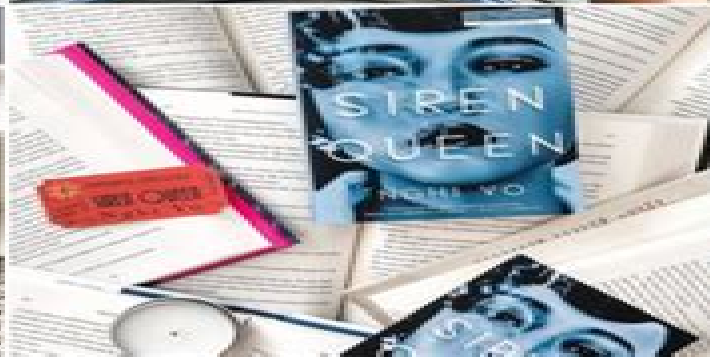
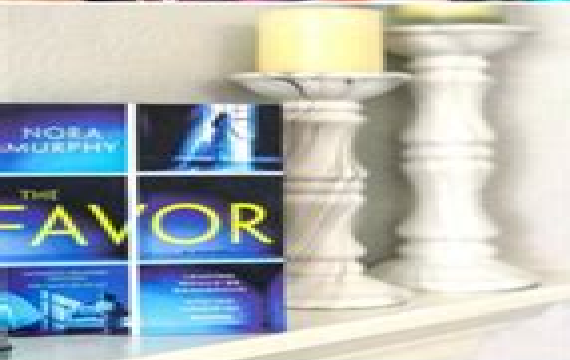
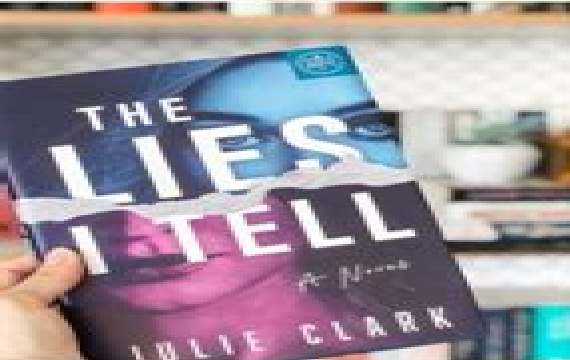
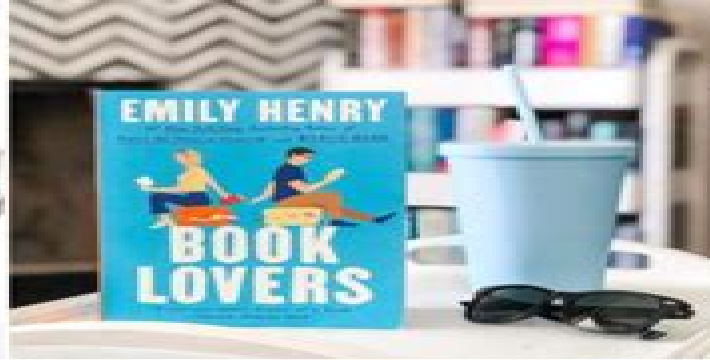




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Social Reading Cultures on BookTube, Bookstagram, and BookTok Bronwyn Reddan, Leonie Rutherford, Amy Schoonens, Michael Dezuanni, 2024-04-30 This book examines the reading cultures developed by communities of readers and book lovers on BookTube Bookstagram and BookTok as an increasingly important influence on contemporary book and literary culture It explores how the affordances of social media platforms invite readers to participate in social reading communities and engage in creative and curatorial practices that express their identity as readers and book lovers The interdisciplinary team of authors argue that by creating new opportunities for readers to engage in social reading practices bookish social media has elevated the agency and visibility of readers and book consumers within literary culture It has also reshaped the cultural and economic dynamics of book recommendations by creating a space in which different actors are able to form an identity as mediators of reading culture Concise and accessible this introduction to an increasingly central set of literary practices is essential reading for students and scholars of literature sociology media and cultural studies as well as teachers and professionals in the book and library industries

Filterworld Kyle Chayka, 2025-01-21 From New Yorker staff writer and author of *The Longing for Less* Kyle Chayka comes a timely history and investigation of a world ruled by algorithms which determine the shape of culture itself From trendy restaurants to city grids to TikTok and Netflix feeds the world round algorithmic recommendations dictate our experiences and choices The algorithm is present in the familiar neon signs and exposed brick of Internet cafes be it in Nairobi or Portland and the skeletal modern furniture of Airbnbs in cities big and small Over the last decade this network of mathematically determined decisions has taken over almost unnoticed informing the songs we listen to the friends with whom we stay in touch as we've grown increasingly accustomed to our insipid new normal This ever tightening web woven by algorithms is called Filterworld Kyle Chayka shows us how online and offline spaces alike have been engineered for seamless consumption becoming a source of pervasive anxiety in the process Users of technology have been forced to contend with data driven equations that try to anticipate their desires and often get them wrong What results is a state of docility that allows tech companies to curtail human experiences human lives for profit But to have our tastes behaviors and emotions governed by computers while convenient does nothing short of call the very notion of free will into question In Filterworld Chayka traces this creeping machine guided curation as it infiltrates the furthest reaches of our digital physical and psychological spaces With algorithms increasingly influencing not just what culture we consume but what culture is produced urgent questions arise What happens when shareability supersedes messiness innovation and creativity the qualities that make us human What does it mean to make a choice when the options have been so carefully arranged for us Is personal freedom possible on the Internet To the last question Filterworld argues yes but to escape Filterworld and even transcend it we must first understand it

