

Brumm

Bourdieu 2.0

Mapping the Internet as the Digital Field

Can the internet be classified as a Bourdieusian social field? Jette K. Brumm answers yes, adapting Bourdieu's notions of field, capital, and habitus for the digital age while providing a step-by-step guide to applying her method. Based on a year of online observation, multiple correspondence analyses, and vivid case studies of cultural producers such as Taylor Swift, Beyoncé, and Lana Del Rey, her study maps the 'digital field'. Readers discover why figures like Taylor Swift dominate online, how habitus can be reconstructed from online activity (think Beyoncé's encoding strategies on social media), and how the internet has become a formative force in national and global power hierarchies.



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