

INTERNET CELEBRITY

Understanding Fame Online

BY

CRYSTAL ABIDIN

Jönköping University, Sweden



emerald
PUBLISHING

United Kingdom – North America – Japan – India
Malaysia – China

CONTENTS

| | |
|---|-----|
| <i>List of Illustrations</i> | xv |
| <i>Preface</i> | xix |
| 1. What is an Internet Celebrity Anyway? | 1 |
| 2. Qualities of Internet Celebrity | 19 |
| 3. Internet Celebrity and Traditional Media | 37 |
| 4. From Internet Celebrities to Influencers | 71 |
| <i>Postface</i> | 99 |
| <i>Endnotes</i> | 101 |
| <i>Further Reading</i> | 151 |
| <i>Index</i> | 157 |