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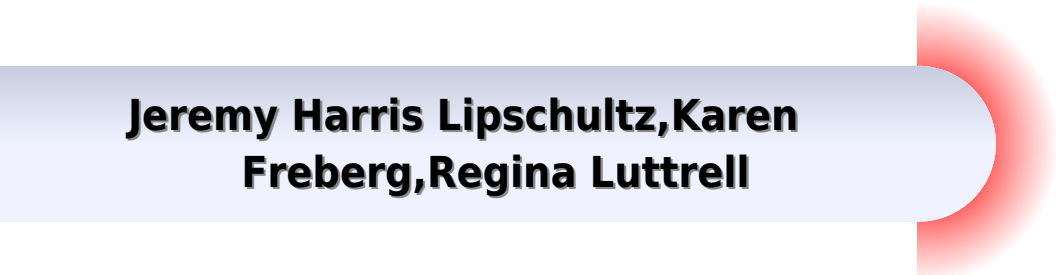


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Tiktok Discount Tutorial

**Jeremy Harris Lipschultz, Karen
Freberg, Regina Luttrell**



Tiktok Discount Tutorial:

Wirkungsvolle Videos fürs Web für Dummies Oliver Langewitz, Kurt Schlegel, Elke Schlote, 2024-04-02 Mithilfe von Videos das Netz begeistern Videos bieten Ihnen die Möglichkeit eigene Ideen zu vermitteln oder Ihre Marke zu präsentieren Wie Sie wirkungsvolle Videos fürs Web erstellen und was Sie bei der videobasierten Kommunikation beachten müssen erfahren Sie in diesem Buch Oliver Langewitz Kurt Schlegel und Elke Schlote erklären Ihnen in praktischen Schritten wie Ihnen die Planung Erstellung und Verbreitung von Videos fürs Web optimal gelingt Dabei lernen Sie auch die Besonderheiten der verschiedenen Internetplattformen kennen und wie Sie Ihre Zielgruppe mit Ihren Inhalten abholen Sie erfahren Wie Sie professionelle Webvideos produzieren Wie Sie in Ihren Videos wirksame Geschichten erzählen Welche Online Kanäle für Ihre Videos wichtig sind Wie es Ihnen gelingt mit Ihren Videos eine breite Community zu erreichen **Four Battlegrounds** Paul Scharre, 2023-02-28 An NPR 2023 Books We Love Pick One of the Next Big Idea Club's Must Read Books An invaluable primer to arguably the most important driver of change for our future P W Singer author of *Burn In* An award winning defense expert tells the story of today's great power rivalry the struggle to control artificial intelligence A new industrial revolution has begun Like mechanization or electricity before it artificial intelligence will touch every aspect of our lives and cause profound disruptions in the balance of global power especially among the AI superpowers China the United States and Europe Autonomous weapons expert Paul Scharre takes readers inside the fierce competition to develop and implement this game changing technology and dominate the future *Four Battlegrounds* argues that four key elements define this struggle data computing power talent and institutions Data is a vital resource like coal or oil but it must be collected and refined Advanced computer chips are the essence of computing power control over chip supply chains grants leverage over rivals Talent is about people which country attracts the best researchers and most advanced technology companies The fourth battlefield is maybe the most critical the ultimate global leader in AI will have institutions that effectively incorporate AI into their economy society and especially their military Scharre's account surges with futuristic technology He explores the ways AI systems are already discovering new strategies via millions of war game simulations developing combat tactics better than any human tracking billions of people using biometrics and subtly controlling information with secret algorithms He visits China's National Team of leading AI companies to show the chilling synergy between China's government private sector and surveillance state He interviews Pentagon leadership and tours U S Defense Department offices in Silicon Valley revealing deep tensions between the military and tech giants who control data chips and talent Yet he concludes that those tensions inherent to our democratic system create resilience and resistance to autocracy in the face of overwhelmingly powerful technology Engaging and direct *Four Battlegrounds* offers a vivid picture of how AI is transforming warfare global security and the future of human freedom and what it will take for democracies to remain at the forefront of the world order *The Art of Small Business Social Media* Peg Fitzpatrick, 2024-11-19 An essential guide for small business owners that Booklist

