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## HOW WE WATCH SPORTS: THE EVOLUTION OF FANDOM AND SPORTS CONSUMPTION IN THE #POSTINTERNET ERA (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.We live in the Golden Age of sports consumption. Millions of people are tuning in to the Super Bowl, World Series, World Cup, and Olympics. Using the recently developed tools provided by digital and social media, fans converse and bond using the omnipresent coverage of teams and athletes like never before. Social media has become the primary interaction channel between...

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- Authored by Dan Voicescu
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