

## The Culture Of Connectivity A Critical History Social Media Jose Van Dijck

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The Culture of Connectivity: A Critical History Of Social ...

The Culture of Connectivity: A Critical History of Social Media Jose van Dijck Abstract. This book studies the rise of social media in the first decade of the twenty-first century, up until 2012. It provides both a historical and a critical analysis of the emergence of networking services in the context of a changing ecosystem of connective media.

Culture of Connectivity: A Critical History of Social ...

The Culture of Connectivity studies the rise of social media in the first decade of the twenty-first century up until 2012, providing both a historical and a critical analysis of the emergence of major platforms in the context of a rapidly changing ecosystem of connective media. Such history is needed to understand how these media have come to profoundly affect our experience of online sociality.

The Culture of Connectivity: A Critical History of Social ...

The Culture of Connectivity: A Critical History of Social Media is a book by José van Dijck published by Oxford University Press in 2013 on social media platforms and their history. The author considers the histories of five social media platforms: Facebook, Twitter, Flickr, YouTube, and Wikipedia. She focuses on how their technological, social and cultural dimensions contribute to their current status.

The Culture of Connectivity - Wikipedia

OUP USA, Mar 21, 2013 - Business & Economics - 228 pages. 0 Reviews. Social media has come to deeply penetrate our lives: Facebook, YouTube, Twitter and many other platforms define many of our daily habits of communication and creative production. The Culture of Connectivity studies the rise of social media in the first decade of the twenty-first century up until 2012, providing both a historical and a critical analysis of the emergence of major platforms in the context of a rapidly changing ...

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"Jose van Dijck's Culture of Connectivity is a rich and much-needed critical history of the online platforms that, in hardly more than a decade, have become household names, such as Facebook. Essential reading if we are to comprehend the intricately intertwined political-economic and technological designs behind the meteoric rise of so-called 'social media'."

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The Culture of Connectivity engages with this scholarship while offering its own reading of the historical trajectory of social media. The core argument of van Dijck's book is that the proliferation of social media has entailed a transition from community-oriented connectedness to owner-centered connectivity.