calls appealing and supremely useful in a starred review and Guy Kawasaki points out in the foreword if you're an entrepreneur or small business owner and want to master digital marketing you need this book In The Art of Small Business Social Media social media expert Peg Fitzpatrick offers a comprehensive guide tailored specifically for small business owners Recognizing that social media isn't a one-size-fits-all tool Fitzpatrick provides a roadmap for entrepreneurs to navigate the digital landscape effectively Drawing from her extensive experience working with brands big and small she demystifies choosing the right platforms crafting a robust social media plan and engaging with communities online Real world examples from various industries serve as case studies offering actionable insights that can be applied to any small business setting Whether you're a solo entrepreneur or part of a small team The Art of Small Business Social Media is your key to unlocking the full potential of social media marketing It's not just about being online it's about being online effectively This book equips you with the skills to participate in the digital world and thrive in it giving your business a competitive edge in today's marketplace

TikTok as Entertainment or Misleading App? John Maish, 2023-09-20 Essay from the year 2021 in the subject Communications Mass Media grade 3.0 University of California San Diego course Media Studies language English abstract This essay critically analyzes the popular video sharing app TikTok and questions whether it should be perceived primarily as an entertainment platform or as a source of misleading content The author reflects on how TikTok's algorithmically customized feed and divination videos promoted addictive viewing habits and dubious life advice in a friend However the app also spreads joy through funny videos The essay concludes that while TikTok has merit as an entertainment app users should be cautious of videos that try to deceptively influence major life decisions Overall the essay urges readers to approach TikTok with nuance enjoying its amusing content while maintaining skepticism about guidance from its most exploitative corners

Proceedings of the Conference on SDGs Transformation Through the Creative Economy: Encouraging Innovation and Sustainability (TCEEIS 2023) Imam Abrori, Indrian Supheni, Muhammad Mudhofar, Wahyuning Murniati, Nico Irawan, Arfan Ikhsan Lubis, Wei Qiang, Moh. Hudi Setyobakti, Muh. Barid Nizarudin Wajdi, Tarjo, Edy Sujana, 2024-01-11 This is an open access book Welcome to the 7th Indonesian Conference focused on the theme of SDGs Transformation through the Creative Economy Encouraging Innovation and Sustainability This edition aims to explore the intersection between the Sustainable Development Goals (SDGs) and the creative economy emphasizing the importance of fostering innovation and sustainability The conference provides a platform for academics researchers policymakers industry professionals and stakeholders to gather and exchange knowledge ideas and experiences regarding the transformative power of the creative economy in achieving the SDGs By examining the dynamic relationship between creativity innovation and sustainable development this edition aims to generate valuable insights and practical solutions to address the pressing global challenges we face today Throughout this conference participants will have the opportunity to delve into various topics related to the creative economy and its potential to contribute to the SDGs We will explore how creative industries can drive

economic growth promote social inclusivity preserve cultural heritage and protect the environment Moreover we will investigate innovative approaches best practices and emerging trends that can enhance the creative economy's impact on sustainable development By gathering experts and practitioners from diverse fields we aim to foster interdisciplinary dialogue and collaboration ultimately inspiring new ideas strategies and policies that can foster a more sustainable and inclusive future Together we can harness the power of the creative economy to propel transformative change aligning our efforts with the global agenda of achieving the SDGs We extend our heartfelt appreciation to all participants sponsors and organizers for their commitment to advancing the discourse on the creative economy and sustainable development Let us embark on this journey of exploration innovation and collaboration as we work towards a better and more sustainable future for all

