Mobile and Social Media Journalism

This book introduces a novel approach for examining language and communication in autism spectrum disorder (ASD) - discourse and conversation analysis. The authors offer a set of very different perspectives on these complex issues than are typically presented in psychological and clinical work. Emerging from a range of social scientific fields, discourse and conversation analysis involve fine-grained qualitative analysis of naturally-occurring, rather than laboratory-based, interaction, enabling broad applications. Presented in two parts, this innovative volume first provides a set of pedagogical chapters to develop the reader's knowledge and skills in using these approaches, before moving to showcase the use of discursive methods through a range of original contributions from world-leading scholars, drawn from a range of disciplines including sociology, academic and clinical psychology, speech and language therapy, critical disability studies and social theory, and medicine and psychiatry.

Elementary Social Studies

The book, "Marketing the Gospel: A Practical Guide to Social Media Evangelism is replete with practical ideas for the aspiring social media evangelists. Whether you already have an online presence for your church or ministry or are in the process of creating one, this book will equip you with the techniques and tools needed to develop an online presence that will draw people of all ages to the fold of God. This is a must-read for anyone who's desirous of fulfilling their God-given mandate to share the gospel with all the world and making a positive impact on the world through social media.

ToutApp's Practical Guide to Social Selling

A reader-friendly, comprehensive discussion of social work management. This title is also available as a more affordable e-book. The Social Worker as Manager: A Practical Guide to Success provides an understanding of the functions and responsibilities of managers at any level - from supervisor to executive director. The seventh edition emphasizes how management is an integral part of social work practice and critical to the success of human service programs and services. This title is written for both students and social work practitioners. It describes those management activities that social workers in the public, private and non-profit sectors encounter and how they are shaped by the uniqueness of human service organizations. This edition is easy to read, conversational, and contains many new and revised examples, topics, and practical suggestions based on the experiences of the authors. Instructors, visit pearsonhighered.com/eTextbooks to register for your digital examination copy, or contact your Pearson Representative to learn more. 0133909085 / 9780133909081 Social Worker as Manager, The: A Practical Guide to Success 0205957910 Social Worker as Manager, The: A Practical Guide to Success, Pearson eText -- A access Card

Our Manners and Social Customs

This accessible resource presents guidelines for creating an emotionally and socially healthy school and offers case studies that illustrate how good
practice improves behavior and promotes inclusion.

Theory Construction and Model-Building Skills

How to Rethink Human Behavior

This book will not tell you how to set up a Facebook page. It won't tell you how to format your Twitter cover image or offer advice on which blogging platform to choose. Writing a book on the technical specifics of social media is about as helpful as yesterday's weather forecast—the information is out of date really quickly! And really, it's not about the tools anyway—it's about the concepts. What this book will help you do is Get Social. And I mean "get social" in two different ways. First, to understand social. To have it be an extension of the way you think, work, and interact every day. To understand why a whole generation of consumers shares and interacts the way they do online. Second, to be social. That is, to actually implement a plan to make your business or organization have a social media presence that delivers on your goals and represents your brand well while creating relationships that turn people into customers for life.

Social Media Law for Business: A Practical Guide for Using Facebook, Twitter, Google +, and Blogs Without Stepping on Legal Land Mines

Explains how the new technology tools for social interaction are changing society, and how individuals and organizations with a social conscience can use them to do more good. Helps the user frame and answer the questions about a project, shows routes others have tried, and suggests additional alternatives.

Landlord and Tenant

This book will help researchers to maximize the impact and highlight the innovation of their research by showing them how to get the most out of social media when evaluating, presenting and disseminating their work.

A Practical Guide To The Conduct Of Field Research In The Social Sciences

Tackling the specific concerns and issues that arise in organizing social research, this book will benefit researchers. It offers a comprehensive introduction to a range of important areas in project management.

Essential Social Work Skills

Research for Development

How to Avoid Legal Pitfalls on Social Media Social media is where your customers are—so it's where your business has to be. Unfortunately, this space is packed with land mines that can obliterate your hard-earned success in the time it takes to click a mouse. Written in easy-to-understand, accessible language, Social Media Law for Business reveals your legal rights and responsibilities in the fast-moving and ever-changing social media landscape. Learn how to: Create a social media policy for your business * Recruit, hire, and fire through social media * Share content without getting sued * Blog and run contests * Draft disclosure requirements in digital advertising "Glen Gilmore stands alone as the authority on social media law. Social Media Law for Business should become a ready reference for business leaders and digital marketers." -- MARK SCHAEFER, bestselling author of Return on Influence "Required reading not only in the classroom, but also in the boardroom—and in any business where people care about getting social media marketing right." -- PETER METHOT, managing director of executive education at Rutgers Business School "A layperson's blueprint for minimizing the legal risks of social media marketing, while maximizing the opportunities for digital marketing success." -- AMY HOWELL, founder of Howell Marketing Strategies and coauthor of Women in High Gear

A Practical Guide to Social Media in Financial Services
Doing Real Research

This popular book demystifies literature reviewing and answers the questions students have about how to tackle the process.

