

SOCIAL MEDIA INFLUENCING IN THE CITY OF LIKES

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SOCIAL MEDIA INFLUENCING IN THE CITY OF LIKES

Dubai and the Postdigital Condition

BY

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Zayed University, UAE



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Malaysia – China

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INVESTOR IN PEOPLE

To my children Max, Eliot and Ruby and their father, Peter Flynn

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ABOUT THE AUTHOR

Zoe Hurley is an Assistant Professor at Zayed University, Dubai, United Arab Emirates (UAE). Originally from London, she has taught in Malaysia, Kuwait and Brunei and is currently located in the United Arab Emirates. Her work focuses on social media in relation to power, gender, visibility and the post-digital condition. She has published articles in leading academic journals, including *Feminist Media Studies*; *New Media + Society*; *Social Media & Society*; *Visual Communication*; *Information, Communication & Society* and *Postdigital Science and Education*.

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