Impact of Influencer Marketing on Young Women's Customer Experience on Cosmetic Products Jule Prescher, 2023-06-06 Bachelor Thesis from the year 2023 in the subject Communications Multimedia Internet New Technologies grade 1.3 University of applied sciences Cologne language English abstract This thesis aims to realize how influencer marketing performs and its impact on the Cx Therefore the research addresses the following questions How powerful are influencers these days What is different about influencer marketing and why is it a successful strategy How do people perceive information shared by influencers and which factors are decisive for potential customers to purchase products advertised by influencers What impact does an influencer have on the overall Cx The internet has been fully integrated into people's daily lives worldwide over the past years The percentage of the world's population with access to the internet has doubled from 32% in 2011 to 63% in 2021 90% of people from developed countries access the internet in 2021 At the same time the number of social network users is increasing These networks have the purpose of connecting with friends In 2022 5 billion people have access to the internet worldwide and 4.7 billion people use social media SM Ultimately 93% of those with internet access own at least one SM account that is more than half the population worldwide Through time companies found new marketing strategies which reached active people on SM These platforms are necessary to reach Generation Z people born in the late 1990s They are different and cannot be reached in the same way as they watch Netflix instead of TV or listen to Spotify instead of the radio for example Influencer marketing became a 10 billion industry in 2020 Influencers share their lives on SM networks Due to their high reach they receive offers from companies for cooperation Influencers' followers admire and trust their recommendations due to their personal and authentic representation While advertising products influencers show how to use them where to buy them and give their opinion For higher sales influencers often receive promo codes for a discount or free products for each order

The Emerald Handbook of Computer-Mediated Communication and Social Media Jeremy Harris Lipschultz, Karen Freberg, Regina Luttrell, 2022-06-27 Uniquely relating social media communication research to its computer mediated communication foundation as well as digital and emerging media trends this handbook is an indispensable resource whether you're a

graduate student or a seasoned practitioner **Die Rolle von Influencer Marketing in der Customer Journey. Von der Entdeckung bis zum Kauf** Ayla Kayaer, 2024-05-28 Bachelorarbeit aus dem Jahr 2024 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 2,0 IU Internationale Hochschule Hamburg Sprache Deutsch Abstract Die vorliegende Bachelorarbeit untersucht die Rolle von Influencer Marketing in den verschiedenen Phasen der Customer Journey. Es werden die Auswirkungen von Influencern auf die Aufmerksamkeit, das Interesse, die Kaufabsicht und das tatsächliche Kaufverhalten der Verbraucher analysiert. Influencer beeinflussen oft die Wahrnehmung von Marken und Produkten und bieten Konsumenten authentische Einblicke, was die Kaufentscheidung positiv beeinflusst. Es gibt jedoch auch Risiken wie irreführende Darstellungen und Glaubwürdigkeitsprobleme, die Unternehmen beachten sollten. Diese Arbeit leitet praxisnahe Empfehlungen ab, um die Auswahl von Influencern, die Berücksichtigung der Zielgruppe und die Entwicklung authentischer Influencer Marketing Kampagnen zu verbessern. This bachelor's thesis examines the role of influencer marketing in the different phases of the customer journey. The impact of influencer on consumer attention, interest, purchase intent and actual purchasing behavior is analyzed. Influencers often influence the perception of brands and products and offer consumers authentic insights which positively influences purchasing decisions. However, there are also risks such as misleading representations and credibility issues that companies should be aware of. This work derives practical recommendations to improve influencer selection, target audience consideration and the development of authentic campaigns.

On & Off Nora Wunderwald, Lea Sophie Grünzinger, 2023-10-27 Wie perfekt muss ich auf Social Media sein? Woran erkenne ich, dass ich süchtig nach meinem Smartphone bin? Und wie sozial sind die sozialen Medien wirklich? Wir verlieren uns leicht in der Online-Welt, versuchen unrealistischen Scheiteridealen und Lebensweisen nachzueifern, haben ständig Angst, etwas zu verpassen und verbringen zu viel Zeit vor Bildschirmen. Dabei lassen wir leider oft unsere mentale Gesundheit außer Acht. Dieses Buch möchte dir deshalb helfen, Social Media auf eine bewusste und achtsame Weise zu nutzen. Mit Einblicken in ihr Online-Leben sowie praktischen Tipps und Reflexionsübungen zeigen Nora und Lea dir, wie du für dich das Beste aus den sozialen Medien herausholst, um mit einem guten Gefühl online und offline unterwegs zu sein. Einfaches New Adult Sachbuch über den achtsamen und bewussten Umgang mit den sozialen Medien **Grundlagen der Medienwirtschaft.**

