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Spreadable Media

Spreadable Media examines the nature of audience engagement, the environment of participation, the way appraisal creates value, and the transnational flows at the heart of these phenomena. It delineates the elements that make content more spreadable and highlights emerging media business models built for a world of participatory circulation.

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In Spreadable Media authors Jenkins, Ford and Green draw from their personal experiences in academia, commercial media, and fandom to plot out the social logics and delicate decision-making processes that audiences undertake in determining the value and meaning, that is, the spreadability, of media content. In seven chapters and an online ...

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Henry Jenkins, Sam Ford, and Joshua Green, *Spreadable Media: Creating Value and Meaning in a Networked Culture*, New York, NY: New York University Press, 2013, 352 pp., \$23.95 (hardcover). Reviewed by Rhiannon Bury Athabasca University "If it doesn't spread, it's dead." This catchy marketing slogan is,

Henry Jenkins, Sam Ford, and Joshua Green, *Spreadable ...*

Spreadable Media: Creating Value and Meaning in a Networked Culture by Henry Jenkins, Sam Ford, and Joshua Green. New York University Press. 2013. \$29.95 hardcover; \$12.10 e-book. 352pages

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Written for any and all of us who actively create and share media 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.

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