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Oh Myyy! - There Goes The Internet (Life, The Internet And Everything Book 1)



Synopsis

How did a 75-year old actor from Star Trek become a social media juggernaut? Why does everything he posts spread like wildfire across the ether, with tens or even hundreds of thousands of likes and shares? And what can other sites, celebrities and companies do to attain his stratospheric engagement levels, which hover or top 100 percent while theirs languish in the single digits? Read about George Takei's meteoric rise and dominance of the Internet in *Oh Myyy! (There Goes the Internet)*, published of course in electronic format. In this groundbreaking, hilarious and informative book, Takei recounts his experiences on platforms such as Twitter, YouTube and Facebook, where fans and pundits alike have crowned him King. He muses about everything from the nature of viral sharing, to the taming of Internet trolls, to why Yoda, bacon and cats are such popular memes. Takei isn't afraid to tell it like it is, and to engage the reader just as he does his legions of fans. Both provokingly thoughtful and wickedly funny, *Oh Myyy!* captures and comments upon the quirky nature of our plugged-in culture. With Takei's conversational yet authoritative style, peppered with some of his favorite images from the web, readers should be prepared to LOL, even as they can't help but hear his words in their heads in that unmistakable, deep bass.

Book Information

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Customer Reviews

While the first 69 pages or so are, as one might expect, the tale of a man in his sixties coming to grips with the modern internet... George Takei is, fundamentally, a geek. And brilliant. And given to reverse-engineering everything he comes across. So the last two-thirds of the book ends up being one of the most coherent, insightful, and accessible explanations I've ever seen on how to build and maintain a social media presence. If you're still grappling with this social media thing, especially as part of your business, you cannot go wrong with this. Unlike your average "how to do that social media thing" book, this one's actually fun to read.

Although like many in my generation George Takei first became known to me as Mr. Sulu on "Star Trek," I really came to appreciate him during his many appearances on Howard Stern's show. That someone with that grave, elegant demeanor and fantastic deep voice could be so hilarious was a great thing. When he transitioned to the internet it was instantly made richer by his presence, and "Oh Myyy! (There Goes The Internet)" documents not only his rise to net domination, but how social media helps and hinders us all. Possibly the most amazing thing about George's adventures on the web is that he's 75 years old, of the generation that is supposedly computer-illiterate or phobic. Not only that, but he writes netspeak with the best of the plugged-in kids, which makes his writing all the more entertaining. If you're reading this book hearing his voice in your head (which you will) reading phrases like "lowest common denominator of butthurt" will crack you up. Oh, excuse me, LOL. Yes, the book contains his favorite memes and pictures, but George also writes eloquently about how the speed of the internet can catch even the most savvy net surfers in embarrassing situations, as well as how to handle trolls, the overly sensitive, and Facebook's behind-the-scenes string-pulling. I was surprised at the last part; it was a genuine learning experience for me as I maintain a Facebook page for my website and would wonder why the page stats were so out of whack. Whether he's being an actor, an activist, or the guy who just posted the meme that made you spit coffee all over your keyboard, George Takei is, as the kids say, the man. "Oh Myyy!" is a fun, smooth read for everybody. We're all glad you listened to your husband and wrote this, Uncle George!

When I first learned that George Takei was going to write a book about his experiences with the internet, I was expecting something similar to his Facebook page. At first I was upset, where was my funnies? I wanted my memes. I wanted my cats and star trek/wars mash ups. Then I read some more. Now I'm being entertained and informed. Maybe not the funny ha ha that I was expecting, but something more. George Takei lets us have a little peek into his life. He talks about the charities and

causes he chooses to support, why and how he chooses them. He talks about how he went from being the guy who played Mr. Sulu to the humanitarian, spokesperson, activist. He talks about learning how to connect with his fans and followers using the internet. The mistakes and the successes he had using the internet. So while I purchased this assuming it was going to be funny ha ha. I am so glad I assumed wrong. I recommend this book.

George Takei was a master on Star Trek and he is a master when it comes to getting more and more followers to his facebook page. I think that I spend an hour every day perusing his facebook page and all the funny pictures and captions he posts. "Oh Myyy!" is a wonderful collection of his insights into creating a following (not like a cult or anything) of peers and fans. He writes about his successes and not so successful post in the Twitter and Facebook world. I got the e-book a week ago in the presell and have already read it through twice and have directed many of my friends to get it for themselves. You will not be disappointed! Why haven't you stopped reading this review and clicked on 'Add to Cart'? ;)

Good casual read. It gives behind the scenes insight into the challenges of running a digital persona and how George coped with the rapidly changing social media environment. If you love social media, George, or both I highly recommend.

I really enjoyed this book. It's, as others have mentioned, about Mr. Takei's coming to understand how social media works and really finding some solid methods for building and maintaining his Facebook (and early Twitter) presence. His signature humor is there, and as I was reading I could hear his voice in my head. For me, that's a bonus! So why 3 stars and not 5? I normally do all of my reading these days on my Kindle Paperwhite. The images, particularly the Twitter posts, were pretty much unreadable. So, when I was finished with the book, I went to my iPad and downloaded the book to my Kindle app and looked back at all of the images throughout the book. If not for this, I would have given the book a higher rating. I often gripe about people giving low ratings for products based on shipping problems and the like. That has nothing to do with the product! However, in this case, I feel like if a Kindle version of a book is released, it should be tested on all available Kindle models. Or at least an e-ink version and a Fire version. So, to break it down... Content: 4.5 stars. Format: 2 stars.

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