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Titolo	Cultural crowdfunding : platform capitalism, labour and globalization / / edited by Vincent Rouzé
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ISBN	1-912656-38-8
Descrizione fisica	1 online resource (vii, 118 pages) : illustrations (some colour); digital file(s)
Collana	Critical, Digital and Social Media Studies (CDSMS)
Disciplina	658.15224
Soggetti	Crowd funding Electronic fund raising Mass media - Economic aspects Mass media - Communication - Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"All the chapters in this book are the result of research carried out within the framework of the Collab research project, financed by the French National Research Agency (ANR) and directed by Vincent Rouzé (2015–18)." -- Introduction.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	"This new book analyses the strategies, usages and wider implications of crowdsourcing and crowdfunding platforms in the culture and communication industries that are reshaping economic, organizational and social logics. Platforms are the object of considerable hype with a growing global presence. Relying on individual contributions coordinated by social media to finance cultural production (and carry out promotional tasks) is a significant shift, especially when supported by morphing public policies, supposedly enhancing cultural diversity and accessibility. The aim of this book is to propose a critical analysis of these phenomena by questioning what follows from decisions to outsource modes of creation and funding to consumers. Drawing on research carried out within the 'Collab' programme backed by the French National Research Agency, the book considers how platforms are used to organize cultural labour and/or to control usages, following

a logic of suggestion rather than overt injunction. Four key areas are considered: the history of crowdfunding as a system; whose interests crowdfunding may serve; the implications for digital labour and lastly crowdfunding's interface with globalization and contemporary capitalism. The book concludes with an assessment of claims that crowdfunding can democratize culture." -- page 4 of cover.
