



# Popular Culture and New Media: The Politics of Circulation

*David Beer*

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## **Popular Culture and New Media: The Politics of Circulation** David Beer

Popular culture and new media are deeply interwoven, yet they are often thought of as separate spheres. This book explores the material and everyday intersections between popular culture and new media. Using a range of interdisciplinary resources the chapters open up a series of hidden dimensions – including objects and infrastructures, archives, algorithms, data play and the body – that force us to rethink our understanding of culture as it is today. Through an exploration of its intersections with new media, this book reveals the centrality of data circulations in the formation, organization and relations of popular culture. It shows how digital data accumulate as a result of our routine engagements with culture. It then examines the ways that these data fold-back into culture through algorithmic process, through play and through mediated bodily experiences. The book asks how we might conceptualize and understand culture as it continues to be reshaped by these recursive circulations of data.

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