Trends der Marktforschung, 2023-10-09 Studienarbeit aus dem Jahr 2021 im Fachbereich Medien Kommunikation Multimedia Internet neue Technologien Note 3,0 SRH Fernhochschule Sprache Deutsch Abstract Wenn sich Medienfachleute die aktuellen Trends anschauen, dann tauchen eine Reihe von Fragen auf: Auf welche Weise verändern sich die Märkte? Wohin führt die virale Reise? Welche Trends setzen sich durch und welche Sparten erleben Einbrüche? Diese Hausarbeit geht auf folgende Fragen ein: Ist TikTok der place to be und somit das neue Snapchat? Und wie steht es hier um den Datenschutz? Wird der Journalismus durch künstliche Intelligenz weitgehend automatisiert? Schon 11 von 14 europäischen Nachrichtenagenturen setzen auf automatisierte Text- und Videoproduktion. Entwickelt sich Twitch zum YouTube-Challenger?

Twitch das Livestreaming Portal von Amazon war lange ein zentraler Akteur im internationalen Games Markt und forciert die Livestreaming Plattform. Heute 2020 bereits jeder dritte Deutsche Podcasts und wird zum non linearen Boom Markt Treiben Anbieter wie ProSiebenSat 1 mit FYEO For Your Ears Only RTL mit Audio Now Acast oder Castbox durch genaues Targeting die Monetarisierung an. Wird sich Fernsehen auf Over the Top Plattformen OTT durchsetzen 12,6 Mio Personen 14 nutzten 2019 bereits die Angebote von TV Sendern Telekommunikationsunternehmen oder speziellen OTT Anbietern um Live TV zu sehen. Setzen sich Abo Services durch Musik VoD News Games Digitale Flatrates scheinen sich als erfolgreiches Geschäftsmodell zu etablieren.

Moderner Online-Content und die zukünftige Optimierung. Social Media Content, Metriken und KPIs Jonas Pfründer, 2023-06-23 Studienarbeit aus dem Jahr 2021 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,7 Hochschule für angewandtes Management GmbH Sportmanagement Veranstaltung Modul Sprache Deutsch Abstract Diese Arbeit beschäftigt sich mit modernem Online Content und dessen zukünftige Optimierung. Durch die Verbreitung und der dauerhaft ansteigenden Bedeutung der sozialen Medien für die Gesellschaft ist davon auszugehen dass der Anteil in Zukunft noch deutlich steigen wird. Doch was verbirgt sich eigentlich hinter all diesen Plattformen? Warum werden diese so gerne und häufig von den Menschen genutzt? Und vor allem stellt sich die Frage wie die Unternehmen auf den jeweiligen Kanälen Inhalte produzieren die dafür sorgen dass die Konsumenten sich entscheiden wieder und wieder auf die Onlinedienste zuzugreifen beziehungsweise sie sogar zu abonnieren. Man kann die sozialen Medien als ein echtes Phänomen bezeichnen. Sie haben dafür gesorgt dass nahezu jede Person in irgendeiner Form online wiederzuerkennen ist. Sei es durch ein Business Profil auf der Plattform LinkedIn welche mittlerweile als beliebtester Dienst für berufliche Interaktionen und der Präsentation der eigenen persönlichen Karriere gilt oder doch eine eher auf ursprünglich freundschaftsbasierten Plattformen wie Instagram Facebook Twitter oder Snapchat. Die Menschen haben begonnen sich im Netz miteinander zu verbinden.

