

# Miller Understanding Digital Culture

**Understanding Digital Culture** **Understanding Digital Culture** *Understanding Digital Culture* **Understanding Digital Culture** **Digital Culture: Understanding New Media** Understanding Digital Games **Digital Food Cultures** **Digital Cultural Transformation** **Digital Culture and Religion in Asia** **Theorizing Digital Cultures** **Understanding Digital Humanities** **Understanding Digital Literacies** **Heritage and Social Media** *Understanding Popular Culture and World Politics in the Digital Age* *Memes in Digital Culture* **Understanding Digital Cinema** **Understanding New Media** Handbook of Research on Advanced Research Methodologies for a Digital Society *Understanding Digital Marketing* Understanding Digital Societies **Understanding Games and Game Cultures** Business Management and Communication Perspectives in Industry 4.0 *Introduction to Digital Media* **Understanding Culture** **Cultural Analytics** **Digital Media and Society** *Understanding Social Media* *Virtual Culture* Examining Paratextual Theory and its Applications in Digital Culture *The Quirks of Digital Culture* Digital Religion Understanding Media Cultures **The Art of Failure** Theorizing Digital Cultures **Born Digital** **Understanding Material Culture** *Visual Communication* **Machine Habitus** **Understanding Reddit** Wired Shut

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**Digital Culture and Religion in Asia** Feb 23 2022 This book critically analyses the functions and interconnectedness between religion and digital media in a range of East Asian countries. It discusses both how religious organizations make use of new technologies, and also explores how new technologies are reshaping religion in novel and interesting ways. Based on extensive research, the book focuses in particular on Christianity in South Korea, Neo-Shintoism in Japan, Falun Gong in China and Islam in Southeast Asia. Offering a comparative perspective on a broad range of media practices including video gaming, virtual worship, social networking and online testimonials, the book also investigates the idea that use of technology in itself mirrors religious practices. With an analysis of the impact of religion and new technology on national consciousness in a range of geographical locations, the authors offer a broadening of the scope of the study of religion, culture and media.

Examining Paratextual Theory and its Applications in Digital Culture Jun 05 2020 The paratext framework is now used in a variety of fields to assess, measure, analyze, and comprehend the elements that provide thresholds, allowing scholars to better understand digital objects.

Researchers from many disciplines revisit paratextual theories in order to grasp what surrounds text in the digital age. Examining Paratextual Theory and its Applications in Digital Culture suggests a theoretical and practical tool for building bridges between disciplines interested in conducting joint research and exploration of digital culture. Helping scholars from different fields find an interdisciplinary framework and common language to study digital objects, this book serves as a useful reference for academics, librarians, professionals, researchers, and students, offering a collaborative outlook and perspective.

**Digital Food Cultures** Apr 27 2022 This book explores the interrelations between food, technology and knowledge-sharing practices in producing digital food cultures. Digital Food Cultures adopts an innovative approach to examine representations and practices related to food across a variety of digital media: blogs and vlogs (video blogs), Facebook, Instagram, YouTube, technology developers' promotional media, online discussion forums and self-tracking apps and devices. The book emphasises the diversity of food cultures available on the internet and other digital media, from those celebrating unrestrained indulgence in food to those advocating very specialised diets requiring intense commitment and focus. While most of the digital media and devices discussed in the book are available and used by people across the world, the authors offer valuable insights into how these global technologies are incorporated into everyday lives in very specific geographical contexts. This book offers a novel contribution to the rapidly emerging area of digital food studies and provides a framework for understanding contemporary practices related to food production and consumption internationally.

Business Management and Communication Perspectives in Industry 4.0 Jan 13 2021 Changes in the global economy bring new dynamics, concepts, and implications that require digitalization and adaptation. The new "normal" has changed, and companies must adopt such strategies if they want to survive in the ever-changing business environments. Business Management and Communication Perspectives in Industry 4.0 is a pivotal reference source that provides vital research on the planning, implementing, and evaluating of strategies for the new industry standards. While highlighting topics such as artificial intelligence, digital leadership, and management science, this publication theorizes about tomorrow's business and communication environments based on the past and present of the concepts. This book is ideally designed for managers, researchers, educators, students, professionals, and policymakers seeking current research on blending managerial and communicational concepts with a multidisciplinary approach.

