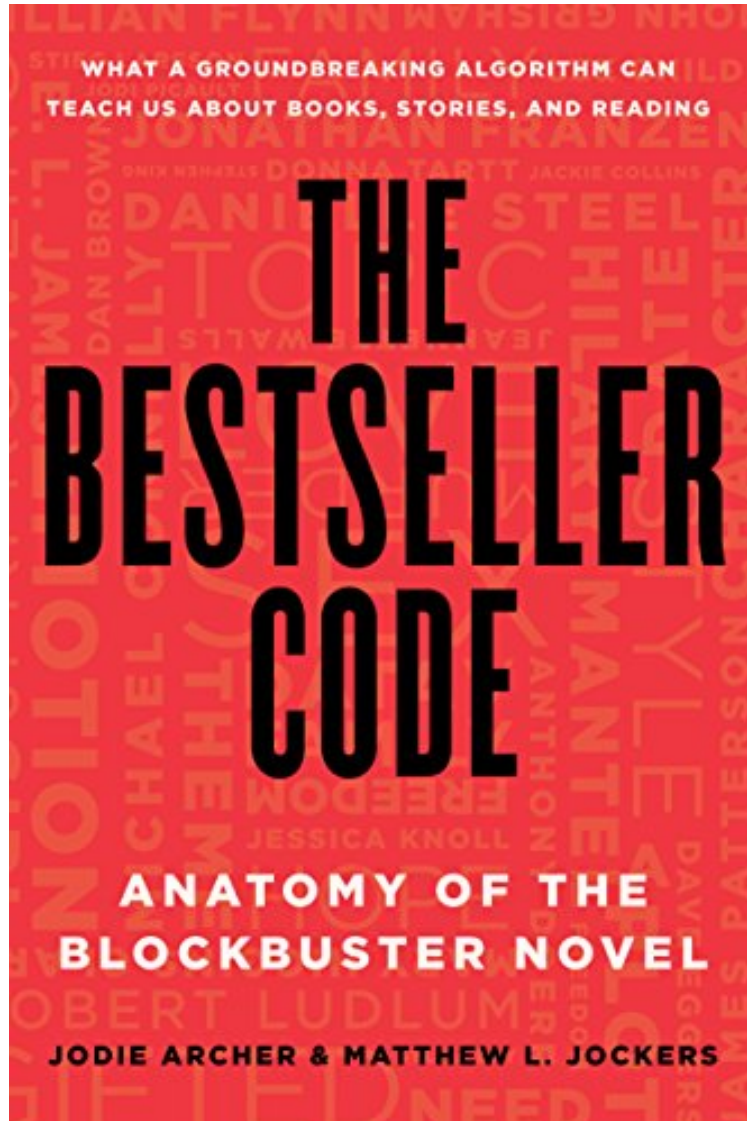


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The Bestseller Code: Anatomy of the Blockbuster Novel

Jodie Archer, Matthew L. Jockers

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Jodie Archer, Matthew L. Jockers : The Bestseller Code: Anatomy of the Blockbuster Novel before purchasing it in order to gage whether or not it would be worth my time, and all praised The Bestseller Code: Anatomy of the Blockbuster Novel:

32 of 32 people found the following review helpful. Very interesting book for book lovers - but not a how-to guideBy Hugh K.First, let me explain what this book is, and is not. This is not, as other reviewers have pointed out, a how-to guide on writing your own bestseller. What it is is a compilation of empirical data and analyses of the data gathered through a computational algorithm that were fed rules to look for in bestsellers. The program revealed latent patterns

in the sample of books used for this research, then those characteristics were used to assess similarities among the bestsellers. In laying out the elements of a bestseller, one of the phenomena this book dissects, and dives into, is something that's been begging an explanation for a little while. The question is mystifying, as it is culturally relevant, socially significant, and just plain flummoxing to a person like me who is not in the know. It is this: why has Fifty Shades of Grey book series made such a colossal wave and became a part of the lexicon among readers around the world? Why is the dang thing so popular? Virtually everyone who has read the books, even those who are in the 'like' camp, admit that they fall short on many accepted guidelines: style, prose, characters, plot, etc. They even defy the general rule (as compiled and presented by the authors here) among bestsellers: books with explicit sex do not get on the NYT list. And yet, when they put E.L. James' popular book through their machine reading program, it scored a high mark that put it comfortably in the bestseller category. Just as a point of reference, their computer reader picked two authors (from their pool of 5,000 books analyzed for their research) as the most emblematic bestselling authors: Danielle Steel and John Grisham. Not a huge surprise there. To its credit, the computer definitely seems to have picked correctly. These are two of the most hugely popular, cash-making authors working today. So how does that explain this Grey fellow? It turns out, Fifty Shades does ultimately manage the golden balance of what makes it a bestseller. Very broadly, these elements are: fewer topics covered (more focused), and human closeness (emotional relevance to readers -- relatability). There are other elements, but these are the key ones from what I gathered. This is a short, educational, and fun book to read that really hit it on the money for me. I have often been confounded by looking at the bestsellers lists: why that book? Oh my god, I cannot believe people are actually buying this book? And how many has that book sold? So I've been interested in finding out what the general, mainstream readers are looking for in these books. Lastly, another thing I found interesting is the title of the book that scored the perfect 100% by the computer program. *The* book that balances all aspects of the bestseller attributes just right to achieve this feat. I have yet to read the book, but I'm curious now to read it to see how captivating it will be. After reading this book I feel relatively satisfied with their explanations. And just the fact these authors spared me from reading 'Fifty Shades of Grey' to try to make myself understand its phenomenon, makes reading this book worth it. 0 of 0 people found the following review helpful. ... really detailed on what it takes to be a great writer and what elements are including in best selling ... By Miss Lee This book is really detailed on what it takes to be a great writer and what elements are including in best selling books. Incredibly helpful. I started to do a general look at the books on their list and compared them with other best sellers on the list such as book titles, opening lines, etc. and this book is dead on!!!! I love it. 0 of 0 people found the following review helpful. Five Stars By C.C. Awesome read from front to back! I learned so much!