Social by Social

Social Work Assignments Handbook

The Social Care Manager's Handbook

Social Learning Handbook

Managing Social Research

"[A] concise and detailed description of a very complex issuercich in detail and insight." --Leslie J. Temme, LCSW School of Social Work, Adelphi University

"[A] 'must have' resource for practicing professionals and an invaluable teaching tool for social work students.This is precisely the book that mandated reporters seek to assist in the reporting process and understanding their legal obligations." --Keva M. Miller, PhD, LCSW School of Social Work, Portland State University In all states, social workers are required to report suspected child abuse and neglect, and face serious penalties if they fail to do so. But not all cases of abuse are obvious. Mandated reporters are thus confronted with a host of both legal and ethical quandaries when filing a report: What are the responsibilities of mandated reporters? What are appropriate grounds for reporting abuse? How and when should a report be made? Does reporting suspected abuse violate client confidentiality? What if my employer encourages me not to report my suspicions? Addressing these questions and more, this book provides clear definitions of different types of child abuse, including physical, sexual, and emotional, and delineates guidelines on how to identify risk factors and signs of child maltreatment. The authors also clarify difficult ethical issues, including client confidentiality and privileged communication, and present numerous case studies and theoretical vignettes culled from their own experiences as social workers. This guide will be the one resource mandated reporters and social work students cannot do without.

Structures for Social Enterprise

Book 3 in the new series 'Customer Experience Without Borders' Everything you ever wanted to know about social media in financial services but were afraid to ask Web 2.0, Twitter, Facebook, YouTube, blogging, virtual worlds is social media all a bit unfamiliar as a working tool? A bit of smoke and mirrors? Do people really want to interact with their financial services providers in cyberspace? What about the potential for reputational risk? And there's no bottom-line impact, surely? Breathe just leave it to the marketing people. WRONG! The benefits of leveraging social media go well beyond marketing. Blogs, YouTube, Twitter and Facebook have quickly become essential tools to manage reputation, foster innovation, develop new products, strengthen customer relationships and satisfaction, drive customer advocacy, aid recruitment, and increase market share. Social media has increased expectations: now your customers expect you to show you listen to them - they want to be able to trust you. And word of mouth is increasingly powerful: it is critical to know who your key influencers, advocates and, yes, your detractors, are, and to find the best way to engage with them. So, you need a complete social media strategy. And A Practical Guide to Social Media in Financial Services contains everything you need to get it. It offers a pragmatic approach to social media in our heavily regulated financial services industry. Its compelling theme is how to create an ever greater customer experience through engaging with them and rewarding...
them for their support. A Practical Guide to Social Media in Financial Services is both a start-up guide for the social media novice and a best practice guide for the more experienced. In it, you’ll find all you need to know about: judging and assessing your social media operation; proving the business case and ROI (get a copy for your Chief Financial Officer); the commonly made mistakes (and how to avoid them); recruiting and managing talent, working with, not against, your social media team; improving worker relations, and breaking silos; best practice by banking market and segment; the most comprehensive financial social media case book ever assembled; learning the lessons and assessing the contribution of those who didn’t execute their initiatives properly; the most challenging questions you need to be asking a social media software vendor; and, of course, a forecast of where the industry might go next. The risk of not embracing or at the very least acknowledging social media is considerable. So what are you going to do about it?

Supporting Struggling Students on Placement

Essential Social Work Skills: A Practical Guide effectively bridges the gap between social work theory and application, equipping future social workers with the critical knowledge they need to pass their licensing exams and provide quality care to clients. The guide features detailed instructions for implementing specific interventions, as well as how social work operates at the micro, mezzo, and macro levels. This guide focuses on the application of interventions at the micro level.

