

How We Watch Sports: The Evolution of Fandom and Sports Consumption in the #Postinternet Era (Paperback)



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HOW WE WATCH SPORTS: THE EVOLUTION OF FANDOM AND SPORTS CONSUMPTION IN THE #POSTINTERNET ERA (PAPERBACK)

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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.We live in the Golden Age of sports consumption. Millions of people are tuning in to the Super Bowl, World Series, World Cup, and Olympics. Using the recently developed tools provided by digital and social media, fans converse and bond using the omnipresent coverage of teams and athletes like never before. Social media has become the primary interaction channel between fans and the sports industry, the de facto home of breaking news and highlights, rendering the traditional television highlight show irrelevant. We, as sports fans are more plugged in to the intricacies of sports than ever before. How is this affecting the fans, and even the players perception of the game? Analyst and sports commentator Dan Voicescu examines the new reality of sports media in this informative, humorous guide to the complicated relationship between fans and the sports they consume. Voicescu also provides an overview on the different types of fans in your life and why their consumption patterns matter. In the book s final section, the author takes a glimpse into the future, examining the upcoming trends that will continue to change how fans interact with both the teams they support and with other fellow fans.



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