



Tell Everyone: Why We Share and Why It Matters

By Alfred Hermida

Download now

Read Online 

Tell Everyone: Why We Share and Why It Matters By Alfred Hermida

Social media is fuelling our human urge to share, affecting the information we depend on to make smart decisions, from choosing politicians to doing business to raising money for charity. *Tell Everyone* delves into contemporary culture to reveal how social media has become the planet's nervous system—amplifying the power of individuals, informing our choices and shaping how we learn about our world.

Writing with journalistic flair but with academic rigour, online news pioneer and social media maven Alfred Hermida lays bare why we feel compelled to share news, gossip and information, and always have. Every day more than 500 million messages are sent on Twitter, 800 million people share four billion stories, links, photographs and videos on Facebook. Every minute, 100 hours of video is uploaded to YouTube. And the flow is ever-increasing. In this new era of media saturation, what do we mean by “the news”? Is “the most trusted name in news” today a veteran anchor on television or an undergraduate tweeting from Tahrir Square in Cairo?

Tell Everyone spells out how our ability to create and share news is shaping the information we receive and depend on to make informed decisions, from choosing politicians to doing business. Drawing on historical examples, real-world experiences and leading research, *Tell Everyone* explains how the power of sharing is transforming how we understand and give meaning to world events.

 [Download Tell Everyone: Why We Share and Why It Matters ...pdf](#)

 [Read Online Tell Everyone: Why We Share and Why It Matters ...pdf](#)

Tell Everyone: Why We Share and Why It Matters

By Alfred Hermida

Tell Everyone: Why We Share and Why It Matters By Alfred Hermida

Social media is fuelling our human urge to share, affecting the information we depend on to make smart decisions, from choosing politicians to doing business to raising money for charity. *Tell Everyone* delves into contemporary culture to reveal how social media has become the planet's nervous system—amplifying the power of individuals, informing our choices and shaping how we learn about our world.

Writing with journalistic flair but with academic rigour, online news pioneer and social media maven Alfred Hermida lays bare why we feel compelled to share news, gossip and information, and always have. Every day more than 500 million messages are sent on Twitter, 800 million people share four billion stories, links, photographs and videos on Facebook. Every minute, 100 hours of video is uploaded to YouTube. And the flow is ever-increasing. In this new era of media saturation, what do we mean by “the news”? Is “the most trusted name in news” today a veteran anchor on television or an undergraduate tweeting from Tahrir Square in Cairo?

Tell Everyone spells out how our ability to create and share news is shaping the information we receive and depend on to make informed decisions, from choosing politicians to doing business. Drawing on historical examples, real-world experiences and leading research, *Tell Everyone* explains how the power of sharing is transforming how we understand and give meaning to world events.

Tell Everyone: Why We Share and Why It Matters By Alfred Hermida Bibliography

- Sales Rank: #1518761 in Books
- Published on: 2014-10-14
- Released on: 2014-10-14
- Original language: English
- Number of items: 1
- Dimensions: 9.28" h x .95" w x 6.31" l, .0 pounds
- Binding: Hardcover
- 272 pages

 [Download Tell Everyone: Why We Share and Why It Matters ...pdf](#)

 [Read Online Tell Everyone: Why We Share and Why It Matters ...pdf](#)

Download and Read Free Online *Tell Everyone: Why We Share and Why It Matters* By Alfred Hermida

Editorial Review

Review

Longlisted for the National Business Book Award

"Insightful." —*The Globe and Mail*

"[Hermida is] wonderfully clear eyed about contemporary culture. . . . His lucid, energetic prose demonstrates his reportorial instincts. . . . As Hermida moves from topic to topic—politics, marketing, revolutions, labour unrest, etc.—he delivers many . . . thought-provoking insights." —*The Globe and Mail*

"This thoughtful and often amusing social history of social media shows how the abundance of information available today affects how we understand and give context to world events . . . [This] book succeeds by using real-life examples—from Tahrir Square to Anthony Weiner's sexting mishap." —*Toronto Star*

"*Tell Everyone* is an easy read with lots of takeaway . . . one of the first books to successfully explain the sharing logic of social media." —*Digital Journalism*

"Hermida does a good job of presenting the happy side of social media and the effect it has on the world, while still acknowledging the drawbacks, imperfections, and misunderstandings of what has become a cultural norm. . . . *Tell Everyone* is an excellent read for anyone trying to make sense of the morphed landscape of technological advancement that we are all living in." —*Vancouver Weekly*

"*Tell Everyone* gives the reader the chance to inhabit what many think is a tantalising if largely unachievable environment—a world of reflection and context amid the chaos and opportunity of the constantly evolving media landscape. Hermida's work highlights patterns of failure through the ages and clues about what behaviour stands the test of time. I found the book a very helpful guide to understanding the author's main preoccupation of why we share and why it matters."
—David Walmsley, Editor-in-Chief, *The Globe and Mail*

