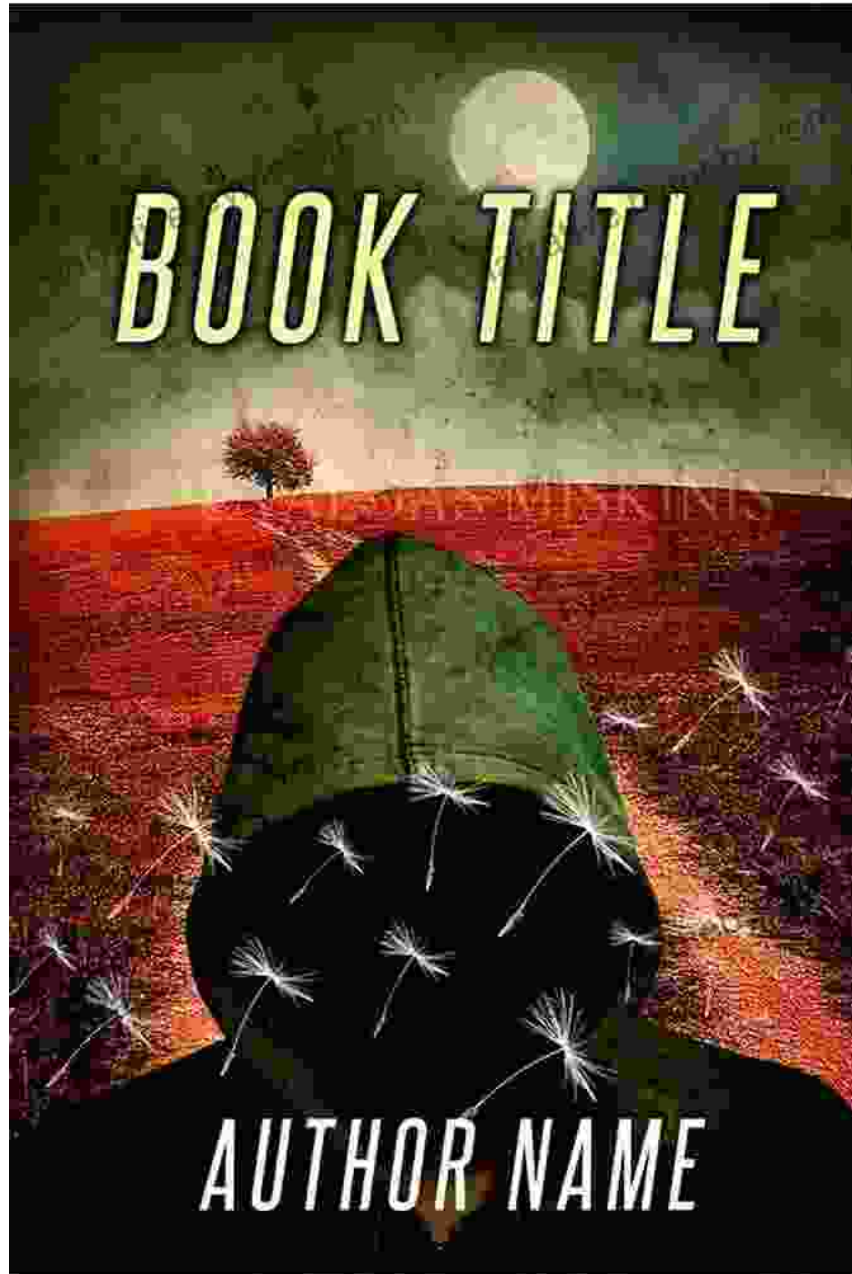


Lurking: How Ordinary People Became Extraordinary Users



In the digital age, lurking has become an increasingly common phenomenon. We all do it—spend hours scrolling through social media

feeds, liking and commenting on posts, and sharing our own thoughts and experiences. But what does it mean to lurk? And how does it affect us?



Lurking: How a Person Became a User by Joanne McNeil

★★★★☆ 4 out of 5

Language : English
File size : 2106 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 306 pages



In her new book, *Lurking: How Ordinary People Became Extraordinary Users*, sociologist Jennifer Brandel explores the world of lurkers. Through interviews with dozens of people who lurk on social media, Brandel sheds light on the motivations, experiences, and consequences of this behavior.

Brandel argues that lurking is not simply a passive activity. Rather, it is a form of active engagement that can have significant benefits for users. Lurking allows people to observe and learn from others, build relationships, and develop a sense of community. It can also be a way to cope with social anxiety or to simply take a break from the constant demands of social media.

Of course, lurking can also have negative consequences. For example, it can lead to feelings of isolation, loneliness, and envy. Lurkers may also be

more likely to experience cyberbullying or to be exposed to harmful content.

Ultimately, whether lurking is a positive or negative experience depends on how it is used. Brandel offers a number of tips for lurkers who want to maximize the benefits of this behavior while minimizing the risks.

Here are some of the key findings from Brandel's research:

- Lurkers are not simply passive observers. They are active participants who use lurking to learn, connect, and cope.
- Lurking can have significant benefits for users, such as increased knowledge, social support, and a sense of community.
- Lurking can also have negative consequences, such as feelings of isolation, loneliness, and envy.
- How lurking is used depends on the individual user. Some lurkers use it to learn and connect, while others use it to cope with social anxiety or to simply take a break from social media.

Brandel's book is a fascinating look at the world of lurkers. It offers a nuanced understanding of this behavior and its implications for users. *Lurking: How Ordinary People Became Extraordinary Users* is a must-read for anyone who wants to understand the role of social media in our lives.

About the Author

Jennifer Brandel is a sociologist and professor at the University of California, Berkeley. She is the author of several books on social media,

including *Lurking: How Ordinary People Became Extraordinary Users* and *The Twittersphere: Mapping the Global Conversation on Twitter*.



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