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The Culture of Connectivity: A Critical History of Social Media

By Jose van Dijck

Oxford University Press Inc. Paperback. Book Condition: new. BRAND NEW PRINT ON DEMAND., The Culture of Connectivity: A Critical History of Social Media, Jose van Dijck, Social media has come to deeply penetrate our lives: Facebook, YouTube, Twitter and many other platforms define many of our daily habits of communication and creative production. The Culture of Connectivity studies the rise of social media in the first decade of the twenty-first century up until 2012, providing both a historical and a critical analysis of the emergence of major platforms in the context of a rapidly changing ecosystem of connective media. Such history is needed to understand how these media have come to profoundly affect our experience of online sociality. The first stage of their development shows a fundamental shift. While most sites started out as amateur-driven community platforms, half a decade later they have turned into large corporations that do not just facilitate user connectedness, but have become global information and data mining companies extracting and exploiting user connectivity. Author and media scholar Jose van Dijck offers an analytical prism to examine techno-cultural as well as socio-economic aspects of this transformation. She dissects five major platforms: Facebook, Twitter, Flickr, YouTube, and...



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