

THE DRAGONFLY EFFECT

QUICK, EFFECTIVE, AND POWERFUL WAYS
TO USE SOCIAL MEDIA
TO DRIVE SOCIAL CHANGE



JENNIFER AAKER
ANDY SMITH WITH CARLYE ADLER

FOREWORD BY CHIP HEATH, AUTHOR OF *MADE TO STICK*
AFTERWORD BY DAN ARIELY, AUTHOR OF *PREDICTABLY IRRATIONAL*

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Brown Sr., Michael A., Hersey, Leigh



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The Dragonfly Effect Jennifer Aaker, Andy Smith, 2010-08-20 Proven strategies for harnessing the power of social media to drive social change Many books teach the mechanics of using Facebook Twitter and YouTube to compete in business But no book addresses how to harness the incredible power of social media to make a difference The Dragonfly Effect shows you how to tap social media and consumer psychological insights to achieve a single concrete goal Named for the only insect that is able to move in any direction when its four wings are working in concert this book Reveals the four wings of the Dragonfly Effect and how they work together to produce colossal results Features original case studies of global organizations like the Gap Starbucks Kiva Nike eBay Facebook and start ups like Groupon and COOKPAD showing how they achieve social good and customer loyalty Leverage the power of design thinking and psychological research with practical strategies Reveals how everyday people achieve unprecedented results whether finding an almost impossible bone marrow match for a friend raising millions for cancer research or electing the current president of the United States The Dragonfly Effect shows that you don't need money or power to inspire seismic change

Social Media Performance Evaluation and Success Measurements Brown Sr., Michael A., 2016-12-21 There are many different social media platforms that provide a wide array of services Exploring the results yielded by these platforms can enhance their usefulness and impact on society's advancement Social Media Performance Evaluation and Success Measurements is a pivotal reference source for the latest scholarly research on social networking participation expectations and values to examine individual performance in digital communication activities Featuring coverage across a range of topics such as crisis communication social networking engagement and return on investments this publication is ideally designed for academicians practitioners and researchers seeking current research on the benefits of utilizing the social network environment of today

How Change Happens Leslie R. Crutchfield, 2018-05-01 Discover how those who change the world

do so with this thoughtful and timely book Why do some changes occur and others don't? What are the factors that drive successful social and environmental movements while others falter? How Change Happens examines the leadership approaches, campaign strategies and ground level tactics employed in a range of modern social change campaigns. The book explores successful movements that have achieved phenomenal impact since the 1980s: tobacco control, gun rights expansion, LGBT marriage equality and acid rain elimination. It also examines recent campaigns that seem to have fizzled like Occupy Wall Street and those that continue to struggle like gun violence prevention and carbon emissions reduction. And it explores implications for movements that are newly emerging like Black Lives Matter. By comparing successful social change campaigns to the rest, How Change Happens reveals powerful lessons for changemakers who seek to impact society and the planet for the better in the 21st century. Author Leslie Crutchfield is a writer, lecturer, social impact advisor and leading authority on scaling social innovation. She is Executive Director of the Global Social Enterprise Initiative (GSEI) at Georgetown University's McDonough School of Business and co-author of two previous books, Forces for Good and Do More than Give. She serves as a senior advisor with FSG, the global social impact consulting firm. She is frequently invited to speak at nonprofit, philanthropic and corporate events and has appeared on shows such as ABC News Now and NPR among others. She is an active media contributor with pieces appearing in The Washington Post, Fortune.com, CNN Money and Harvard Business Review.com. Examines why some societal shifts occur and others don't. Illustrates the factors that drive successful social and environmental movements. Looks at the approaches, strategies and tactics that changemakers employ in order to effect widescale change. Whatever cause inspires you, advance it by applying the must-read advice in How Change Happens, whether you lead a social change effort or if you're tired of just watching from the outside and want to join the fray or if you simply want to better understand how change happens, this book is the place to start.

Rebooting Work Maynard Webb, Carlye Adler, 2013-01-17. From Silicon Valley leader Maynard Webb, how we can leverage technology to change how we work. Maynard Webb has always been the go-to guy when Silicon Valley companies have thorny problems. Whether revamping eBay's crashing servers, transforming their technology weaknesses into a competitive strength or investing in emerging technology start-ups, Webb brings strategic and operational savvy to every issue and venture. In his first book, Webb brings this same focus to tackle outdated models of work created a century ago which no longer sync up with either individual or employers' needs. Through a unique framework, Webb identifies 4 different mindsets around work: the company man, CEO of your own destiny, disenchanted employee and the aspiring entrepreneur. It organizes those who are self-motivated versus those who are waiting to be discovered and aims to give readers the tools to become more self-actualized, happier and ultimately more fulfilled in their careers. In identifying a paradigm shift that is already under way, Webb demonstrates clearly how to harness technology to embrace our own personal happiness, allowing people to become more productive at work and also spend more time with their families. Contains a framework that demonstrates how we can leverage technology to create better jobs.

