

## Participatory Culture, Community, and Play: Learning from Reddit (Digital Formations)

Adrienne L. Massanari

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What does online community look like in the age of social networking? How do participatory culture platforms reflect both their designers' intentions and the desires of their users? In this incisive and timely work, Adrienne L. Massanari discusses how culture is created and challenged on Reddit.com, the self-proclaimed "front page of the internet."

Reddit enables the sharing of original and reposted content from around the web, and provides a platform for like-minded individuals to commune around topics of interest--everything from the joys of drinking beer in a shower (/r/showerbeer) to celebrating the pleasures of tidy penmanship (/r/penmanshipporn). Massanari's ethnographic work provides a detailed examination of the contradictions that shape Reddit's culture and how they reflect its role as an epicenter of geek culture.

The book explores the ways in which community on Reddit is formed and solidified through play and humor, and the complex ways in which Redditors come together, which demonstrate a deep capacity for altruism and charitable giving, but can easily lapse into mob action. It also explores the community's troubling gender and racial politics and how some Redditors are carving out their own space on the site to fight back.



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