**Digital Cultural Transformation** Mar 27 2022 The hypercomplex digital-technological environment is exponential and revolutionary. Our social mindset adaptation, instead, is slower and evolutionary, as an individual's or an organization culture needs time to transform. This book offers students, institutions, and organisations innovative and interdisciplinary digital sociology tools to help build an adaptive, flexible, imaginative social mindset in order to cope with such a gap and to match a sustainable digital transformation (DT). By disrupting traditional linear approaches to understand the context into which business models are designed, institutions and students are challenged with innovative transdisciplinary holistic models grounded into business case studies. If the book stimulates students to learn how purposefully and autonomously to explore the web, to grasp the deeper meaning of DT and its social impact, institutions are solicited to answer to direct quests that go right to the core of their transformative DNA as: 'How effectively are you carrying on DT in a sustainable, people-centred way? Which is your socio-cultural DT profile and what are your DT areas of strength and areas of improvement?' In this frame of work, the innovative Four Paradigm Model indicates new coordinates and provides original tools to profile an institution's digital transformation strategy, to analyse it, and measure the level of sustainable socio-economic value. Sample syllabi, PowerPoint slides and quizzes are available online to assist in the teaching experience.

*The Quirks of Digital Culture* May 05 2020 This book explores the quirks of digital culture. Through a series of short punchy chapters, it uses these quirks as momentary glimpses into the hidden dynamics of our swirling, highly mediated and often unfathomable cultural experiences.

Understanding Digital Games May 29 2022 There are an increasing number of courses on digital games and gaming, following the rise in the popularity of games themselves. Amongst these practical courses, there are now theoretical courses appearing on gaming on media, film and

cultural studies degree programmes. The aim of this book is to satisfy the need for a single accessible textbook which offers a broad introduction to the range of literatures and approaches currently contributing to digital game research. Each of the chapters will outline key theoretical perspectives, theorists and literatures to demonstrate their relevance to, and use in, the study of digital games.

**Digital Media and Society** Sep 08 2020 Cutting-edge student exploration of what it means to live in a digital society. Introduces key concepts and research essential for digital media, social media and media/data and society modules.

**Wired Shut** Jun 25 2019 How the shift toward "technical copy protection" in the battle over digital copyright depends on changing political and commercial alignments that are profoundly shaping the future of cultural expression in a digital age. While the public and the media have been distracted by the story of Napster, warnings about the evils of "piracy," and lawsuits by the recording and film industries, the enforcement of copyright law in the digital world has quietly shifted from regulating copying to regulating the design of technology. Lawmakers and commercial interests are pursuing what might be called a technical fix: instead of specifying what can and cannot be done legally with a copyrighted work, this new approach calls for the strategic use of encryption technologies to build standards of copyright directly into digital devices so that some uses are possible and others rendered impossible. In *Wired Shut*, Tarleton Gillespie examines this shift to "technical copy protection" and its profound political, economic, and cultural implications. Gillespie reveals that the real story is not the technological controls themselves but the political, economic, and cultural arrangements being put in place to make them work. He shows that this approach to digital copyright depends on new kinds of alliances among content and technology industries, legislators, regulators, and the courts, and is changing the relationship between law and technology in the process. The film and music industries, he claims, are deploying copyright in order to funnel digital culture into increasingly commercial patterns that threaten to undermine the democratic potential of a network society. In this broad context, Gillespie examines three recent controversies over digital copyright: the failed effort to develop copy protection for portable music players with the Strategic Digital Music Initiative (SDMI); the encryption system used in DVDs, and the film industry's legal response to the tools that challenged them; and the attempt by the FCC to mandate the "broadcast flag" copy protection system for digital television. In each, he argues that whether or not such technical constraints ever succeed, the political alignments required will profoundly shape the future of cultural expression in a digital age.

**Digital Culture: Understanding New Media** Jun 29 2022 From Facebook to the iPhone, from YouTube to Wikipedia, from Grand Auto Theft to Second Life, this book explores media's important issues and debates. It covers topics such as digital television, digital cinema, game culture, digital democracy, the World Wide Web, digital news, online social networking, music & multimedia and virtual communities.