Social-Media-Marketing. Erfolgsfaktoren und Kundenbindung im digitalen Zeitalter Marina Aparicio Mijares, 2024-02-26 Bachelorarbeit aus dem Jahr 2023 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,0 Hochschule Fresenius Idstein Sprache Deutsch Abstract Diese Bachelorarbeit untersucht die wesentlichen Erfolgsfaktoren im Social Media Marketing und der Kundeneinbindung. Bei Social Media Einblicke in die Interaktion zwischen Unternehmen und Kunden sowie wirksame Strategien zur Kundenbindung werden durch eine umfassende Umfrage gewonnen. Die Ergebnisse deuten darauf hin dass soziale Medien als ein bedeutender Kommunikationskanal dienen wobei ältere Generationen aktiv auf diesen Plattformen interagieren. Visueller Content einschließlich Story Beiträgen und Foto Bild Beiträgen erweist sich als besonders wirksam für die Interaktion mit Marketinginhalten. In Bezug auf die Kundenbindung betonen die Ergebnisse die Bedeutung von interessanten Inhalten und monetären Anreizen. Rabattaktionen und gezielte Angebote werden als wirksame Strategien identifiziert während eine ausgewogene Social Media Strategie die hochwertigen Content und individuelle

Kommunikationsoptionen einschließen für den Erfolg entscheidend ist **Stereotype der Kinder gegenüber anderen Kulturen**, 2024-04-16 Studienarbeit aus dem Jahr 2023 im Fachbereich Pädagogik Interkulturelle Pädagogik Note 1,7 Technische Universität Dortmund Sprache Deutsch Abstract In der vorliegenden Hausarbeit geht es um die Stereotype der Kinder gegenüber anderen Kulturen. Ich habe mich für dieses Thema entschieden, da ich zum einen selbst mit zwei unterschiedlichen deutschen türkischen Kultur aufgewachsen bin und mich dafür interessiere, wie andere zum Beispiel bei meiner Kultur denken. Ich gebe an einer Grundschule Förderunterricht. Die Grundschule liegt im sozialen Brennpunkt und 80 Prozent der SchülerInnen besitzen einen Migrationshintergrund, daher sind die Schüler mit unterschiedlichen Kulturen konfrontiert bzw. leben mit unterschiedlichen Kulturen. Aus diesem Grund habe ich mich vor allem interessiert, wie diese Kinder im jüngeren Alter bei anderen Kulturen denken. Aus diesem Grund werde ich im ersten Teil Theoretischer Hintergrund der Hausarbeit die Begriffe Kultur, Interkulturalität, Vorurteile, Stereotype definieren und erläutern. Im zweiten Teil werde ich mich mit der Forschungsfrage beschäftigen und erläutern, weshalb die Kinder oder auch Lehrkräfte Stereotype gegenüber anderen Kulturen besitzen. Dafür werde ich ein Gruppeninterview in der Grundschulklasse in der ich auch unterrichte durchführen und sie fragen, was für sie typisch deutsch etc. ist und weshalb sie so denken. Dadurch möchte ich schauen, ob bei den tatsächlich unterschiedlichen Stereotype gegenüber unterschiedlichen Kulturen vorhanden ist. Anschließend werde ich dieses Interview aus und beende die Hausarbeit mit einem Fazit.

