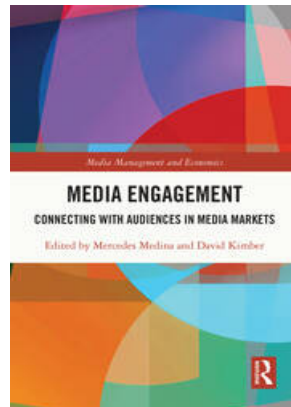


Chapter



Narrative Memory and Engagement Strategies in Streaming Platforms

By Alicia Urgellés-Molina ([/search?contributorName=Alicia Urgellés-Molina&contributorRole=author&redirectFromPDP=true&context=ubx](/search?contributorName=Alicia%20Urgell%C3%A9s-Molina&contributorRole=author&redirectFromPDP=true&context=ubx))

Book [Media Engagement](#)
(<https://www.taylorfrancis.com/books/mono/10.4324/9781003585671/media-engagement?refId=27e69753-508f-4050-a812-abe6b9fdd9dc&context=ubx>)

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ABSTRACT



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