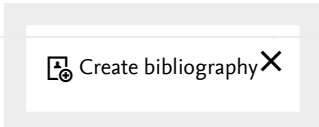




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The impact of digital labor: Innovation or exploitation? (critical perspective of christian fuchs on economy politics of social media) (Article)

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Abstract

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The latest development of extraordinary potential user growth in social media proves that the communication technology revolution has reached its peak. Social media-not only for communication and interaction between people-but is also a new political weapon in ideological campaigns. Christian Fuchs, in his book *Social Media: A Critical Introduction*, discusses critical perspectives on digital work concepts that focus on understanding to shape the value of corporate social media. In this paper, the researchers wanted to find out the phenomenon of social media in the context of political communication based on Fuch's critical perspective of innovation and exploitation. Based on the innovation perspective, the idea of a digital workforce must be seen as extraordinary innovation, because social media managers are very interested when looking for opportunities and make these opportunities as innovations that come from basic human needs. In this case, social media comes with all the features that meet human needs. However, when viewed from the exploitation perspective, it seems that social media users exploit it because businesses use social media as a free tool in creating and developing their business potential, making social media a manifestation for the convenience of communication technology. However, everything in this world has a double impact: social media has both positive and negative sides that can't be deny. © 2020 SERSC.

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