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6 Understanding Media

full explanation ??????

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Understanding the  
Dynamics of New ...  
help reduce the  
uncertainty with new  
media. When Media Are  
New is divided into two  
parts. Part One  
describes the processes  
of new media at the  
concrete and abstract  
levels: adoption,  
forecasting,  
implementation, and  
user research. Because

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successful new media  
affect a wide range of  
people and  
organizations, the  
authors explain not only  
what

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New media refers to  
“those digital media that  
are interactive,  
incorporate two-way

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communication and  
involve some form of  
computing,” (R. Logan  
Understanding New  
Media.) According to  
Professor Lev  
Manovich, examples of  
new media include:  
websites. virtual worlds  
and virtual reality,  
multimedia. computer  
games.

What is New Media? –

*Page 16/38*



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ReviseSociology New

Understanding new media is expected to lead to an understanding of changes and transformations in social processes, norms, ideas and practices. The media are inextricably bound to society: the study of one requires the study of the other.

UNDERSTANDING

*Page 17/38*

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NEW MEDIA - SAGE

Publications Ltd

The term new media particularly relates to digital media: media encoded into a machine-readable format, such as an MP3 files, for example. However, while a CD, DVD or CD-ROM contains digital data, these are now old-fashioned, arguably redundant

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technology. What might reasonably be considered “new” is always changing. For our purposes, new media is best understood as media that uses digital technology and the internet. This includes (but is not restricted to):

What are the New  
Media? | Sociology |

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elton are among the  
most skilled and  
insightful researchers  
studying the dynamic

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Media: Extending

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Marshall McLuhan. By  
Robert K. Logan, PhD .

Chapter 1. “New  
Media” and Marshall

McLuhan: An  
Introduction . 1.1

Objectives of this Book

## Media World

(PDF) Understanding  
New Media: Extending  
Marshall McLuhan

New media is a catch-all  
term used for various

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kinds of electronic  
communications that are  
conceivable due to  
innovation in computer  
technology. In contrast  
to “old” media, which  
includes newspapers,  
magazines, books,  
television and other  
such non-interactive  
media, new media is  
comprised of websites,  
online video/audio  
streams, email, online



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social platforms, online communities, online forums, blogs, Internet telephony, Web advertisements, online education and much more.

What is New Media? -

Definition from

Techopedia

When Media Are New:

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Media Adoption and  
Use: Carey, John, Elton,  
Martin:

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When Media Are New:  
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Understanding Media:  
The Extensions of Man

is a 1964 book by  
Marshall McLuhan, in  
which the author  
proposes that the media,

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not the content that they carry, should be the focus of study. He suggests that the medium affects the society in which it plays a role mainly by the characteristics of the medium rather than the content. The book is considered a pioneering study in media theory.

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Wikipedia Are New  
Understanding New  
Media gives students the  
tools and the knowledge  
they need to make sense  
of the relationship  
between technologies,  
media and society. This  
best-selling student  
introduction: Makes  
complex ideas  
accessible, clearly  
explaining the key  
thinkers, theories and

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research students need  
to understand

Understanding New  
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Page 155 Five //How  
New Media Affect

Television Viewing.

Television viewing is  
not context-free: in  
particular, it is affected  
by the technologies used  
to access programs, the

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social spaces where it  
occurs, the values and  
interests of those who  
are watching, and the  
forms of content that are  
available. Driven by the  
needs of advertisers,  
commercial research  
about television viewing  
has ...

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Understanding the  
Dynamics of New ...

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Understanding Media

The extensions of man  
London and New York .

CONTENTS PART I

Introduction 3 1 The

Medium is the Message

7 2 Media Hot and Cold

24 ... control

depressions, and that is

a better understanding  
of their development."

Examination of the  
origin and development  
of the

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INTRODUCTION : #1

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By Anne Rice, When

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carey and martin elton  
take a different

approach in when media



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are new understanding  
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media adoption and use  
they examine how new  
media today and in the  
past were

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Understanding  
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The Dynamics  
New: Understanding the  
Of New Media  
Dynamics of New ...

According to their book  
Adoption And  
Remediation:

Use The New  
Understanding New  
Media by J. David

Bolter and Richard A.  
Grusin, remediation is a  
defining characteristic  
of new digital media  
because digital media is

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constantly remediating  
its predecessors  
(television, radio, print  
journalism and other  
forms of old media).

Remediation can be  
complete or visible.

Remediation | What's  
new, new media? |

Fandom

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understanding the  
dynamics of new when

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elton are among the  
most skilled and  
insightful researchers  
studying the dynamic  
changes in technology  
and the impacts When  
Media Are New  
Understanding The

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