asc](http://searchworks.stanford.edu/?q=)
- [18] [http://searchworks.stanford.edu/?q="Internet" "Social aspects."&search_field=subject_terms&sort=pub_date_sort desc, title_sort asc](http://searchworks.stanford.edu/?q=)
- [19] <http://cios.org/www/journals.htm>
- [20] <http://web.ebscohost.com/ehost/search?vid=1&hid=107&sid=c9dd8001-8c14-44d8-b1ff-4bf94105672c@sessionmgr104>
- [21] <http://www.sncr.org/wp-content/uploads/2008/08/new-influencers-study.pdf>
- [22] <http://chronicle.com/article/Facebook-The-New-Classroom/48575/?key=SW5wIA5qZHFPZ3YycnZCcyMFbH8sI0t6PHRGaH0aZlIX>
- [23] <http://searchworks.stanford.edu/view/6510579>
- [24] <http://searchworks.stanford.edu/view/8371574>
- [25] <http://searchworks.stanford.edu/view/5966370>
- [26] <http://searchworks.stanford.edu/view/8197750>
- [27] <http://searchworks.stanford.edu/view/8586617>
- [28] <http://searchworks.stanford.edu/view/8206196>
- [29] <http://searchworks.stanford.edu/view/5349348>
- [30] <http://www.kiwanja.net/index.htm>
- [31] <http://www.pewinternet.org/Topics.aspx>
- [32] <http://www.socialmediaexaminer.com/>
- [33] <http://www.sncr.org/>
- [34] <http://technorati.com/state-of-the-blogsphere/>
- [35] <https://www.stanford.edu/group/ic/cgi-bin/drupal2/taxonomy/term/9>