The Regulation of Social Media Influencers

Elgar Law, Technology and Society series

Edited by Catalina Goanta, Assistant Professor in Private Law and Technology, Maastricht University and Sofia Ranchordás, Professor of European and Comparative Public Law, Groningen Law School, the Netherlands

In today's society, the power of someone's reputation, or influence, has been turned into a job: that of being a social media influencer. This role comes with promises, such as aspirational work, but is rife with challenges, given the controversy that often surrounds influencers. This is the first book on the regulation of social media influencers, that brings together legal, economic and ethical angles to further unveil the implications of influencer marketing.

‘The book is a mighty tome, edited so skilfully by Catalina Goanta and Sofia Ranchordás. Their aspirational strive to bring together so many contributors is remarkable, looking at legal, socio economic and ethical angles to unveil the implications of influencer marketing and intrusion into our lives, particularly the young.’
– Ursula Smartt, Entertainment Law Review

‘Social media influencers are a new object of study. Bringing together experts from different disciplines, this book offers a unique set of lenses to examine the legal, ethical, and broader societal implications of this fascinating phenomenon that is emblematic of today's attention economy. Covering a broad range of pressing issues from consumer protection to labor and speech law, the volume provides both practical insights as well as "food for thought" as we reimagine the role of law in the digital age.’
– Urs Gasser, Harvard University, US

2020  352 pp  Hardback  978 1 78897 827 9  £105.00  £94.50  $155.00  $139.50
Elgaronline 978 1 78897 828 6

Edward Elgar Publishing Ltd. is registered in the UK at: The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA. Registered number: 2041703

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