opportunities and foster more balanced lives Written by Maynard Webb chairman of LiveOps former COO of e Bay founder of Webb Investment Network WIN and board member of Yahoo and salesforce com Includes personalized worksheets and empowering action oriented advice Rebooting Work reveals how anyone can take control of his or her own future finding greater fulfillment productivity and happiness

The Social Entrepreneur's Guide to Starting a Creative Reuse Center Kelley Carmichael Casey, PsyD, Alyssa Kail, 2012-10-07 The Social Entrepreneur's Guide to Starting a Creative Reuse Center is the first manual that shows you how to set up your creative reuse center from conception to running full steam ahead It is an invaluable resource for new and growing creative start ups This manual is full of information activities and exercises to help you create your model business plan programs and get community support According to MaryEllen Etienne Executive Director of the Reuse Alliance If you're thinking about starting a reuse center there's no reason to reinvent the wheel Learn best practices and top tips from Kelley and Alyssa seasoned reuse professionals This book is a phenomenal resource that will help any reuse company grow and thrive

Digital Culture in the Platform Era Shane Tilton, 2025-09-26 This book uses the roles of celebrities in society to frame discussions about digital culture in the platform era and helps us see how we have evolved online in our communication and cultural creations Focusing on the modern types of Internet celebrities influencers opinion leaders nanocelebrities and platform superstars allows us to discuss their online practices and how their work has significantly changed the ways we define our communities within increasingly fragmented digital audiences and platform users Through an exploration of the impact of social media and online communication the book highlights how we are impacted by those who dominate these platforms It identifies three essential components of digital celebrity culture personality reach and content while also providing an in depth analysis of the psychological profiles of four types of celebrities and their connection to audiences Internet celebrities can show us how to make our relationships more meaningful online by focusing on those communication practices that we learned in public speaking with a focus on informing persuading and inspiring This understanding of purposeful content empowers the average Internet user to build authentic connections in an interconnected digital landscape Celebrities are finally models of good practices when it comes to how they reach their audience Their direct messaging tends to mimic the personal conversations that they have with friends group chats are likely part of the celebrity's inner circle public postings on social media become their announcements to the general public and streaming replicates the standards of traditional media broadcasts Examining these dynamics of personalities content and reach gives us valuable insights into how we can effectively navigate digital interactions and ensure that we can craft online works that resonate with the people that we care about This book gives us the model to use practical communication techniques to be more meaningful online

Wright's Behavior Management in Dentistry for Children Ari Kupietzky, 2021-10-19 Guiding patient behavior is as important as ever for the practicing dentist and the behavior of pediatric patients is perhaps the most challenging to manage especially in today's modern society characterized by its

diversity and unlimited access to information The Third Edition of Wright s Behavior Management in Dentistry for Children delivers an up to date discussion of modern techniques for managing the behavior of pediatric dental patients The book addresses the influence of family and parenting styles on children s behavior and the factors that determine how children behave in the dental office Pharmacological and non pharmacological management techniques are described in depth as are techniques for dealing with special needs patients Clinical case scenarios are described throughout the book with practical application of the taught principles The final part of the book covers the dental environment training office personnel to manage children s behavior practical considerations for behavior guidance and the effects of the physical dental office environment The new edition adds brand new information on parent management discussing the unique characteristics of modern parents and millennials and cultural competence utilizing techniques such as motivational interviewing and empathetic listening amongst other methods New sections include the use of hypnosis and magic to guide children through their dental treatment Wright s Behavior Management in Dentistry for Children remains the leading book on the management of children s behavior in the dental context Readers will also benefit from the inclusion of A thorough introduction to understanding key moments in child development as well as their behavior in the dental office An examination of establishing a dental home and non pharmacologic approaches to behavior management Treatment of children with disabilities in the dental setting and tips to parents for proper homecare Understanding the rapidly evolving societal influence on the contemporary family and its impact on treating the pediatric patient How to deal with the Internet information misinformation and negative online reviews Wright s Behavior Management in Dentistry for Children is an essential reference for pediatric dentists general dentists dental students and dental hygienists who frequently encounter child patients in their dental offices

Encyclopedia of Social Media and Politics Kerric Harvey, 2013-12-20 The Encyclopedia of Social Media and Politics explores how the rise of social media is altering politics both in the United States and in key moments movements and places around the world Its scope encompasses the disruptive technologies and activities that are changing basic patterns in American politics and the amazing transformations that social media use is rendering in other political systems heretofore resistant to democratization and change In a time when social media are revolutionizing and galvanizing politics in the United States and around the world this encyclopedia is a must have reference It reflects the changing landscape of politics where old modes and methods of political communication from elites to the masses top down and from the masses to elites bottom up are being displaced rapidly by social media and where activists are building new movements and protests using social media to alter mainstream political agendas Key Features This three volume A to Z encyclopedia set includes 600 short essays on high interest topics that explore social media s impact on politics such as Activists and Activism Issues and Social Media Politics and Social Media and Popular Uprisings and Protest A stellar array of world renowned scholars have written entries in a clear and accessible style that invites readers to explore

and reflect on the use of social media by political candidates in this country as well as the use of social media in protests overseas Unique to this book is a detailed appendix with material unavailable anywhere else tracking and illustrating social media usage by U S Senators and Congressmen This encyclopedia set is a must have general non technical resource for students and researchers who seek to understand how the changes in social networking through social media are affecting politics both in the United States and in selected countries or regions around the world **Handbook of Language**

