1.	Record Nr.	UNINA9910786186803321
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	Titolo	Spreadable media [[electronic resource]] : creating value and meaning in a networked culture / / Henry Jenkins, Sam Ford, Joshua Green
	Pubbl/distr/stampa	New York, NY : , : New York University Press, , [2013] ©2013
	ISBN	9780814743515 0-8147-4351-X
	Descrizione fisica	1 online resource (370 p.)
	Collana	Postmillennial Pop ; ; 15
	Classificazione	AP 15945
	Disciplina	302.23
	Soggetti	Social media Mass media - Social aspects Mass media and technology Mass media and culture
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Front matter -- CONTENTS -- ACKNOWLEDGMENTS -- HOW TO READ THIS BOOK -- INTRODUCTION: WHY MEDIA SPREADS -- 1. WHERE WEB 2.0 WENT WRONG -- 2. REAPPRAISING THE RESIDUAL -- 3. THE VALUE OF MEDIA ENGAGEMENT -- 4. WHAT CONSTITUTES MEANINGFUL PARTICIPATION? -- 5. DESIGNING FOR SPREADABILITY -- 6. COURTING SUPPORTERS FOR INDEPENDENT MEDIA -- 7. THINKING TRANSNATIONALLY -- CONCLUSION -- NOTES -- REFERENCES -- INDEX -- ABOUT THE AUTHORS
	Sommario/riassunto	How sharing, linking, and liking have transformed the media and marketing industries Spreadable Media is a rare inside look at today's ever-changing media landscape. The days of corporate control over media content and its distribution have been replaced by the age of what the digital media industries have called "user-generated content." Spreadable Media maps these fundamental changes, and gives readers a comprehensive look into the rise of participatory culture, from internet memes to presidential tweets. The authors challenge our notions of what goes "viral" and how by examining factors such as the nature of audience engagement and the environment of participation,

and by contrasting the concepts of "stickiness"—aggregating attention in centralized places—with "spreadability"—dispersing content widely through both formal and informal networks. The former has often been the measure of media success in the online world, but the latter describes the actual ways content travels through social media. The book explores the internal tensions businesses face as they adapt to this new, spreadable, communication reality and argues for the need to shift from "hearing" to "listening" in corporate culture. Now with a new afterword addressing changes in the media industry, audience participation, and political reporting, and drawing on modern examples from online activism campaigns, film, music, television, advertising, and social media—from both the US and around the world—the authors illustrate the contours of our current media environment. For all of us who actively create and share content, Spreadable Media provides a clear understanding of how people are spreading ideas and the implications these activities have for business, politics, and everyday life, both on- and offline.