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Titolo	Virality [[electronic resource] ] : contagion theory in the age of networks // Tony D. Sampson
Pubbl/distr/stampa	Minneapolis, : University of Minnesota Press, c2012
ISBN	1-4529-4681-7 0-8166-8292-5
Descrizione fisica	1 online resource (235 p.) : ill
Disciplina	302/.41
Soggetti	Imitation Social interaction Crowds
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Nota di bibliografia	Includes bibliographical references (p. 195-221) and index.
Nota di contenuto	Resuscitating Tarde's diagram in the age of networks -- What spreads? from memes and crowds to the phantom events of desire and belief -- What diagram? toward a political economy of desire and contagion -- From terror contagion to the virality of love -- Tardean hypnosis : capture and escape in the age of contagion.
Sommario/riassunto	This title presents a contagion theory fit for the age of networks. Unlike memes and microbial contagions, virality does not restrict itself to biological analogies and medical metaphors. It instead points toward a theory of contagious assemblages, events, and affects. Contagion is not necessarily a positive or negative force of encounter; it is how society comes together and relates. The book argues that a biological knowledge of contagion has been universally distributed by way of the rhetoric of fear in the antivirus industry and other popular discourses surrounding network culture.