Analysis in Psychology Morteza Dehghani,Ryan L. Boyd,2022-01-05 Recent years have seen an explosion of interest in the use of computerized text analysis methods to address basic psychological questions This comprehensive handbook brings together leading language analysis scholars to present foundational concepts and methods for investigating human thought feeling and behavior using language Contributors work toward integrating psychological science and theory with natural language processing NLP and machine learning Ethical issues in working with natural language data sets are discussed in depth The volume showcases NLP driven techniques and applications in areas including interpersonal relationships personality morality deception social biases political psychology psychopathology and public health Resisting Reform

Kjersti VanSlyke-Briggs,Elizabeth Bloom,Danielle Boudet,2015-04-01 This book is a poignant celebration of grassroots empowerment as our contributors people who just a short time ago thought of themselves as ordinary citizens document their call to action when their children and their profession are on the line Practicing teachers and parents who see the direct impact of education reform on young people and are looking for straightforward and accessible information to help them understand what is happening and acquire the tools for resistance will find direction in this text Providing inspiration as well as practical guidance on how to become active in reclaiming education this book covers topics including the corporate takeover of education high stakes testing Common Core Standards teacher preparation grassroots activist responses and much more *The Twitter Book* Tim O'Reilly,Sarah Milstein,2011-11-14 Provides information on using the social networking site Twitter *Sport Public Relations* G. Clayton Stoldt,Stephen W. Dittmore,Mike Ross,Scott E. Branvold,2021 The text

provides students and professionals with an understanding of all aspects of sport public relations framing its discussion in terms of a managerial and proactive approach to PR Communicate with Mastery JD Schramm,2020-01-29 Develop your leadership communication Communicating with Mastery provides readers with a rich treasure trove of frameworks and tools for leadership communication as developed and taught over the past decade at Stanford s Graduate School of Business Designed for the business leader on the go it provides you quick access to helpful approaches to vexing communication problems leaders face today in speaking and writing to various audiences Projects often fail not because of the vision but in the articulation of that vision With the help of this book you ll learn how to ensure you get the results you desire as a leader and communicator including Speak with conviction and write with impact Tailor your communication to any goal setting or audience Scale your leadership through effective coaching Every time you write or speak you need to make your words count

And this book shows you how *Online Consumer Behavior* Angeline Close Scheinbaum,2012-05-04 Social media e g Facebook LinkedIn Groupon Twitter have changed the way consumers and advertisers behave It is crucial to understand how consumers think feel and act regarding social media online advertising and online shopping Business practitioners students and marketers are trying to understand online consumer experiences that help instill brand loyalty This book is one of the first to present scholarly theory and research to help explain and predict online consumer behavior *Online Consumer Behavior* Angeline Close,2012 First Published in 2012 Routledge is an imprint of Taylor Francis an informa company **The Big conversation** UNESCO,2019-07-31 **The Encore Career Handbook** Marci Alboher,2012-12-26 Until recently most Americans equated the end of a successful career with the beginning of retirement No more Now they want to stay in the game or better change the game They want to leave a mark Make a difference and continue to make money From Encore org the leading organization in the field comes a road map to every step of the encore career journey Here s how to plan the transition How much you need to make The pros and cons of going back to school When to volunteer and when to intern How to network effectively and harness the power of social media Who s hiring and for what jobs Check out the Encore Hot List of 35 viable careers A comprehensive nuts and bolts guide filled with inspiring stories and answering in extensive FAQ sections the concerns of its readers this book is everything you need to help you strike a balance between doing good and doing well in a way that will sustain you through this new stage of life **Social Media Freaks** Dustin Kidd,2018-05-15 Social media has been transforming American and global cultural life for over a decade It has flattened the divide between producer and audience found in other forms of culture while also enriching some massive corporations At the core of Social Media Freaks is the question Does social media reproduce inequalities or is it a tool for subverting them Social Media Freaks presents a virtual ethnography of social media focusing on issues of identity and inequality along five dimensions race class gender sexuality and disability It presents original and secondary findings while also utilizing social theory to explain the dynamics of social media It teaches readers how to engage social media as a tool for social activism while also examining the limits of social media s value in the quest for social change **Returning to Interpersonal Dialogue and Understanding Human Communication in the Digital Age** Brown Sr., Michael A.,Hersey, Leigh,2018-07-20 Digital collaboration is abundant in today s world but it is often problematic and does not provide an apt solution to the human need for comprehensive communication Humans require more personal interactions beyond what can be achieved online Returning to Interpersonal Dialogue and Understanding Human Communication in the Digital Age is a collection of innovative studies on the methods and applications of comparing online human interactions to face to face interactions While highlighting topics including digital collaboration social media and privacy this book is a vital reference source for public administrators educators businesses academicians and researchers seeking current research on the importance of non digital communication between people

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