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Women Re-Creating Classics Emily Hauser, Helena Taylor, 2025-07-10 Drawing together an interdisciplinary range of scholarly and creative voices this volume looks at contemporary discussions surrounding women's engagement with the classical past There is a discussion as to why classical creative retellings are so popular now as well as considerations of what creativity can do to foster new ways of thinking and writing about classics thus blurring the boundary between the creative and the critical In particular the contributors engage with debates on how to make classics more accessible through the medium of creative works so that it is not just a discipline for the selective few

Pop-Lit: Essays in Retrospection Subir Dhar, Monikinkini Basu, Swarnendu Dam, 2025-08-19 This edited volume offers a comprehensive collection of critical essays that explore the multifaceted role of popular culture in society Through a variety of theoretical lenses the essays examine how popular culture from mass media to everyday cultural practices shapes societal norms values and power structures Drawing on seminal works from thinkers such as Matthew Arnold the Frankfurt School and the Birmingham School the book traces the evolution of cultural studies and its impact on understanding mass culture Essays address key topics such as the commodification of culture the passive consumption promoted by the culture industry and the active agency of audiences in interpreting and resisting cultural messages The volume also highlights how popular culture reflects and challenges dominant ideologies emphasizing the role of marginalized

groups in creating alternative cultural meanings With its wide ranging perspectives this book provides valuable insights into the intersection of culture politics and everyday life

Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence Munna, Afzal Sayed, Shaikh, Md Sadeque Imam, Kazi, Baha Uddin, 2023-08-01 Digital marketing emerged as a natural response by companies and vendors to leverage and benefit from the significant consumer concentration on digital channels This proliferation of IT applications and the enormous presence of customers in digital channels generate a large number of products and customer data Machine learning and artificial intelligence are game changing techniques in digital marketing to analyze this data This analysis helps marketers to personalize the sales tools toward individuals optimize their operations and minimize expenditure Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence demonstrates relevant theories of digital marketing along with tools techniques methods and strategies It also identifies the research gaps for effective digital marketing tools techniques and methods and builds a bridge between digital marketing strategies and business plans for organizations Covering topics such as digital marketing metaverse and visitor experience this premier reference source is an essential resource for business leaders and managers marketers IT managers data analysts social media analysts students and educators of higher education researchers and academicians

The School Library Manager Blanche Woolls, Joyce Kasman Valenza, April M. Dawkins, 2023-06-15 The seventh edition of this comprehensive school library management text expands upon the role of the school librarian especially in the ever growing digital realm and highlights the importance of school librarian leadership and outreach In an era of budget cuts reduced staffing and a global pandemic it is more important than ever for new LIS professionals and established school librarians and administrators to demonstrate the value of school libraries to decision makers This revised and updated edition of a classic text adds two well known authors to help lead readers through the many essential management tasks and skills required to administer the successful school library program It emphasizes the importance of the school librarian in providing digital access to information for teachers and students describes how facilities are being modified to accommodate new resources and programming and offers new ways to use AASL standards to evaluate programs All chapters are updated and the text addresses such timely subjects as providing information resources when students teachers and librarians are interacting online A new chapter highlights the importance of the school librarian's leadership in schools districts and communities This invaluable textbook teaches practical skills for school library management and offers inspiration and guidance for growing LIS careers

ECSM 2023 10th European Conference on Social Media Iwona Lupa-Wójcik, Marta Czyżewska, 2023-05-18

The Ethnography of Reading at Thirty Matthew Rosen, 2023-11-23 This edited volume examines what the classic text *The Ethnography of Reading* Boyarin ed 1993 and the diverse ethnographies of reading it helped inspire can offer contemporary scholars interested in understanding the place of reading in social life *The Ethnography of Reading at Thirty* brings together new research and critical reflections from an international and

interdisciplinary group of scholars who have kept their ears tuned to the voices in and around the texts they encountered and constructed in the process of bringing the ethnography of reading into the twenty first century Rather than operating from universalist assumptions about how people interact with and make meaning from written texts each of the present contributors draw in one way or another on the theoretical methodological and creative legacies of The Ethnography of Reading Under the broad umbrella of ethnographic reader studies they collectively explore new relations between texts social imagination and social action

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