



Celeb 2.0: How Social Media Foster Our Fascination with Popular Culture (New Directions in Media)

Kelli S. Burns

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This volume looks at how the new capabilities of Web 2.0 are changing the worlds of celebrity fandom and gossip.

- Chronologies chart the rise of celebrity entertainment reporting, celebrity journalists, reality television, and mash-up culture
- Includes an index of key terms related to social networking as well as key players in social media development and social media celebrities

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