The Social Worker as Manager: A Practical Guide to Success with Pearson Etext -- Access Card Package

Meeting a crucial need for graduate students and newly minted researchers, this innovative text provides hands-on tools for generating ideas and translating them into formal theories. It is illustrated with numerous practical examples drawn from multiple social science disciplines and research settings. The authors offer clear guidance for defining constructs, thinking through relationships and processes that link constructs, and deriving new theoretical models (or building on existing ones) based on those relationships. Step by step, they show readers how to use causal analysis, mathematical modeling, simulations, and grounded and emergent approaches to theory construction. A chapter on writing about theories contains invaluable advice on crafting effective papers and grant applications. Useful pedagogical features in every chapter include: *Application exercises and concept exercises. *Lists of key terms and engaging topical boxes. *Annotated suggestions for further reading.

Social Studies in the Open Classroom: A Practical Guide

Using Social Theory in Educational Research

[Research for Development] is well-written and, at every stage, is well-documented with practical examples. The simplicity with which it is written adds to its value in that non-professional persons get well-acquainted with the research process. Every chapter in the book ends with highlighting of the main points made in that chapter. A further strength of the book is the inclusion of an appendix with a list of websites that deal with issues in the area of development research. The simplicity of its organization and message should appeal to people/researchers across disciplines - Pakistan Development Review: "Research for Development achieves the near impossible: it provides vast quantities of useful guidance for almost anyone involved in research for development regardless of the size of your research project or your role within that project." - A review in "Written by professional researchers, this immensely practical book provides development workers with a more research-oriented point of view, so that they can avoid mistakes in the design of programmes. It will also help them to understand people's needs and respond accordingly" - The Asian Age: "It is a beautiful and comprehensive compilation giving scores of instances that prove the essentiality if carrying out a survey of a particular locality for bringing about a change there" - Rafique Jalal, DAWN: "This book provides a comprehensive introduction and handbook for undertaking and managing research in development. It is designed to provide both a quick reference manual and an indispensable learning tool for all students, researchers and practitioners engaged in development work. The text is divided into two parts: Managing research for development, and Doing research for development. Together the two parts review the complete research process from outlining the essential role and purpose of research, highlighting specific issues to development research, to demonstrating how to evaluate and secure the best results from subsequent research projects. The book includes: an overview of different types of research in development work; practical steps to writing a brief and managing research; practical steps to evaluating and promoting research findings; step-by-step guides to getting started and choosing a research method; detailed guidelines to seven key research techniques; examples, exercises, summaries and checklists; and glossary and guides to additional resources and packages. Drawing on considerable hands-on experience, Research for Development will be an essential companion and invaluable tool for anyone engaged in contemporary development research, development work and development studies."
Communicating Your Research with Social Media

A Practical Guide for Multimedia Journalism Mobile and Social Media Journalism is the go-to guide for understanding how today’s journalists and news organizations use mobile and social media to gather news, distribute content, and create audience engagement. Checklists and practical activities in every chapter enable readers to immediately build the mobile and social media skills that today’s journalists need and news organizations expect. In addition to providing the fundamentals of mobile and social media journalism, award-winning communications professional and author Anthony Adornato discusses how mobile devices and social media have changed the way our audiences consume news and what that means for journalists. The book addresses a changing media landscape by emphasizing the application of the core values of journalism—such as authentication, verification, and credibility—to emerging media tools and strategies.

Our Social Customs

Our Manners and Social Customs

This title introduces the major schools of social theory, their basic concepts, and their general applicability to educational issues.

The Research Companion

Practical guidance that will further knowledge and engender confidence for any teachers, assessors and supervisors on courses with a practice learning component, based on the authors first-hand experience and international multi-disciplinary research and literature.

Care Proceedings

Our Social Customs - A practical guide to deportment, easy manners, and social etiquette is an unchanged, high-quality reprint of the original edition of 1895. Hansebooks is editor of the literature on different topic areas such as research and science, travel and expeditions, cooking and nutrition, medicine, and other genres. As a publisher we focus on the preservation of historical literature. Many works of historical writers and scientists are available today as antiques only. Hansebooks newly publishes these books and contributes to the preservation of literature which has become rare and historical knowledge for the future.

Doing A Literature Review in Health And Social Care: A Practical Guide

Guide to Correspondence in Spanish: a Practical Guide to Social and Commercial Correspondence

Highly practical and research-informed, this book describes a new model for implementing relationship-based principles in social work practice.


Social science research has traditionally focused on the historical study of research methods, frequently overlooking the practical skills needed to undertake a research project. The Research Companion addresses this need for instruction in the practice of research and offers clear, honest advice to help avoid typical problems and improve the standards. This book will be invaluable to all researchers in the social or health sciences, whatever their level of experience, making research more accurate, ethical and productive.

