Social Reading: Platforms, Applications, Clouds and Tags (Chandos Publishing Social Media Series)

By José-Antonio Cordón-García, Julio Alonso-Arévalo, Raquel Gómez-Díaz, Daniel Linder

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Contemporary developments in the book publishing industry are changing the system as we know it. Changes in established understandings of authorship and readership are leading to new business models in line with the postulates of Web 2.0. Socially networked authorship, book production and reading are among the social and discursive practices starting to define this emerging system. Websites offering socially networked, collaborative and shared reading are increasingly important. Social Reading maps socially networked reading within the larger framework of a changing conception of books and reading. This book is structured into chapters covering topics in: social reading and a new conception of the book; an evaluation of social reading platforms; an analysis of social reading applications; the personalization of system contents; reading in the Cloud and the development of new business models; and Open Access e-books.

- Discusses social reading as an emerging tendency involving authors, readers, librarians, publishers, and other industry professionals
- Describes how the way we read is changing
- Presents ways in which the major players in the digital content industry are developing specific applications to foster socially networked reading

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Editorial Review

Review

"...concludes by offering a reflection on what this all means for publishing, literature, authors and readers – and where the whole process is likely to go...highly recommended for anyone interesting in the future of the communication of ideas."--*Online Information Review,*Vol 38, No. 6, 2014

"... this book is an excellent text to use regarding the influence on social media on the world of reading. It is a sufficient starting point to begin the analysis of what a book is and will be in the future."--*Information & Culture,* September 1 2014

About the Author

José-Antonio Cordón-García is Professor at the University of Salamanca and Executive Board Member of the Institute of History of Books and Reading. José-Antonio has published numerous articles and monographs on the publishing industry. He leads the E-LECTRA research group, focused on the analysis of electronic publishing and new forms of creation and written communication.

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Daniel Linder is Professor of Translation Studies at the University of Salamanca, Daniel teaches, among other genres, specialized translation for the humanities and business from Spanish into English. He has published a number of articles in international translation studies journals, including TTR, Babel, Perspectives: Studies in Translatology and the ATA Chronicle.

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