**Machine Habitus** Aug 27 2019 We commonly think of society as made of and by humans, but with the proliferation of machine learning and AI technologies, this is clearly no longer the case. Billions of automated systems tacitly contribute to the social construction of reality by drawing algorithmic distinctions between the visible and the invisible, the relevant and the irrelevant, the likely and the unlikely – on and beyond platforms. Drawing on the work of Pierre Bourdieu, this book develops an original sociology of algorithms as social agents, actively participating in social life. Through a wide range of examples, Massimo Airoldi shows how society shapes algorithmic code, and how this culture in the code guides the practical behaviour of the code in the culture, shaping society in turn. The 'machine habitus' is the generative mechanism at work throughout myriads of feedback loops linking humans with artificial social agents, in the context of digital infrastructures and pre-digital social structures. *Machine Habitus* will be of great interest to students and scholars in sociology, media and cultural studies, science and technology studies and information technology, and to anyone interested in the growing role of algorithms and AI in our social and cultural life.

**The Art of Failure** Jan 31 2020 Argues that video games are not fun but actually lead to feelings of frustration and incompetence and that video games are one of the few mediums that allow us to experience and experiment with failure.

**Cultural Analytics** Oct 10 2020 A book at the intersection of data science and media studies, presenting concepts and methods for computational analysis of cultural data. How can we see a billion images? What analytical methods can we bring to bear on the astonishing scale of digital culture--the billions of photographs shared on social media every day, the hundreds of millions of songs created by twenty million musicians on Soundcloud, the content of four billion Pinterest boards? In *Cultural Analytics*, Lev Manovich presents concepts and methods for computational analysis of cultural data. Drawing on more than a decade of research and projects from his own lab, Manovich offers a gentle, nontechnical introduction to the core ideas of data analytics and discusses the ways that our society uses data and algorithms.

**Understanding Digital Culture** Sep 01 2022 "This is an outstanding book. It is one of only a few scholarly texts that successfully combine a nuanced theoretical understanding of the digital age with empirical case studies of contemporary media culture. The scope is impressive, ranging from questions of digital inequality to emergent forms of cyberpolitics." - Nick Gane, York University "Well written, very up-to-date with a good balance of examples and theory. It's good to have all the major issues covered in one book." - Peter Millard, Portsmouth University "This is just the text I was looking for to enable first year undergraduates to develop their critical understanding of the technologies they have embedded so completely in their lives." - Chris Simpson, University College of St Mark & St John This is more than just another book on Internet studies. Tracing the pervasive influence of 'digital culture' throughout contemporary life, this text integrates socio-economic understandings of the 'information society' with the cultural studies approach to production, use, and consumption of digital media and multimedia. Refreshingly readable and packed with examples from profiling databases and mashups to cybersex and the truth about social networking, *Understanding Digital Culture*: Crosses disciplines to give a balanced account of the social, economic and cultural dimensions of the information society. Illuminates the increasing importance of mobile, wireless and converged media technologies in everyday life. Unpacks how the information society is transforming and challenging traditional notions of crime, resistance, war and protest, community, intimacy and belonging. Charts the changing cultural forms associated with new media and its consumption, including music, gaming, microblogging and online identity. Illustrates the above through a series of contemporary, in-depth case studies of digital culture. This is the perfect text for students looking for a full account of the information society, virtual cultures, sociology of the Internet and new media.

**Understanding New Media** Jun 17 2021 The new media landscape touches every aspect of our social, political and cultural lives. It is more important than ever, therefore, that we are able to understand and explain the complexity of our digital world. *Understanding New Media* gives students the tools and the knowledge they need to make sense of the relationship between technologies, media and society. This best-selling student introduction: Makes complex ideas accessible, clearly explaining the key thinkers, theories and research students need to understand Brings theory to life with a range of new case studies, from selfies or trolling, to the app economy and algorithms in social media Gets students started on projects and essays with guided research activities, showing them how to successfully put learning into practice Provides guided further reading, helping students to navigate the literature and extend their studies beyond the chapter *Understanding New Media* remains the perfect guide to the past, present and future of the new media world. It is a vital resource for students across media and communication studies and sociology, and anyone exploring new media, social media or digital media.

