

Generation



Like

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Whether they're getting retweeted by members of One Direction, or liking the *Hunger Games* Facebook page for a chance to be included in the movie's credits, today's teens are directly interacting with pop culture—celebrities, movies, music, and, increasingly, brands—in ways never before possible.

Do kids think they're being used to promote brands? Do they care? Or in a new teenage reality where being Internet famous seems to be just a click or a post away, does the perceived chance to be the next big star make it all worth it?

In *Generation Like*, an eye-opening follow-up to FRONTLINE's documentary *The Merchants of Cool*, author Douglas Rushkoff returns to the world of youth culture to explore how the perennial teen quest for identity and connection has migrated to social media—and how big brands are increasingly co-opting young consumers' digital presences. Instead of selling the product to the teenage audience, the idea is to get the teenage audience to sell the product to itself—and for corporations to collect big data in the process.

From the agency that's leveraging the Twitter followers of celebrities like Ian Somerhalder (*The Vampire Diaries*) to make lucrative product endorsement deals, to the "grassroots" social media campaign behind the Hollywood blockbuster *The Hunger Games: Catching Fire*, *Generation Like* explores how companies are increasingly enlisting kids as willing foot soldiers in their marketing machines.

In the social media age, does the division between marketing and authenticity still exist? What's the hidden alchemy that brands are using to capture *Generation Like*? And who are the people behind the curtain making it all happen?

Generation Like is a powerful examination of the evolving and complicated relationship between young consumers and the companies that are increasingly working to target them and their fans, friends, and followers.

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CREDITS

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