



The Culture of Connectivity: A Critical History of Social Media

By Jose van Dijck

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Social media penetrate our lives: Facebook, YouTube, Twitter and many other platforms define daily habits of communication and creative production. This book studies the rise of social media, 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. Author José van Dijck offers an analytical prism that can be used to view techno-cultural as well as socio-economic aspects of this transformation as well as to examine shared ideological principles between major social media platforms. This fascinating study will appeal to all readers interested in social media.

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Editorial Review

Review

"The strength of *The Culture of Connectivity* lies in the author's ability to take individual case studies of the new ICT platforms and not only analyze their meaning and impact on the individual areas of cyber-activity of netizens, but also conceptualize these assessments toward the next level." --Rafis Abazon and Zhanat Doskhozhina, Al Farabi Kazakh National University, *Journalism and Mass Communication Quarterly*

"*The Culture of Connectivity* perhaps stands out most for the ways it attends to microhistorical changes that are often difficult to track given our increasing embeddedness in social media networks and their frequent multilevel updates." --*Critical Inquiry*

"An invaluable guide to today's fast morphing social media ecosystem. Van Dijck cuts through the blur of online search, sociability, entertainment and commerce to reveal the underlying historical, cultural and economic dynamics that shape our expectations and underpin our vulnerabilities." --William Uricchio, Professor & Director, MIT Comparative Media Studies

"Unlike so many other contributions, Jose van Dijck's superb book treats the 'social' in social media with the seriousness it deserves. It's critical, intelligent, clearly written and remarkably comprehensive. I'm going to force everyone I know who's interested in digital media to read it." --David Hesmondhalgh, University of Leeds

"José van Dijck's *The Culture of Connectivity* provides us with a balanced and thought-provoking account of the role of social media in shaping human interaction and sociality. She offers a multi-layered model for thinking critically about social media. The particular strength of this work is that it illuminates many of the current debates concerning digital culture through a much-needed critical history that contextualises the rise of social media. This timely and important book is a must read for anyone interested in digital culture." --John Banks, Senior Lecturer, Creative Industries Faculty, Queensland University of Technology

"José van Dijck's *Culture of Connectivity* is a rich and much-needed critical history of the online platforms that, in hardly more than a decade, have become household names, such as Facebook. Essential reading if we are to comprehend the intricately intertwined political-economic and technological designs behind the meteoric rise of so-called 'social media'." --Ien Ang, Institute for Culture and Society, University of Western Sydney

"The coevolution of media with the public that uses them is described in an enlightening way...Recommended." --*Choice*

"A lucid account...*The Culture of Connectivity* perhaps stands out most for the ways it attends to microhistorical changes that are often difficult to track given our increasing embeddedness in social media networks and their frequent multilevel updates." --*Critical Inquiry*

About the Author

José van Dijck is Professor of Comparative Media Studies at the University of Amsterdam, where she also served as Dean of Humanities.

Users Review

From reader reviews:

Tanya Minor:

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Reading can called head hangout, why? Because when you find yourself reading a book mainly book entitled *The Culture of Connectivity: A Critical History of Social Media* your head will drift away trough every dimension, wandering in most aspect that maybe unidentified for but surely can be your mind friends. Imaging each and every word written in a publication then become one web form conclusion and explanation that maybe you never get previous to. The *The Culture of Connectivity: A Critical History of Social Media* giving you another experience more than blown away your thoughts but also giving you useful data for your better life in this era. So now let us show you the relaxing pattern here is your body and mind will be pleased when you are finished examining it, like winning a sport. Do you want to try this extraordinary spending spare time activity?

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