**Understanding Digital Literacies** Nov 22 2021 "Understanding Digital Literacies 2nd Edition provides an accessible and timely introduction to new media literacies. This book equips students with the theoretical and analytical tools with which to explore the linguistic dimensions and social impact of a range of digital literacy practices. Each chapter in the volume covers a different topic, presenting an overview of the major concepts, issues, problems and debates surrounding the subject, while also encouraging students to reflect on and critically evaluate their own language and communication practices. Features of the 2nd edition include: expanded coverage of a diverse range of digital media practices that

now includes Instagram, Snapchat, TikTok, Tinder, and WhatsApp; two entirely new chapters on Mobility and Materiality and Surveillance and Privacy; updated activities in each chapter which engage students in reflecting on and analysing their own media use; e-resources featuring a glossary of key terms and supplementary material for each chapter, including additional activities and links to useful websites, articles, and videos. This book is an essential textbook for undergraduate and post-graduate students studying courses in new media and digital literacies"--

**Understanding Digital Culture** Jul 31 2022 "This is an outstanding book. It is one of only a few scholarly texts that successfully combine a nuanced theoretical understanding of the digital age with empirical case studies of contemporary media culture. The scope is impressive, ranging from questions of digital inequality to emergent forms of cyberpolitics." - Nick Gane, York University "Well written, very up-to-date with a good balance of examples and theory. It's good to have all the major issues covered in one book." - Peter Millard, Portsmouth University "This is just the text I was looking for to enable first year undergraduates to develop their critical understanding of the technologies they have embedded so completely in their lives." - Chris Simpson, University College of St Mark & St John This is more than just another book on Internet studies. Tracing the pervasive influence of 'digital culture' throughout contemporary life, this text integrates socio-economic understandings of the 'information society' with the cultural studies approach to production, use, and consumption of digital media and multimedia. Refreshingly readable and packed with examples from profiling databases and mashups to cybersex and the truth about social networking, *Understanding Digital Culture*: Crosses disciplines to give a balanced account of the social, economic and cultural dimensions of the information society. Illuminates the increasing importance of mobile, wireless and converged media technologies in everyday life. Unpacks how the information society is transforming and challenging traditional notions of crime, resistance, war and protest, community, intimacy and belonging. Charts the changing cultural forms associated with new media and its consumption, including music, gaming, microblogging and online identity. Illustrates the above through a series of contemporary, in-depth case studies of digital culture. This is the perfect text for students looking for a full account of the information society, virtual cultures, sociology of the Internet and new media.

**Theorizing Digital Cultures** Jan 25 2022 The rapid development of digital technologies continues to have far reaching effects on our daily lives. This book explains how digital media—in providing the material and infrastructure for a host of practices and interactions—affect identities, bodies, social relations, artistic practices, and the environment. *Theorizing Digital Cultures*: Shows students the importance of theory for understanding digital cultures and presents key theories in an easy-to-understand way Considers the key topics of cybernetics, online identities, aesthetics and ecologies Explores the power relations between individuals and groups that are produced by digital technologies Enhances understanding through applied examples, including YouTube personalities, Facebook's 'like' button and holographic performers Clearly structured and written in an accessible style, this is the book students need to get to grips with the key theoretical approaches in the field. It is essential reading for students and researchers of digital culture and digital society throughout the social sciences.

**Understanding Digital Humanities** Dec 24 2021 Confronting the digital revolution in academia, this book examines the application of new computational techniques and visualisation technologies in the Arts & Humanities. Uniting differing perspectives, leading and emerging scholars discuss the theoretical and practical challenges that computation raises for these disciplines.

**Born Digital** Nov 30 2019 The first generation of Digital Natives children who were born into and raised in the digital world are coming of age, and soon our world will be reshaped in their image. Our economy, our politics, our culture, and even the shape of our family life will be forever transformed. But who are these Digital Natives? And what is the world they're creating going to look like? In *Born Digital*, leading Internet and technology experts John Palfrey and Urs Gasser offer a sociological portrait of these young people, who can seem, even to those merely a generation older, both extraordinarily sophisticated and strangely narrow. Exploring a broad range of issues, from the highly philosophical to the purely practical, *Born Digital* will be essential reading for parents, teachers, and the myriad of confused adults who want to understand the digital present and shape the digital future.