"To share is human. This truth is so obvious that we routinely overlook it when caught up in competitive games and territorial defensiveness. But no one running a company, a team or a family stands a chance of success until they inspire and liberate our collaborative, communicative instincts. Hermida understands this and sees it in everything we do, make and build. The technology may be new but message is eternal: Information—like power—makes its greatest impact when it is shared." —Margaret Heffernan, author of *A Bigger Prize: How We Can Do Better than the Competition*

"In *Tell Everyone* Alfred Hermida explores the inverted news paradigm created by user-generated content and social media. His investigations give us critical insight into one of the most disrupted industries of the post internet era. A must read for anyone who cares about the way we now make and receive our news." —Michael Tippett, Director, New Products, Hootsuite Labs

"We all know social media has changed our world but *Tell Everyone* is the first ?serious attempt to analyze what that change really means. From street protests to relationships to news coverage and everything in between, Alfred Hermida's fascinating new book answers the question 'what have we created and are we better off for it?' #youwanttoreadthisbook." —Peter Mansbridge

"An insightful and compelling look at how the communication and the distribution of information has changed—now that practically everyone has their own forum to ‘broadcast’ at their fingertips." —Kirstine Stewart

“An excellent analysis of how social media is changing social and media dynamics.” —John Stackhouse, former editor-in-chief of *The Globe and Mail*

“A wide-ranging book about what to be aware of, as social media becomes an increasingly important tool in our work or life. It will be of interest to you if you’re wondering how social media specifically impacts entertainment, activism, politics, international crises, marketing or business.” —*New Canadian Media*

“A remarkable book characterized by smart insights, a lively narrative and impressive research.” —J-source.ca

"A lightning fast read still chock-full of important takeaways. Whether you're in public relations, journalism or advertising, Hermida's carefully researched tome will help open your eyes to the hazards and potential inherent in today's social mediasphere—and maybe leave you reassessing your next tweet, to boot."
—Communications @ Syracuse University

About the Author

Alfred Hermida, PhD, is an award-winning author, online news pioneer and digital media scholar. He is an associate professor and director of the School of Journalism at the University of British Columbia, Vancouver, where he focuses on digital journalism and social media. Recognized as one of Canada's leading social media experts, Hermida is regularly featured in national and international news outlets. He is the recipient of numerous awards, including the 2015 National Business Book Award and the 2011 UBC President's Award for Public Education Through Media. Hermida was a BBC journalist for 16 years, including four as a correspondent in North Africa and the Middle East.

<http://alfredhermida.com/>

@Hermida

www.facebook.com/TellEveryoneBook

<http://www.telleveryone.ca/>

Users Review

From reader reviews:

Staci Eager:

In this 21st century, people become competitive in each and every way. By being competitive now, people have to do something to make all of them survive, being in the middle of the particular crowded place and notice by simply surrounding. One thing that oftentimes many people have underestimated that for a while is reading. Sure, by reading a guide your ability to survive boost then having chance to endure than other is high. To suit your needs who want to start reading a book, we give you this kind of Tell Everyone: Why We Share and Why It Matters book as starter and daily reading reserve. Why, because this book is usually more than just a book.

Pedro Murray:

As people who live in the actual modest era should be up-date about what going on or info even knowledge to make these people keep up with the era which can be always change and make progress. Some of you maybe will probably update themselves by reading books. It is a good choice to suit your needs but the problems coming to you actually is you don't know which you should start with. This Tell Everyone: Why We Share and Why It Matters is our recommendation to make you keep up with the world. Why, as this book serves what you want and wish in this era.

Donald Lee:

Are you kind of busy person, only have 10 or even 15 minute in your morning to upgrading your mind expertise or thinking skill perhaps analytical thinking? Then you are having problem with the book as compared to can satisfy your short time to read it because all this time you only find publication that need more time to be study. Tell Everyone: Why We Share and Why It Matters can be your answer since it can be read by a person who have those short time problems.

Judith Ellis:

Do you like reading a book? Confuse to looking for your best book? Or your book has been rare? Why so many problem for the book? But any kind of people feel that they enjoy with regard to reading. Some people likes examining, not only science book but novel and Tell Everyone: Why We Share and Why It Matters or even others sources were given knowledge for you. After you know how the fantastic a book, you feel wish to read more and more. Science book was created for teacher or maybe students especially. Those textbooks are helping them to add their knowledge. In additional case, beside science e-book, any other book likes Tell Everyone: Why We Share and Why It Matters to make your spare time more colorful. Many types of book like this.

Download and Read Online Tell Everyone: Why We Share and Why It Matters By Alfred Hermida #Z1MRGNBEIU3

Read Tell Everyone: Why We Share and Why It Matters By Alfred Hermida for online ebook

Tell Everyone: Why We Share and Why It Matters By Alfred Hermida Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Tell Everyone: Why We Share and Why It Matters By Alfred Hermida books to read online.

Online Tell Everyone: Why We Share and Why It Matters By Alfred Hermida ebook PDF download

Tell Everyone: Why We Share and Why It Matters By Alfred Hermida Doc

Tell Everyone: Why We Share and Why It Matters By Alfred Hermida Mobipocket

Tell Everyone: Why We Share and Why It Matters By Alfred Hermida EPub