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Sommario/riassunto

This book reveals the core features of digital culture, examined by means of semiotic models and theories. It positions commercial and market principles in the center of the digital semiosphere, avoiding the need to force the new cultural reality into the established textualist or pragmatist paradigms. The theoretic insights and case studies presented here argue for new semiotic models of inquiry that include working with big data, user experience and nethnography, along with conventional approaches. The book develops a new concept of identity in the digital age, analyzing the digital flows of recognition and value, which led to the tremendous success of Social Media and the Web 2.0 era. Self-expression, entertainment and consumerism are seen as the major drivers of identity formation in the post-truth era, where the self can no longer be considered independently of a given person's communication devices, where a substantial part of it is stored and actualized. It will be of interest to semioticians and researchers working on digital culture.