**Introduction to Digital Media** Dec 12 2020 New and updated English translation of the highly successful book on digital media This book introduces readers to the vast and rich world of digital media. It provides a strong starting point for understanding digital media's social and political significance to our culture and the culture of others—drawing on an emergent and increasingly rich set of empirical and theoretical studies on the role and development of digital media in contemporary societies. Touching on the core points behind the discipline, the book addresses a wide range of topics, including media economics, online cooperation, open source, social media, software production, globalization, brands, marketing, the cultural industry, labor, and consumption. Presented in six sections—Media and Digital Technologies; The Information Society; Cultures and Identities; Digital Collaboration; Public Sphere and Power; Digital Economies—the book offers in-depth chapter coverage of new and old media; network infrastructure; networked economy and globalization; the history of information technologies; the evolution of networks; sociality and digital media; media and identity; collaborative media; open source and innovation; politics and democracy; social movements; surveillance and control; digital capitalism; global inequalities and development; and more. Delivers a reliable, compact and quick introduction to the core issues analyzed by digital culture studies and sociology of information societies Interweaves main topics and theories with several examples and up-to-date case studies, often linked to our everyday lives on the internet, as well as suggestions for further readings Anchors examples to discussions of the main sociological, political, and anthropological theoretical approaches at stake to help students make sense of the changes brought about by digital media Uses critical sociological and political theory alongside every day examples to discuss concepts such as online sociality, digital labor, digital value creation, and the reputation economy Clear and concise throughout, *Introduction to Digital Media* is an excellent primer for those teaching and studying digital culture and media.

**Handbook of Research on Advanced Research Methodologies for a Digital Society** May 17 2021 Doing research is an ever-changing challenge for social scientists. This challenge is harder than ever today as current societies are changing quickly and in many, sometimes conflicting, directions. Social phenomena, personal interactions, and formal and informal relationships are becoming more borderless and disconnected from the anchors of the offline "reality." These dynamics are heavily marking our time and are suggesting evolutionary challenges in the ways we know, interpret, and analyze the world. Internet and computer-mediated communication (CMC) is being incorporated into every aspect of daily life, and social life has been deeply penetrated by the internet. This is due to recent technological developments that increase the scope and range of online social spaces and the forms and time of participation such as Web 2.0, which widened the opportunities for user-generated content, the emergence of an "internet of things," and of ubiquitous mobile devices that make it possible to always be connected. This implies an adjustment to epistemological and methodological stances for conducting social research and an adaptation of traditional social research methods to the specificities of online interactions in the digital society. The *Handbook of Research on Advanced Research Methodologies for a Digital Society* covers the different strands of methods most affected by the change in a digital society and develops a broader theoretical reflection on the future of social research in its challenge to always be fitting, suitable, adaptable, and pertinent to the society to be studied. The chapters are geared towards unlocking the future frontiers and potential for social research in the digital society. They include theoretical, epistemological, and ontological reflections about the digital research methods as well as innovative methods and tools to collect, analyze, and interpret data. This book is ideal for social scientists, practitioners, librarians, researchers, academicians, and students interested in social research methodology and its developments in the digital scenario.

**Memes in Digital Culture** Aug 20 2021 Taking "Gangnam Style" seriously: what Internet memes can tell us about digital culture. In December 2012, the exuberant video "Gangnam Style" became the first YouTube clip to be viewed more than one billion times. Thousands of its viewers

responded by creating and posting their own variations of the video—"Mitt Romney Style," "NASA Johnson Style," "Egyptian Style," and many others. "Gangnam Style" (and its attendant parodies, imitations, and derivations) is one of the most famous examples of an Internet meme: a piece of digital content that spreads quickly around the web in various iterations and becomes a shared cultural experience. In this book, Limor Shifman investigates Internet memes and what they tell us about digital culture. Shifman discusses a series of well-known Internet memes—including "Leave Britney Alone," the pepper-spraying cop, LOLCats, Scumbag Steve, and Occupy Wall Street's "We Are the 99 Percent." She offers a novel definition of Internet memes: digital content units with common characteristics, created with awareness of each other, and circulated, imitated, and transformed via the Internet by many users. She differentiates memes from virals; analyzes what makes memes and virals successful; describes popular meme genres; discusses memes as new modes of political participation in democratic and nondemocratic regimes; and examines memes as agents of globalization. Memes, Shifman argues, encapsulate some of the most fundamental aspects of the Internet in general and of the participatory Web 2.0 culture in particular. Internet memes may be entertaining, but in this book Limor Shifman makes a compelling argument for taking them seriously.