Marketing the Gospel
"This book provides young scientists with tools to assist them in the practical aspects of theory construction. We take an informal journey through the cognitive heuristics, tricks of the trade, and ways of thinking that we have found to be useful in developing theories—essentially, conceptualizations—that can advance knowledge in the social sciences. This book is intended to provide the instructor with a useful source for helping students come up with ideas for research and for fine-tuning the resultant theories that emerge from such thinking. An objective of this book is to move toward a needed balance in the emphases given to theory construction and theory testing"—

Theory Construction and Model-Building Skills, Second Edition

Challenging the formality and idealized settings of conventional methods teaching and opting instead for a real world approach to social research this book offers frank, practical advice designed to empower students and researchers alike. Theoretically robust and with an exhaustive coverage of key methodologies and methods the title establishes the cornerstones of social research. Examples reflect research conducted inside and outside formal university settings and range from the extremes of war torn countries to the complexities of school classrooms. Supported by a wealth of learning features and tools the textbook and website include: · Video top tips · Podcasts · Full text journal articles · Interviews with researchers conducting field research · Links to external websites and blogs · Student exercises · Real world case studies

Mandated Reporting of Child Abuse and Neglect

The Social Work Assignments Handbook is the complete guide to preparing for, carrying out and writing up a social work assignment or project. Designed to support students through their assignments from beginning to end, each stage is fully explained through friendly advice and practical guidance so that students can feel confident in their work, whether they're writing up quantitative research findings or carrying out a literature review.

Social Innovation In Africa

"A valuable resource which will capture the interest of all those involved in planning high quality care." C Dickie, Lecturer Adult Nursing, University of the West of Scotland. This accessible guide takes the mystery and fear out of care planning and will help you to develop a person centred approach to delivering good quality nursing care in all clinical settings. The book explores each part of the care planning process in detail and provides opportunities for you to reflect upon practice and to develop effective skills through: Interprofessional working Risk management Communication and listening skills Reflection Supervision. Practical examples demonstrate how best to complete care planning documents and samples are provided in the appendix for you to practice with. Useful websites and checklists are included to help you become more confident with the care planning process. A Practical Guide to Care Planning in Health and Social Care is essential reading for all health and social care students involved in planning good quality care. A structured plan is the essential foundation for the delivery of safe and effective care. This publication successfully guides the reader through the stages of care planning using a simple yet systematic approach. Its strength lies in the carefully designed format which gives consideration to the evidence base as well as providing guidance for the practical application of care plans

Get Social

Promoting Emotional and Social Development in Schools

Encouraged by the emergence and early impact of social innovators on the African Continent, but frustrated by the slow pace of large scale change, this book is focused on filling the knowledge gap for those tackling Africa’s serious social problems. It lays out the required building blocks for achieving scale at impact. By creating clear mission, vision, and values statements and piloting and rolling out business models that are demand-driven, simple, and low-cost, with compelling measurement and evaluation tools that leverage technology. It also explores the steps for attracting and retaining talent and financing and forming strategic partnerships with the private, public and non-profit sectors to foster scaling. Practical case studies provide inspiration for those who seek to become innovators or to be employed by them. Finally, it outlines the crucial steps for key stakeholders to take in order to support the emergence of more social innovators on the African continent, create an enabling environment for the scaling of high-impact initiatives and advance collective efforts to build stronger communities for current and future generations. This is a practical and inspirational guide for all entrepreneurs and individuals that seek to combine business and social goals and for those in the public, private and non-profit sectors that aim to foster and support these projects.
Developed from the author's long teaching career, How to Rethink Human Behavior aims to cultivate practical skills in human observation and analysis, rather than offer a catalogue of immutable 'facts'. It synthesizes key psychological concepts with insights from other disciplines, including sociology, social anthropology, economics, and history. The skills detailed in the book will help readers to observe people in their contexts and to analyze what they observe, in order to make better sense of why people do what they do, say what they say, and think what they think. These methods can also be applied to our own thoughts, talk and actions - not as something we control from 'within' but as events constantly being shaped by the idiosyncratic social, cultural, economic and other contexts in which our lives are immersed. Whether teaching, studying, or reading for pleasure, this book will help readers learn: How to think about people with ecological orcontextual thinking How your thinking is a conversation with other people How to analyze talk and conversations as social strategies How capitalist economies change how you act, talk and think in 25 ways How living in modern society can be linked to generalized anxiety and depression How to Rethink Human Behaviors important interdisciplinary reading for students and researchers in all fields of social science, and will especially appeal to those interested in mental health. It has also been written for the general reading public who enjoy exploring new ideas and skills in understanding themselves and other people.