



How Social Media is Changing Sports: Its a Whole New Ballgame (The Hampton Press Communication Series (Mass Communication and Journalism))

Jimmy Sanderson

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Social media applications, such as Facebook and Twitter, are dramatically changing the sports world. These changes have appeared in a very short period of time, creating a host of implications for sports media processes and sports organizations as they grapple with athletes' use of these media channels. This text chronicles social media's rapid rise in becoming a powerful player in the sports industry and draws upon relevant examples involving athletes and sports organizations to demonstrate both the positive and problematic consequences that social media has created for athletes and sports organizations. In exploring how social media has affected sports media processes, organizational management and athlete-fan communication. this book appeals to scholars, practitioners, and fans alike.

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