*Virtual Culture* Jul 07 2020 *Virtual Culture* marks a significant intervention in the current debate about access and control in cybersociety exposing the ways in which the Internet and other computer-mediated communication technologies are being used by disadvantaged and marginal groups - such as gay men, women, fan communities and the homeless - for social and political change. The contributors to this book apply a range of theoretical perspectives derived from communication studies, sociology and anthropology to demonstrate the theoretical and practical possibilities for cybersociety as an identity-structured space.

*Visual Communication* Sep 28 2019 A theoretical and empirical toolkit for analysing and understanding media and mediated images - from branding and PR, to tweets and selfies. It explores a range of approaches to visual analysis, while also providing a hands-on guide to applying methods to your own work.

**Understanding Material Culture** Oct 29 2019 "In his interdisciplinary review of material culture, Ian Woodward goes beyond synthesis to offer a theoretically innovative reconstruction of the field. It is filled with gems of conceptual insight and empirical discovery. A wonderful book." - Jeffrey C. Alexander, Yale University "A well-grounded and accessible survey of the burgeoning field of material culture studies for students in sociology and consumption studies. While situating the field within the history of intellectual thought in the broader social sciences, it offers detailed and accessible case studies. These are supplemented by very useful directions for further in-depth reading, making it an excellent undergraduate course companion." - Victor Buchli, University College London Why are i-pods and mobile phones fashion accessories? Why do people spend thousands remodelling their perfectly functional kitchen? Why do people crave shoes or handbags? Is our desire for objects unhealthy, or irrational? Objects have an inescapable hold over us, not just in consumer culture but increasingly in the disciplines that study social relations too. This book offers a systematic overview of the diverse ways of studying the material as culture. Surveying the field of material culture studies through an examination and synthesis of classical and contemporary scholarship on objects, commodities, consumption, and symbolization, this book: introduces the key concepts and approaches in the study of objects and their meanings presents the full sweep of core theory - from Marxist and critical approaches to structuralism and semiotics shows how and why people use objects to perform identity, achieve social status, and narrativize life experiences analyzes everyday domains in which objects are important shows why studying material culture is necessary for understanding the social. This book will be essential reading for students and researchers in sociology, anthropology, cultural studies, consumer behaviour studies, design and fashion studies.

*Understanding Social Media* Aug 08 2020 Exploring questions of both exploitation and empowerment, *Understanding Social Media* provides a critical conceptual toolbox for navigating the evolution and practices of social media. Taking an interdisciplinary and intercultural approach, it explores the key themes and concepts, going beyond specific platforms to show you how to place social media more critically within the changing media landscape. Updated throughout, the Second Edition of this bestselling text includes new and expanded discussions of: Qualitative and quantitative approaches to researching social media Datafication and algorithmic cultures Surveillance, privacy and intimacy The rise of apps and platforms, and how they shape our experiences Sharing economies and social media publics The increasing importance of visual economies AR, VR and social media play Death and digital legacy Tying theory to the real world with a range of contemporary case studies throughout, it is essential reading for students and researchers of social media, digital media, digital culture, and the creative and cultural industries.

*Theorizing Digital Cultures* Jan 01 2020 The rapid development of digital technologies continues to have far reaching effects on our daily lives. This book explains how digital media—in providing the material and infrastructure for a host of practices and interactions—affect identities, bodies, social relations, artistic practices, and the environment. *Theorizing Digital Cultures*: Shows students the importance of theory for understanding digital cultures and presents key theories in an easy-to-understand way Considers the key topics of cybernetics, online identities, aesthetics and ecologies Explores the power relations between individuals and groups that are produced by digital technologies Enhances understanding through applied examples, including YouTube personalities, Facebook's 'like' button and holographic performers Clearly structured and written in an accessible style, this is the book students need to get to grips with the key theoretical approaches in the field. It is essential reading for students and researchers of digital culture and digital society throughout the social sciences.

*Understanding Digital Marketing* Apr 15 2021 Digital marketing now represents 25% of the marketing spend in the UK and this is predicted to move to 50% or higher within the next three years. *Understanding Digital Marketing* looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost success in business, now and in the future. *Understanding Digital Marketing* deals with every key topic in detail, including: search marketing, social media, Google, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. Essential reading for both practitioners and students alike, and including real-world examples of digital marketing successes and expert opinions, *Understanding Digital Marketing* provides you with tools to utilize the power of the internet to take your company wherever you want it to go.

