

Series Foreword

How can someone create a breakthrough game for a mobile phone or a compelling work of art for an immersive 3D environment without understanding that the mobile phone and the 3D environment are different sorts of computing platforms? The best artists, writers, programmers, and designers are well aware of how certain platforms facilitate certain types of computational expression and innovation. Likewise, computer science and engineering have long considered how underlying computing systems can be analyzed and improved. As important as scientific and engineering approaches are, and as significant as work by creative artists has been, we also have much to learn from the sustained, intensive, humanistic study of digital media. We believe it is time for humanists to seriously consider the lowest level of computing systems and their relationship to culture and creativity.

The Platform Studies series has been established to promote the investigation of underlying computing systems and of how they enable, constrain, shape, and support the creative work that is done on them. The series investigates the foundations of digital media—the computing systems, both hardware and software, that developers and users depend on for artistic, literary, and gaming development. Books in the series will certainly vary in their approaches, but they will all share certain features:

- A focus on a single platform or a closely related family of platforms
- Technical rigor and in-depth investigation of how computing technologies work

- An awareness and discussion of how computing platforms exist in a context of culture and society, being developed on the basis of cultural concepts and then contributing to culture in a variety of ways—for instance, by affecting how people perceive computing

This is a section of [doi:10.7551/mitpress/11985.001.0001](https://doi.org/10.7551/mitpress/11985.001.0001)

Four Shades of Gray

The Amazon Kindle Platform

By: Simon Peter Rowberry

Citation:

Four Shades of Gray: The Amazon Kindle Platform

By: Simon Peter Rowberry

DOI: 10.7551/mitpress/11985.001.0001

ISBN (electronic): 9780262369114

Publisher: The MIT Press

Published: 2022

The open access edition of this book was made possible by generous funding and support from MIT Press Direct to Open



The MIT Press

© 2022 Simon Peter Rowberry

All rights reserved. No part of this book may be reproduced in any form by any electronic or mechanical means (including photocopying, recording, or information storage and retrieval) without permission in writing from the publisher.

The MIT Press would like to thank the anonymous peer reviewers who provided comments on drafts of this book. The generous work of academic experts is essential for establishing the authority and quality of our publications. We acknowledge with gratitude the contributions of these otherwise uncredited readers.

This book was set in Filosofia OT by Jen Jackowitz. Printed and bound in the United States of America.

Library of Congress Cataloging-in-Publication Data

Names: Rowberry, Simon Peter, author.

Title: Four shades of gray : the Amazon kindle platform / Simon Peter Rowberry.

Description: Cambridge, Massachusetts : The MIT Press, [2022] | Series:

Platform studies | Includes bibliographical references and index.

Identifiers: LCCN 2021013279 | ISBN 9780262543507 (paperback)

Subjects: LCSH: Kindle (Electronic book reader) | Electronic book readers.

| Electronic books.

Classification: LCC Z286.E43 R689 2022 | DDC 004.1675—dc23

LC record available at <https://lcn.loc.gov/2021013279>

10 9 8 7 6 5 4 3 2 1