Professional, Personal, Liminal: Media Scholars’ use of Social Media for Peer Communication

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This study grounds 45 interviews with media scholars in liminality theory and analyzes how they use social media as they transition to an offline and online communication paradigm. Scholars employ personal strategies to decide if and how to integrate social media into their professional lives for peer and public communication. Scholars struggle with a double bind of needing to be social media savvy while worrying about career consequences of posting publicly. Few best practices exist.