**Understanding Reddit** Jul 27 2019 "This book offers a comprehensive scholarly overview of Reddit, one of the most popular and least studied social platforms of the early 21st century. The book inspires new ways of thinking about it Reddit, considering it from multiple perspectives: through a historical lens, as a site where identity is forged, as a democracy, as a community, and as a news aggregator and distributor. By bringing theories from computer-mediated communication, communication studies, and sociology to bear on original, large-scale observational analyses of Reddit's communities, this book provides a uniquely comprehensive overview of the platform's first 15 years. *Understanding Reddit* will help us make sense of how rapidly growing communities function in an era of mass online anonymity. Serving both as a primer on how social behavior on Reddit plays out, and as a way of locating it within multiple theoretical traditions, the book will offer important insights to scholars and students in the disciplines of communication, media studies, information science, internet and emerging media studies, and sociology"--

*Understanding Media Cultures* Mar 03 2020 Praise for the First Edition: "I can't think of a book in media studies that handles so well the diversity of perspectives and issues that Stevenson addresses. Whether reconstructing Marxism or deconstructing postmodernism, tackling the pleasures of soap opera or the repetitive structures of daily news presentation, Stevenson is always clear and insightful" - Sociology The Second Edition of this book provides a comprehensive overview of the ways in which social theory has attempted to theorize the importance of the media in contemporary society. Now fully revised to take account of the recent theoretical developments associated with 'new media' and 'information

society', as well as the audience and the public sphere, *Understanding Media Cultures*: - Critically examines the key social theories of mass communication - Highlights the work of individual theorists including Fiske, Williams, Hall, Habermas, Jameson, McLuhan and Baudrillard. - Covers the important traditions of media analysis from feminism, cultural studies and audience research. - Now includes a discussion of recent perspectives developed by Castells, Haraway, Virilio and Schiller. - Provides a glossary of key terms in media and social theory. Retaining all the strengths of the previous edition, *Understanding Media Cultures* offers a comprehensive and up-to-date overview of the field. It will be essential reading for students of social theory, media and cultural studies.

**Understanding Digital Societies** Mar 15 2021 *Understanding Digital Societies* provides a framework for understanding our changing, technologically shaped society and how sociology can help us make sense of it. You will be introduced to core sociological ideas and texts along with exciting global examples that shed light on how we can use sociology to understand the world around us. This innovative, new textbook: Provides unique insights into using theory to help explain the prevalence of digital objects in everyday interactions. Explores crucial relationships between humans, machines and emerging AI technologies. Discusses thought-provoking contemporary issues such as the uses and abuses of technologies in local and global communities. *Understanding Digital Societies* is a must-read for students of digital sociology, sociology of media, digital media and society, and other related fields.

**Understanding Culture** Nov 10 2020 *Understanding Culture* offers an accessible and comprehensive overview of the field of cultural studies whilst also proposing a different way of 'doing' cultural studies. It focuses on the ways in which cultural objects and practices serve as both a means of ordering people's lives and as markers of that ordering. The book reviews the state of the discipline of cultural studies and suggests a new theoretical and methodological orientation drawing on the work of: Foucault; scepticism, Wittgenstein; Harvey Sacks and John Law; uses insights from a variety of sources to examine the complex ways in which meanings are manufactured as lives are ordered in particular social settings: personal life, education, health, the city and law; and pre

**Understanding Popular Culture and World Politics in the Digital Age** Sep 20 2021 The practices of world politics are now scrutinised in a way that is unprecedented, with even those previously – or conventionally assumed to be – disengaged from international affairs being drawn into world politics by social media. Interactive websites allow users to follow election results in real-time from the other side of the world, and online mapping means that the world 'out there' is now available on your mobile phone. *Understanding Popular Culture and World Politics in the Digital Age* engages these themes in contemporary world politics, to better understand how digital communication through new media technologies changes our encounters with the world. Whether the focus is digital media, social networking or user-generated content, these sites of political activity and the artefacts they produce have much to tell us about how we engage world politics in the contemporary age. This volume represents the starting point of a dialogue about how digital technologies are beginning to impact the research and practice of scholars and practitioners in the field of International Relations, with the collection of cutting-edge essays dealing specifically with the intertextuality of world politics and digital popular culture. This book will be of use to International Relations research academics (and critically engaged publics) interested in the core themes of global politics – subjectivity, militarism, humanitarianism, civil society organisation, and governance. The book also employs theories and techniques closely associated with other social science disciplines, including political theory, sociology, cultural studies and media studies.

