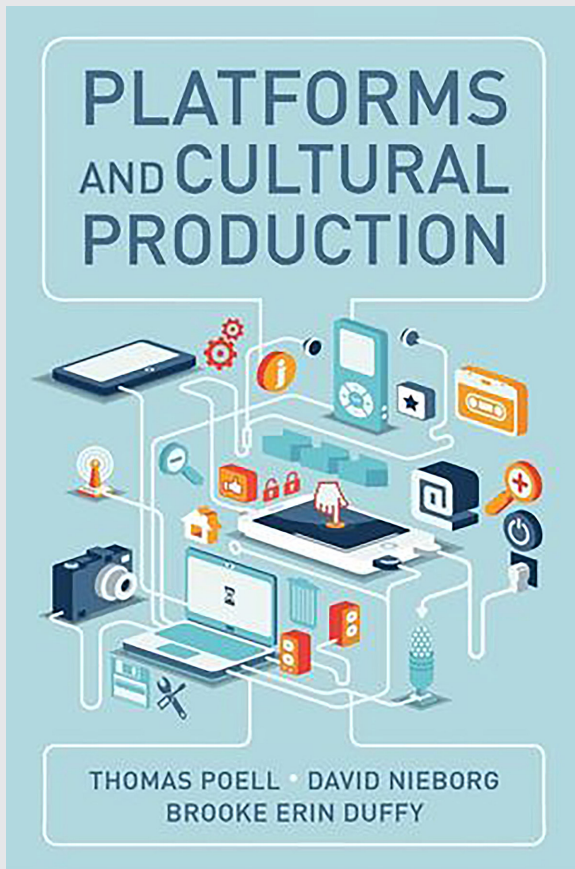


PLATFORMS AND CULTURAL PRODUCTION

by Thomas Poell, David B. Nieborg and Brooke Erin Duffy



Based on three particular industries, such as news, gaming, and social media creation, and featuring several case studies from around the world, Thomas Poell, David Nieborg and Brooke Erin Duffy explore how digital platforms are reshaping cultural production and its consequences.

In times of crisis, platform companies seem to be the answer for a sustainable economy. This pandemic has proven so. Not only that, the isolation the pandemic has demanded of us, consumers, the extra need for platforms for a number of tasks, either related to work or entertainment. So, it became fundamental for cultural producers to make a shift on their distribution system, and as a result consumers are now more platform-dependent than ever. This has a heavy influence on cultural workers, as well, such as independent ones or those paid by gig. Can digital platforms be a solution? This is what the authors explore in their book, "Platforms and Cultural Production".

The book is divided in two parts. The first one focuses on "institutional change", which elaborates the perspective on the need for constant redefinition of cultural commodities and discloses the challenge it poses for cultural producers, which demands methodological innovation. The changes would result in adjustments in markets, infrastructures, and governance. The second part focuses on the shifting of cultural practices. It sheds light over the issues that affect creative workers and creativity itself. Are digital platforms limitative or are they an opportunity to expand and innovate? It will also discuss how they influence policy-making in the creative industries, resulting in changes in democratic choices and distribution of power within the industry.

Thomas Poell is a Professor of Data, Culture & Institutions at the University of Amsterdam and director of the Research Priority Area on Global Digital Cultures. He is a researcher in the field of societal consequences of the rise of digital platforms. He has published widely about social media and popular protests in several countries and the development of new forms of journalism.

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