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Titolo	When media are new : understanding the dynamics of new media adoption and use / / John Carey and Martin C.J. Elton
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ISBN	9780472900411 0472900412 9780472050857 0472050850 9780472070855 0472070851
Descrizione fisica	1 online resource (351 pages) : illustrations
Collana	The new media world
Disciplina	3302.231
Soggetti	Digital media - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 335-350) and index.
Nota di contenuto	Introduction -- Processes. Adoption of new media -- The fragility of forecasting -- Implementation -- User research -- Case studies. How new media affect television viewing -- Videophones and teleconferencing -- When online media were new : the missing chapter -- The long road to interactive television -- Satellite radio -- The integration of mobile phones into everyday life.
Sommario/riassunto	"The world of communication media has undergone massive changes since the mid-1980s. Along with the extraordinary progress in technological capability, it has experienced stunning decreases in costs; a revolutionary opening up of markets (a phenomenon exemplified by but not limited to the rise of the Internet); the advent of new business models; and a striking acceleration in the rate of change. These technological, regulatory, and economic changes have attracted the attention of a large number of researchers, from industry and academe, and given rise to a substantial body of research and data. Significantly less attention has been paid to the people who use new media--whose own rate of adoption and assimilation often lags notably behind the technologies themselves. When Media Are New addresses

this research and publishing gap by investigating the human factors involved in technological change and their implications for current and future media. It will find a broad audience ranging from media and communication scholars to historians and organizational theorists to industry professionals."