Chancen und Herausforderungen der Digitalisierung in der Offenen Kinder- und Jugendarbeit. Eine Analyse der Rolle sozialer Medien, 2023-11-06 Bachelorarbeit aus dem Jahr 2023 im Fachbereich Pädagogik Medienpädagogik Note 2,7 Sprache Deutsch Abstract In dieser Arbeit werden die Potenziale und Herausforderungen der Digitalisierung in der offenen Kinder und Jugendarbeit genauer untersucht. Es werden verschiedene Ansätze vorgestellt, um den Einsatz von Smartphones, Tablets und anderen digitalen Geräten sinnvoll zu gestalten. Ziel ist es, die Chancen der Digitalisierung zu nutzen, um junge Menschen zu unterstützen und ihre persönliche Entwicklung zu fördern, während gleichzeitig auf die Risiken und Gefahren aufmerksam gemacht wird. Das Hauptziel dieser Untersuchung liegt darin, die Verbindung zwischen Offener Kinder und Jugendarbeit und sozialen Medien umfassend zu analysieren und zu beleuchten. Zunächst werden Begriff und Grundlagen sozialer Medien geklärt und es wird mit TikTok zugleich auch ein Beispiel sozialer Medien gegeben. Aktuelle Trends werden diskutiert. Anschließend wird der Begriff der offenen Kinder und Jugendarbeit präzisiert, deren rechtlichen Grundlagen benannt, die Handlungsprinzipien, Methoden und Ziele dargelegt. In einem synthetischen letzten Abschnitt wird die Rolle der digitalen Medien in der Offenen Kinder und Jugendarbeit dargelegt. Hierbei wird untersucht, wie soziale Medien als Werkzeug genutzt werden können, um die Jugendlichen in ihren individuellen und kollektiven Potenzialen zu unterstützen. In einem zweiten Schritt werden einige Praxisbeispiele gegeben, im Hinblick auf flexible Arbeitsweisen, digitale Dokumentationsmöglichkeiten sowie Onlineberatung. Durch eine umfassende Analyse dieser Zielsetzungen beabsichtigt diese Untersuchung nicht nur zur Erweiterung des Verständnisses bei der Verbindung von

Offener Kinder und Jugendarbeit und sozialen Medien beizutragen sondern auch praktische Erkenntnisse und Impulse für eine zeitgemäße Jugendarbeit zu liefern die den Bedürfnissen und Potenzialen der jungen Generation gerecht wird

Jugendliche und Social Media. Cybermobbing und der Umgang mit verurteilten Hassposter*innen Maja Grimm, 2022-08-08 Masterarbeit aus dem Jahr 2022 im Fachbereich Sozialwissenschaften allgemein Note 3,0
Fachhochschule Salzburg Sprache Deutsch Abstract Die Arbeit befasst sich vorrangig mit dem Thema Cybermobbing unter Jugendlichen Sie soll die Hintergründe beleuchten und einen Ausblick auf mögliche Handlungsstrategien geben um auf diese Problematik aufmerksam zu machen und mit bereits bestehenden Tatbeständen bestmöglich umzugehen Zudem soll das Nutzungsverhalten der Jugendlichen in Bezug auf Social Media näher untersucht werden Die Arbeit besteht aus mehreren Teilen In einem theoretischen Teil wird sich mit dem Phänomen des Cybermobbing als auch mit der Nutzung von sozialen Netzwerken auseinandergesetzt In einem qualitativen Experten Interview soll das Programm Dialog statt Hass vom Verein neustart welches sich an bereits angezeigte Hassposter richten näher beschrieben werden In einer anschließenden quantitativen Online Umfrage werden die Erfahrungen mit Cybermobbing von fremduntergebrachten Jugendlichen und Jugendlichen die im Elternhaus aufwachsen untersucht Der Begriff des Mobbing ist in unserer heutigen Gesellschaft den meisten Menschen mittlerweile hinreichend geläufig Durch den zunehmenden Einfluss und die Omnipresenz von sozialen Netzwerken vor allem unter jungen Menschen hat sich bereits seit Jahren ein neues trauriges Phänomen zunehmend etabliert das Cybermobbing manchmal auch Cyberbullying oder Internetmobbing genannt

The Folding Lady Sophie Liard, 2022-04-26 Making her debut in 2020 and already followed by more than 3,8 million fans on TikTok the internet sensation The Folding Lady shows everyone how to use her smart and simple home hacks and tips to fold any household item and organize difficult areas to create extra space and improve functionality in the home In this illustrated guide Sophie Liard brings her expertise together and teaches you how to fold all of your household items from boxers leggings and socks to sheets towels and even napkins and wrapping paper The Folding Lady shows you that anything is foldable and shares the inner joy that folding brings and offers extra tips on organizing drawers desks snack drawers cosmetics and more to make life a little easier and more manageable Sophie encourages you to take charge of small simple and achievable tasks Sometimes you have to let go of trying to tackle the big stuff and make the most of the little things that can be controlled The Folding Lady will bring you comfort and help you find solace amid the daily stress

