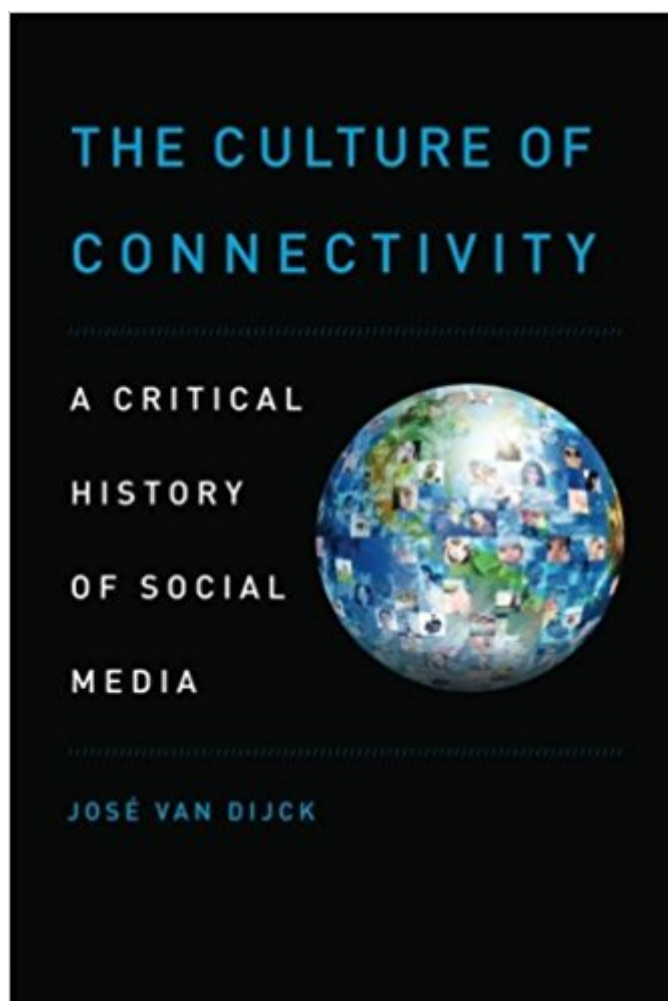


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# The Culture Of Connectivity: A Critical History Of Social Media



## Synopsis

Social media penetrate our lives: Facebook, YouTube, Twitter and many other platforms define daily habits of communication and creative production. This book studies the rise of social media, 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. Author Jos van Dijck offers an analytical prism that can be used to view techno-cultural as well as socio-economic aspects of this transformation as well as to examine shared ideological principles between major social media platforms. This fascinating study will appeal to all readers interested in social media.

## Book Information

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"The strength of *The Culture of Connectivity* lies in the author's ability to take individual case studies of the new ICT platforms and not only analyze their meaning and impact on the individual areas of cyber-activity of netizens, but also conceptualize these assessments toward the next level." --Rafis Abazon and Zhanat Doskhozina, Al Farabi Kazakh National University, *Journalism and Mass Communication Quarterly*

"*The Culture of Connectivity* perhaps stands out most for the ways it attends to microhistorical changes that are often difficult to track given our increasing embeddedness in social media networks and their frequent multilevel updates." --Critical Inquiry

"An invaluable guide to today's fast morphing social media ecosystem. Van Dijck cuts through the blur of online search, sociability, entertainment and commerce to reveal the underlying historical, cultural and economic dynamics that shape our expectations and underpin our vulnerabilities." --William Uricchio, Professor & Director, MIT Comparative Media Studies

