

Internet Celebrity

Understanding Fame Online

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網路名人的現象持續演化，並朝多元化方向發展。線上名人與過往的主流名人文化已密不可分地交織著。一支因病毒式行銷影片爆紅的人，甚至能把這樣的名氣轉換成一份全職的工作。

本書提供一個思考近十年不同型態網路紅人的架構，取材自全球南北各地，並試圖分析文化與線上名氣的關鍵概念。本書也討論網路名人的整體樣貌、發展、網紅經濟的趨勢，以及跨文化的課題。

The face of internet celebrity is rapidly diversifying and evolving. Online and mainstream celebrity culture are now weaving together, such that breakout stars from one-hit viral videos are able to turn their transient fame into a full-time career.

This book presents a framework for thinking about the different forms of internet celebrity that have emerged over the last decade, taking examples from the Global North and South, to consolidate key ideas about cultures of online fame. It discusses the overall landscape, developments and trends in the internet celebrity economy, and cross-cultural lessons.

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