Influencer-Marketing. Eine Übersicht über Erfolgsfaktoren und Herausforderungen Sabrina Meilke, 2021-10-12 Studienarbeit aus dem Jahr 2021 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,0 Private Fachhochschule Göttingen Sprache Deutsch Abstract Im Rahmen dieser Arbeit liegt das Augenmerk besonders auf der Beantwortung der Frage was genau das Marketing mit Influencern erfolversprechend macht Beginnend mit einer Darstellung des Influencers folgt eine Analyse entscheidender Erfolgsfaktoren die das Influencer Marketing als Instrument des Online Marketings beeinflussen Der Blick

richtet sich dabei auf die drei wesentlichen Akteure des Influencer Marketings Unternehmen beziehungsweise Marketingverantwortliche Influencer und Konsumenten Im Zuge dessen wird die Auswahl geeigneter Influencer die Ausgestaltung der Beziehung zwischen diesen und dem Unternehmen und der Kommunikation der digitalen Meinungsführer mit den Konsumenten thematisiert Darüber hinaus werden mögliche Fallstricke durch das Marketing mit Influencern dargestellt und ein Blick in die Praxis aufgezeigt Im heutigen digitalen Zeitalter um Blogs Foren Bewertungsplattformen und diversen sozialen Netzwerken ist klassische Online Werbung allein nicht mehr erfolgversprechend Immer weniger Konsumenten vertrauen den klassischen Werbeformaten Zum einen werden sie als störend empfunden oder durch den Konsumenten aufgrund ihrer Masse schlichtweg nicht mehr wahrgenommen So nutzen bspw immer mehr Internetnutzer Werbeblocker um störende Werbung gezielt zu umgehen Zu anderen werden zur Entscheidungsfindung bei Kaufabsichten zunehmend Empfehlungen aus dem persönlichen Umfeld oder durch Influencer als vertrauenswürdige Quelle herangezogen Immer mehr Unternehmen erkennen im Zuge dieses Trends das Potential der Digitalen Influencer um Botschaften an ihre werbende Zielgruppe heranzutragen

Blank Space W. David Marx, 2025-11-18 An NPR Most Anticipated Book of Fall 2025 A revealing exploration of a quarter century of cultural stagnation examining the commercial and technological forces that have come to dominate contemporary culture from music and fashion to art film TV and beyond Over the past twenty five years pop culture has suffered from a perplexing lack of reinvention We've entered a cultural blank space an era when reboots rehashes and fads flourish while bold artistic experimentation struggles to gain recognition Why is risk no longer rewarded and how did playing it safe become the formula for success Acclaimed cultural historian W David Marx sets out to uncover the answers In this ambitious cultural history Marx guides us through the blur of the twenty first century so far from the Obama era to the rise of K pop from Paris Hilton to the Marvel cinematic universe from Beyoncé and Taylor Swift to Beyoncé and Taylor Swift whose enduring influence highlights both their adaptability and the broader shifts in pop culture Combining sociological economic and political insights with a deep dive into art street culture fashion and technology Blank Space dissects the rise of profit driven formulaic trends and the shifting cultural norms that often prioritize going viral over innovation He reveals how backlash against indie snobbery and nineties counterculture gave rise to a counter counterculture one marked by antiliberal sentiment the celebration of business heroes and the increasing influence of industry plants and the elite class In a world of crypto bros nepo babies and AI driven art Marx offers readers a much needed dose of clarity and context Vibrantly narrated and sharply argued Blank Space is an essential guide for anyone looking to understand the chaos of the twenty first century the trends tastemakers and icons who shaped it and how we might push our culture forward over the next quarter century through renewed emphasis on creativity community and the values that transcend mere profit

Die Integration von künstlicher Intelligenz im Content Marketing und ihre Auswirkung auf das Markenmanagement
, 2024-11-11 Bachelorarbeit aus dem Jahr 2024 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,0

