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| Titolo                  | A Tumblr book : platform and cultures / / Allison McCracken, Alexander Cho, Louisa Stein, Indira N. Hoch, editors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Nota di contenuto       | Intro -- Contents -- Acknowledgments -- Chapter 1. You Must Be New Here: An Introduction   Allison McCracken, Alexander Cho, Louisa Stein, and Indira Neill Hoch -- Section 1. #The Rules of Tumblr -- Chapter 2. Lost in the "Dash": How Tumblr Fosters Virtuous Cycles of Content and Community   Nicholas Proferes and Katherine E. Morrissey -- Chapter 3. Going Down the Rabbit Hole: An Interview with Amanda Brennan, Head of Content Insights and Social, Tumblr -- Chapter 4. Blackout, Black Excellence, Black Power: Strategies of Everyday Online Activism on Black Tumblr   Kendra Calhoun -- Chapter 5. Under the Radar: A Conversation about Tumblr in the Public Sphere with Aja Romano and Elizabeth Minkel -- Chapter 6. Reblogs, Monsters, and Erotic Amphibians: The Process of Critical Analysis on Tumblr   Indira Neill Hoch -- Chapter 7. Divine Fools and Ridiculous Mystics: Tumblr Humor as an Act of Defiance   The-Cimmerians -- Chapter 8. Tumblr Time: How Tumblr's Temporal Features Shape Community Memory and Knowledge   Milena Popova -- Gallery: @Staff   Indira Neill Hoch -- Section 2. #Privacy and Ethics -- Chapter 9. Screaming into the Void: Reconceptualizing Privacy, the Personal, and the Public through the Perspectives of Young Tumblr Users   Julian Burton -- Chapter 10. The Challenges of Doing Qualitative Research on Tumblr: Experience and Advice from Three Scholars of Young People's Tumblr Use   Akane |

Kanai, Crystal Abidin, and Matthew Hart -- Chapter 11. We Are More Than Footnotes: Black Women and Intellectual Theft | Aisha Mahmud -- Section 3. #NSFW -- Chapter 12. Walled Gardens, NSFW Niches, and Horizontality: A Conversation about Tumblr Porn with | Susanna Paasonen and Noah Tsika -- Chapter 13. NSFW as an Intervention: The Case of Sexy Selfies on Tumblr | Katrin Tiidenberg -- Chapter 14. Fandom Surgery | Morgan Fisher. Chapter 15. TumPorn Is Dead, Long Live TumPorn! | Shaka McGlotten -- Section 4. #Fandom -- Chapter 16. A Roundtable Discussion about the Cultures of Fandom on Tumblr with Flourish Klink, Rukmini Pande, Zina Hutton, and Lori Morimoto -- Chapter 17. Kitten Thinks of Nothing but Murder All Day: Tumblr Text Post Memes as Fandom Detournement | J. S. A. Lowe -- Chapter 18. Lesbian One Direction Fans Take Over Tumblr | Jessica Pruett -- Chapter 19. Ships, Fans, and #beatingthedistance: Queer Intimacy and the New Genre of Interactive Memoir on Tumblr | Annie Galvin -- Gallery: #Fan Art | Curated by Louisa Stein -- Section 5. #Activism -- Chapter 20. A Social Good Brand: An Interview with Victoria McCullough, Lead, Social Impact, Tumblr -- Chapter 21. Tumblr, XKit, and the XKit Guy: Toward an Extended Platform Ecology | Lesley Willard -- Chapter 22. Digital Decolonization: Reclaiming Tumblr's #Latina Tag | Emily Rauber Rodriguez -- Chapter 23. Queer Tumblr IRL: An Interview with Joe Varisco -- Chapter 24. Behind the Scenes of a Popular Trans Youth Resources Tumblr | Lee Brown -- Chapter 25. Queer Tips: Using Tumblr for LGBTQ Sex Education and Outreach, an Interview with Maureen Kelly -- Section 6. #Identity/Affinity Networks -- Chapter 26. Tumblr as a Space of Learning, Connecting, and Identity Formation for LGBTIQ+ Young People | Brady Robards, Paul Byron, Brendan Churchill, Benjamin Hanckel, and Son Vivienne -- Chapter 27. A Conversation about Gender/Sexual Variant and Transgender Labeling and Networking on Tumblr with Abigail Oakley and Avery Dame-Griff -- Chapter 28. Developing a Black Genderfluid Feminist Critique via Tumblr | Strugglingtobeheard -- Chapter 29. #Spoonielife: A Conversation about Chronic Pain Expression and Alternative Social Worlds on Tumblr with EJ Gonzalez-Polledo and Jen Tarr. Chapter 30. New Ways of Seeing: Tumblr, Young People, and Mental Illness | Natalie Ann Hendry -- Section 7. #myAesthetic -- Chapter 31. On the Value of the Social: A Conversation with Researchers about How Artists Use Tumblr with Carla McCutchin and Devon Murphy -- Chapter 32. Unofficial Archives of Urban Life: How to Rewrite the Canon of Cities | Annette Koh -- Chapter 33. Beyond the Pale Blog: Tumblr Pink and the Aesthetics of White Anxiety | Christine Goding-Doty -- Chapter 34. Tumblr's Gallery of Loops: GIF Art Beyond Reaction GIF Culture | Jennifer Malkowski -- Gallery: #Original Art | Curated by Indira Neill Hoch -- Index.

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## Sommario/riassunto

This book takes an extensive look at the many different types of users and cultures that comprise the popular social media platform Tumblr. Though it does not receive nearly as much attention as other social media such as Twitter or Facebook, Tumblr and its users have been hugely influential in creating and shifting popular culture, especially progressive youth culture, with the New York Times referring to 2014 as the dawning of the "age of Tumblr activism." Perfect for those unfamiliar with the platform as well as those who grew up on it, this volume contains essays and artwork that span many different topics: fandom; platform structure and design; race, gender and sexuality, including queer and trans identities; aesthetics; disability and mental health; and social media privacy and ethics. An entire generation of young people that is now beginning to influence mass culture and

politics came of age on Tumblr, and this volume is an indispensable guide to the many ways this platform works.

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