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Spreadable Media is a rare inside look at today's ever-changing media landscape. The days of corporate control over media content and its distribution have been replaced by the age of what the digital media industries have called "user-generated content." Spreadable Media I Media Tra Spreadable Media maps fundamental changes taking place in our contemporary media environment, a space where corporations no longer tightly control media distribution and many of us are directly involved in the circulation of content. It contrasts "stickiness"—aggregating attention in centralized places—with "spreadability"—dispersing content widely through both formal and Spreadable Media: Creating Value and Meaning in a ... Spreadable Media is a rare inside look at today's ever-changing media landscape. The days of corporate control over media content and its distribution have been replaced by the age of what the digital media industries have called "user-generated content." Spreadable Media - NYU Press Since Spreadable Media was released, we've been intrigued to see scholars, practitioners, and thinkers apply concepts from the books to fields we wouldn't have expected. Below, see how the book has recently been used as a resource in studies of religion, mathematics, museums, photography, sound, architecture, performance art, psychology, soci-

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