Hochschule Heilbronn K n zelsau Sprache Deutsch Abstract Die vorliegende Bachelorarbeit befasst sich mit der Integration und den Einsatzm glichkeiten von k nstlicher Intelligenz KI im Content Marketing sowie den daraus resultierenden Auswirkungen auf das Markenmanagement Der Fokus liegt auf der Exploration der durch KI erm glichten Optionen im Content Marketing und ihre Auswirkung auf das Markenmanagement Dabei werden sowohl Vorteile und Chancen als auch potenzielle Grenzen und Risiken beleuchtet Nach einer umfassenden theoretischen Grundlegung zur Einordnung der Thematik wird eine qualitative Forschungsmethode angewendet Die Perspektiven und Erfahrungen von elf Fachleuten werden mittels semi strukturierter Experteninterviews erhoben Die Resultate werden anhand einer inhaltlich strukturierenden Inhaltsanalyse ausgewertet Die Ergebnisse der Untersuchung zeigen dass KI im Content Marketing vielf ltige Anwendungsm glichkeiten bietet Es wird deutlich dass KI die Effizienz von Content Marketing Aktivit ten erheblich steigern kann Gleichzeitig werden Herausforderungen identifiziert insbesondere hinsichtlich des Datenschutzes und weitere Aspekte Im Kontext des Markenmanagements zeigt sich dass KI das Potenzial hat die Einheitlichkeit der Markenkommunikation zu verbessern und personalisierte Kundenerlebnisse zu erm glichen Die F higkeit der KI gro e Datenmengen zu analysieren und zu verarbeiten unterst tzt die pr zisere Zielgruppensegmentierung und die effiziente Erstellung personalisierter Inhalte Dies kann zu einer st rkeren emotionalen Bindung zwischen Marke und Konsument f hren

Petfluencer im Social-Media-Bereich. Einsatzm glichkeiten von Haustieren als Influencer am Beispiel ausgewählter Profile auf Instagram Sarah Glasemann, 2022-11-17 Masterarbeit aus dem Jahr 2022 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 2 3 Sprache Deutsch Abstract Das Ziel dieser Arbeit ist es die Fragen zu beantworten was Petfluencer sind wie sie auftreten und inwiefern sich aus ihrer Ausrichtung ein konomisches Potenzial ergibt Die empirische Untersuchung erfolgte mittels einer Inhaltsanalyse ausgew hler Petfluencer Profile auf der Plattform Instagram sowie durch Interviews und Befragungen in den drei Probandengruppen Petfluencer Petfluencer Agenturen und Unternehmen f r Heimtierbedarf In dieser Arbeit werden die Grundlagen und Definitionen zu Social Media der Plattform Instagram Influencern sowie Petfluencern gegeben Das methodische Vorgehen und die Untersuchungsergebnisse werden dargestellt und im weiteren Verlauf der Arbeit diskutiert sowie zusammengefasst Die gewonnenen Erkenntnisse liefern Informationen in Hinblick auf die Beschaffenheiten von Petfluencern sowie ihre Einsatzm glichkeiten im Marketing insbesondere bei Unternehmen f r Heimtierbedarf

Unveiling the Power of Verbal Artistry: An Psychological Sojourn through **Tiktok Discount Tutorial**

In a global inundated with monitors and the cacophony of instantaneous communication, the profound power and emotional resonance of verbal art frequently diminish into obscurity, eclipsed by the continuous barrage of sound and distractions. Yet, nestled within the lyrical pages of **Tiktok Discount Tutorial**, a charming perform of fictional splendor that pulses with fresh emotions, lies an unique journey waiting to be embarked upon. Composed with a virtuoso wordsmith, that enchanting opus manuals readers on an emotional odyssey, delicately exposing the latent possible and profound impact embedded within the elaborate internet of language. Within the heart-wrenching expanse of the evocative examination, we can embark upon an introspective exploration of the book is key styles, dissect their charming publishing model, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

http://nevis.hu/data/publication/fetch.php/milked_into_thrall.pdf

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