"When a story captures the imagination of millions, that's magic. Can you qualify magic? Archer and Jockers just may have done so." —Sylvia Day, New York Times bestselling author

Ask most people about massive success in the world of fiction, and yoursquo;ll typically hear that itsquo;s a game of hazy crystal balls. The sales figures of E. L. James or Dan Brown seem to be freakish — random occurrences in an unknowable market. But what if there were an algorithm that could reveal a secret DNA of bestsellers, regardless of their genre? What if it knew, just from analyzing the words alone, not just why genre writers like John Grisham and Danielle Steel belong on the lists, but also that authors such as Junot Diaz, Jodi Picoult, and Donna Tartt had telltale signs of success all over their pages? Thanks to Jodie Archer and Matthew Jockers, the algorithm exists, the code has been cracked, and the results bring fresh new insights into how fiction works and why we read. The Bestseller Code offers a new theory for why Fifty Shades of Grey sold so well. It sheds light on the current craze for dark heroines. It reveals which themes tend to sell best. And all with fascinating supporting data taken from a five-year study of twenty thousand novels. Then there is the hunt for "the one" — the paradigmatic example of bestselling writing according to a computer's analysis of thousands of points of data. The result is surprising, a bit ironic, and delightfully unorthodox. This book explains groundbreaking text-mining research in accessible terms and offers a new perspective on the New York Times bestseller list. It's a big-idea book about the relationship between creativity and technology that will be provocative to anyone interested in how analytics have already transformed the worlds of finance, medicine, and sports. But at heart it is a celebration of books for readers and writers — a compelling investigation into how successful writing works, and a fresh take on our intellectual and emotional response to stories.

ldquo;Non-formulaic, eye-opening, deeply-researched and really worth your time.rdquo; GQ "Reveals the diverse directions in which popular fiction may be taken. . . the bestseller-ometer may find its most noble application as a democratizing force"rdquo; The Atlanticldquo;[T]his is a delightful book to read. I would recommend it as both an entertaining and educational read for anybody interested in the business of books"rdquo; Digital Book World Daily "This interesting little tome shares some of the Bookputerr'squo;s insights with us, just in case we want to become author-millionaires too. And who doesn't? . . . Fascinating"rdquo; The Times ldquo;Aspiring novelists who thumb through this volume will find plenty to think about. . . [T]his book actually represents an opportunity for literary scholars"rdquo; Public Booksldquo;Archer is not some Silicon Valley whizz-kid looking to reduce the novel to 0s and 1s, nor is she a pretentious academic coming over the hills to sling around jargon about middlebrow novels. . .

[She] is smart, savvy and full of ideas." The Times of London "A laboratory is a more compelling setting than a church." The Wall Street Journal, which named *The Bestseller Code* one of the most-anticipated books of Fall 2016 "[The] claims are eye-grabbing. . . [and] also highly plausible." The Spectator "Archer and Jockers are 'literature-friendly' and want good books to succeed." Wired "When a story captures the imagination of millions, that's magic. Can you qualify magic? Archer and Jockers just may have done so." Sylvia Day, New York Times bestselling author "The Bestseller Code excited me, scared me, and generally blew my mind. Archer and Jockers have built a reading robot that can teach readers, writers, and publishers a great deal about how popular fiction works. This is a pioneering work in a new science of storytelling." Jonathan Gottschall, author of *The Storytelling Animal: How Stories Make Us Human*. "Archer and Jockers take an astonishing insight into the DNA of bestsellers and turn it into a gripping page-turner about how we read. Truly remarkable!" Viktor Mayer-Schönlberger, co-author of *Big Data* and professor at Oxford "May revolutionize the publishing industry." The Guardian "The Bestseller Code is an intriguing read and its analysis of what makes a plot tick and how readers are grabbed is compelling." *Literary About the Author* JODIE ARCHER bought and edited books for Penguin UK before decamping for the doctoral program in English at Stanford University. After earning her Ph.D., she worked at Apple as their research lead on literature and has since consulted with many writers and businesses about literary success. She is now a full-time writer. MATTHEW L. JOCKERS is the Susan J. Rosowski Associate Professor of English at the University of Nebraska-Lincoln, where he teaches and directs the Nebraska Literary Lab. His text-mining research has been profiled in the New York Times, The LA of Books, The Sunday Times of London, and more.