

1. Record Nr.	UNINA9910817442203321
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Titolo	Exploring screen culture via Apple's mobile devices : life through the looking glass / / Charles Soukup
Pubbl/distr/stampa	Lanham, Maryland : , : Lexington Books, , 2016 ©2016
ISBN	1-4985-3961-0
Descrizione fisica	1 online resource (133 pages)
Disciplina	302.23/1
Soggetti	Internet - Social aspects Mobile apps - Social aspects iPhone (Smartphone) - Mobile apps Mass media and culture Mass media - Technological aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Surveying the looking glass life -- Relevance processing in 21st century screen culture -- Postmodern ethnography of everyday life -- iOS as a cognitive map within hyper-mediated culture -- Apps as gamification in everyday life -- Mobile applications as equipment for living in a hyper-mediated culture of technique.