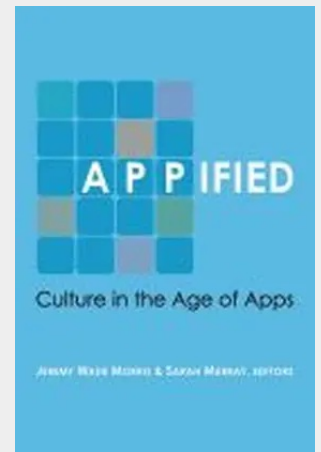


Appified

Snapchat. WhatsApp. Ashley Madison. Fitbit. Tinder. Periscope. How do we make sense of how apps like these-and thousands of others-have embedded themselves into our daily routines, permeating the background of ordinary life and standing at-the-ready to be used on our smartphones and tablets? When we look at any single app, it's hard to imagine how such a small piece of software could be particularly notable. But if we look at a collection of them, we see a bigger picture that reveals how the quotidian activities apps encompass are far from banal: connecting with friends (and strangers and enemies), sharing memories (and personally identifying information), making art (and trash), navigating spaces (and reshaping places in the process). While the sheer number of apps is overwhelming, as are the range of activities they address, each one offers an opportunity for us to seek out meaning in the mundane. Appified is the first scholarly volume to examine individual apps within the wider historical and cultural context of media and cultural studies scholarship, attuned to issues of politics and power, identity and the everyday.



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