"Unlike so many other contributions,

Jose van Dijck's superb book treats the 'social' in social media with the seriousness it deserves. It's critical, intelligent, clearly written and remarkably comprehensive. I'm going to force everyone I know who's interested in digital media to read it." --David Hesmondhalgh, University of Leeds"JosÃfÂ© van Dijck's The Culture of Connectivity provides us with a balanced and thought-provoking account of the role of social media in shaping human interaction and sociality. She offers a multi-layered model for thinking critically about social media. The particular strength of this work is that it illuminates many of the current debates concerning digital culture through a much-needed critical history that contextualises the rise of social media. This timely and important book is a must read for anyone interested in digital culture." --John Banks, Senior Lecturer, Creative Industries Faculty, Queensland University of Technology"JosÃfÂ© 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'." --Ien Ang, Institute for Culture and Society, University of Western Sydney"The coevolution of media with the public that uses them is described in an enlightening way...Recommended." --Choice"A lucid account...The Culture of Connectivity perhaps stands out most for the ways it attends to microhistorical changes that are often difficult to track given our increasing embeddedness in social media networks and their frequent multilevel updates." --Critical Inquiry

JosÃfÂ© van Dijck is Professor of Comparative Media Studies at the University of Amsterdam, where she also served as Dean of Humanities.

I am a journalism student and this book was a great way to finish my last semester in an interesting read, giving my brain a break from the technical and hands-on knowledge and letting myself, at times, get lost in the way our culture can forget how "social" media all began. This book gives details and in-depth overview about the history of social media that Journalism 101 classes can only touch on in a short period of time. Journalism classes today are trying to keep up with the technology and focus their classes on new media however, Jose Van Dijck's "The Culture of Connectivity: A Critical History of Social Media," takes readers back to Napster, and back to when it all began with Web 2.0, what is referred in the book as vital time for making connections on the internet. Van Dijck makes her book relevant by showing her readers that social connectivity thrives on 5 platforms: ownership, technology, governance, business model, user/ usage, and content. In

each chapter the reader learns how various media works in these platforms and why our culture is not taking notice of important changes such as privacy matters. Read this book if you want a philosophical look into what users of media today would knock-off as being a non-philosophical topic, however, they may realize it may only appear this way because it's changed a culture and isn't slowing down yet.

Overall, I thought the book had a lot of valuable information to understand where social media is going into our society. However, I thought that at times the historical parts of the books were a little dry. I enjoyed that they explored more than one type of social media and gave detail about it. Even though the book was published two years ago I would say that it's fairly current however social media behavior is changing and there are different platforms to be explored. I would be interested to know how the author would compare the platforms now since we have Vine, Pinterest, and Instagram. I think that if someone was interested to understand how social media was integrated into our society and how it became a part of our culture. Privacy is a hard thing to come by if you have social media because of the abundance of information that is on a 'Profile'. This book was extremely helpful for myself in understanding the different social media platforms and how they work in our culture not just for personal use but as a business model as well. I'm taking a Social Journalism class this semester and this book includes a lot of information that we talk about in the class. Where are the platforms going? How will they evolve?

This book so excellently explained platform interoperability and algorithmic persuasion that I assigned it as the course textbook for my multimedia rhetoric course. My students who were studying social media or business and marketing found it very illuminating. The freshman in my class admitted that it was very dense, especially the chapter that looks at actor network theory. I feel that this text clarified many complicated topics and delivered very objective reviews of governance systems. According to my student reviews on end of semester evaluations, however, it is certainly best for readers with a fair amount of background knowledge in the area.

I rarely write reviews but after reviewing LinkedIn's policy on charging a minimum of \$30 to see who anonymous lurkers are viewing your resume/vita information, I remembered the work of Jose van Dijck and am grateful to have read *The Culture of Connectivity*. Ironically, one would think every social media executive would have read this text long before a mere digital innovation professor. But alas, social media employees who fail to read this will not fully understand the new relationship

between the consumer/client/member and the provider/owner/company. Anyone with a social media presence should read this text ASAP.

Although this book could be used for media studies courses and even as an introductory IT course covering how data is / can be used (as well as advertising as it touches on that as well), I found it to be a well-written, informative and entertaining read simply for enjoyment. In other words, it is not dry or boring.

It is ok but I've expected more. It is neither proposing new framework for analysis of the field nor giving overview of the history of social media.

Fantastic book from a Dutch Author, with a enormous talent for critical theory, in the good European tradition. We are losing the battle against corporate assault on social networks - the web is no more what it was and pretended to be, a public sphere for common goods. More and more it is business.

Useful as a teaching text but could be more clear and straightforward.

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