**Heritage and Social Media** Oct 22 2021 *Heritage and Social Media* explores how social media reframes our understanding and experience of heritage. Through the idea of 'participatory culture' the book begins to examine how social media can be brought to bear on the encounter with heritage and on the socially produced meanings and values that individuals and communities ascribe to it. To highlight the specific changes produced by social media, the book is structured around three major themes: Social Practice. New ways of understanding and experiencing heritage are emerging as a result of novel social practices of collection, representation, and communication enabled and promoted by social media. Public Formation. In the presence of widely available social technologies, peer-to-peer activities such as information and media sharing are rapidly gaining momentum, as they increasingly promote and legitimate a participatory culture in which individuals aggregate on the basis of common interests and affinities. Sense of Place. As computing becomes more pervasive and digital networks extend our surroundings, social media and technologies support new ways to engage with the people, interpretations and values that pertain to a specific territorial setting. *Heritage and Social Media* provides readers with a critical framework to understand how the participatory culture fostered by social media changes the way in which we experience and think of heritage. By introducing readers to how social media are theorized and used, particularly outside the institutional domain, the volume reveals through groundbreaking case studies the emerging heritage practices unique to social media. In doing so, the book unveils the new issues that are emerging from these practices and the new space for debate and critical argumentation that is required to illuminate what can be done in this burgeoning sector of heritage work.

**Understanding Digital Culture** Oct 02 2022 An account of digital culture in everyday life that explains the social, economic and cultural dimensions of the information society.

**Understanding Games and Game Cultures** Feb 11 2021 Digital games are one of the most significant media interfaces of contemporary life. Games today interweave with the social, economic, material, and political complexities of living in a digital age. But who makes games, who plays them, and what, how and where do we play? This book explores the ways in which games and game cultures can be understood. It investigates the sites, genres, platforms, interfaces and contexts for games and gameplay, offering a critical overview of the breadth of contemporary game studies. It is an essential companion for students looking to understand games and games cultures in our increasingly playful and 'gamified' digital society.

**Understanding Digital Cinema** Jul 19 2021 The definitive work on digital cinema by all the Hollywood insiders!

**Understanding Digital Culture** Nov 03 2022 From profiling databases and mashups to cybersex and the truth about social networking, Miller's insightful second edition traces the pervasive influence of 'digital culture' throughout contemporary life. He integrates socio-economic understandings of the 'information society' with the cultural studies approach to production, use, and consumption of digital media and multimedia. Still refreshingly readable and packed with new examples; *Understanding Digital Culture*: Includes new and updated material on work and commodity production in digital capitalism, "slacktivism", industrial espionage and major bank hacks, the rise of mobile dating apps, and cyber-bullying alongside trolling. Unpacks how the information society is transforming and challenging traditional notions of crime, resistance, war and protest, community, intimacy and belonging. Crosses disciplines to give a balanced account of the social, economic and cultural dimensions of the information society. Illuminates the increasing importance of mobile, wireless and converged media technologies in everyday life. Charts the changing cultural forms associated with new media and its consumption, including music, gaming, microblogging and online identity. Illustrates the above through a series of contemporary, in-depth case studies of digital culture. This is the perfect text for students looking for a full account of the information society, virtual cultures, sociology of the Internet and new media.

**Digital Religion** Apr 03 2020 *Digital Religion* offers a critical and systematic survey of the study of religion and new media. It covers religious engagement with a wide range of new media forms and highlights examples of new media engagement in all five of the major world religions. From cell phones and video games to blogs and Second Life, the book: provides a detailed review of major topics includes a series of case studies to illustrate and elucidate the thematic explorations considers the theoretical, ethical and theological issues raised. Drawing together the work of experts from key disciplinary perspectives, *Digital Religion* is invaluable for students wanting to develop a deeper understanding of the field.

