

Abstract

Digital technologies have been able to impact many areas of our lives in a relatively short time. With the advent of the internet and the widespread ownership of personal computers and smartphones, many of our everyday activities have moved into the online world. The nature of much human activity has been significantly transformed by the move to the web servers. Due to the modern obsession with recording and digitizing various activities (from counting calories and miles walked, collecting data on menstrual cycles, books read to financial spendings), with a few clicks and the work of algorithms, we are now able to analyze an incredible amount of information that we would not otherwise have such an easy access to. At the same time, under the influence of social networks, we have become accustomed to turning many of these records of our everyday activities into data that we can present ourselves with on the internet. One of these recording tools is also the film database/social network Letterboxd, which I explore in this text.

In my thesis *Letterboxd: Digital Database Fever*, I focus on what the socio-historical context of this phenomenon of recording and sharing information is, and what are the possible consequences of this behaviour for film spectatorship.