Errata

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2. Citations

p. 9.
  “do something about the evils of the medium in question” (Becker, 2002: 338)
  “impact [paradigm]” (Becker, 2002: 341)

p. 10
  “excitable youth post too much information about themselves, risking exposure to stalkers or
  surveillance by employers, parents, and the CIA.” (Cohen, 2008: 5)

p. 11
  “If we would understand the full audience contribution to producing their own audience power
  into a capitalist system, we must start by asking what value the system places on that audience
  power.” (Smythe, 2012: 239)
  “offload labour costs onto consumers” (Cohen, 2008: 9)
  “social graph” (Cohen, 2008: 10-11)

p. 12
  “Television enjoys a de facto monopoly on what goes into the heads of a significant part of the
  population and what they think.” (Bourdieu, 1998: 18)

p. 15
  “Reddit is home to thousands of communities, endless conversation, and authentic human
  connection.” (Reddit.com: June 2019; 25 Sept 2019)

p. 16
“Many are alarmed by the ubiquity and potential power of the mass media...It is widely felt that the mass media comprise a powerful instrument which may be used for good or for ill and that, in the absence of adequate controls, the latter possibility is on the whole more likely.” (Lazarsfeld and Merton, 1971: 230)

p. 17

“[The automobile’s] sheer existence has exerted pressure for vastly improved roads, and, with these, mobility has increased enormously.” (Lazarsfeld and Merton, 1971: 232)

“avenue for ideas, which can be avoided by withdrawal, deflected by resistance, and transformed by assimilation.” (Lazarsfeld and Merton, 1971: 232)

p. 19

“dynamic, context-dependent, and subjective” (Law & Hassenzahl, 2009: 719)

p. 26

“field notes are already a step toward data analysis.” (Groenewald, 2004: 49)

p. 27

“The research data, that is, the recordings and the transcriptions, are approached with an openness to whatever meanings emerged.” (Hycner, 1999: 280)

p. 38

“The function of art is to provide some livable distance. All media are a reconstruction, a model of some biologic capability speeded up beyond the human ability to perform.” (McLuhan and Powers, 1989: 87)

p. 43

“provide communication among members of the public” (Habermas, 1989: 2)

p. 51

“Impression Management” (Goffman, 1956: 49)

p 52

“unmeant gesture” (Goffman, 1956: 33)

p. 55

“If unacquainted with the individual, observers can glean clues from his conduct and appearance which allow them to apply their previous experience with individuals roughly similar to the one before.” (Goffman, 1956: 1)

p.56

“rule book” (Giddens, 1992: 192)

p. 61

“A social establishment is any place surrounded by fixed barriers to perception in which a particular kind of activity regularly takes place. I have suggested that any social establishment may be studied profitably from the point of view of impression management. Within the walls
of a social establishment we find a team of performers who co-operate to present an audience a
given definition of the situation.” (Goffman, 1956: 152)

p. 66

“The notion that technology is independent of social contexts, and simultaneously imposes
itself on to society and transforms it.” (Shirato and Webb, 2003: 219)

“the present is always a period of painful change, every generation views the world in the
past...through a polished shield: the rearview mirror.” (McLuhan and Powers, 1989: viii)

p. 67

“man’s nature being very rapidly translated into information systems which would produce
enormous global sensitivity and no secrets.” (McLuhan and Powers, 1989: viii)