

**Alvisi, A., Narduzzo, A. and Zamarian, M. "Playstation and the Power of Unintended Consequences." *Information, Communication and Society*. 6 no. 4, (2003): 608-627.**

Playstation's rise to the top. The author examines the rise of the Sony Playstation to its position as the most successful game console of all time. I want to use this reference to help illustrate the degrees of luck and strategy that contribute to a game console, and to discuss the intended or unintended role these machines play for the consumer, outside of the primary game playing function.

**Anonymous. (October-14-2005) *The ESA.com*.  
[http://www.theesa.com/archives/2004/05/esa\\_releases\\_re.php](http://www.theesa.com/archives/2004/05/esa_releases_re.php)**

This article mentions that videogames are encroaching on other popular entertainment media, specifically TV and movies in the United States. The paper analyses the ESA survey results of the gamer demographics, showing more diverse game genres, content, social applications and in turn a wider customer base. A rise in gaming interactivity is drawing an increasing number of Americans away from a passive form of entertainment, such as TV.

**d'Astous, Alain et al. Music Piracy on the Web - How Effective are Anti-Piracy Arguments? Evidence from the Theory of Planned Behaviour. *Journal of Consumer Policy* 28, no. 3 (September 1): 289-310. <http://www.proquest.com/> (accessed October 18, 2005).**

This article reports on an experiment involving 139 young adults engaged in swapping music over the internet. The surprising results demonstrated the lack of concern for anti-piracy among the adults regardless of injury to an affected party (i. e., record companies, artists, or ethics). The study also showed that a person that had swapped music files in the past played a significant role in whether one would swap files again. This will show that there is a persistent attitude for swapping music files that will continue despite consequences and is a driving force behind the peer to peer model for music file swapping.

**Barnhurst, K. G., M. Vari, and í Rodriguez. 2004. Mapping visual studies in communication. *Journal of Communication* 54, (4): 616-644, [www.csa.com](http://www.csa.com) (accessed October 20, 2005).**

This article provides the theoretical background for visual communication studies which will be foundational to the evolution of content consumption in new media. Concurrent

with the emergence of the picture phone in the 1950's, visual studies emerged from its traditional association with the arts. This article begins with print publishing and chronicles the infiltration of aesthetics and its eventual application in new media. According to the article, the trends within visual theory are visual rhetoric, visual pragmatics, and visual semantics; visual pragmatics being the most relevant trend discussion to the evolution of content consumption in mobile devices.

**Bhattacharjee, Sudip, Gopal, Ram D, Sanders, G Lawrence. "Digital Music and Online Sharing: Software Piracy 2.0?" *Association for Computing Machinery. Communications of the ACM.* 46 no. 7, (2003): 107-111.**

This journal review looks at the impact rapid advances in Internet connectivity and digital compression technologies have had on online sharing of digital media, encompassing issues of intellectual property rights and lost sales. Online music is analyzed from economic, technological, and demographic perspectives, and contrasted with software piracy. In particular, it is studied whether: 1. consumers' music purchasing behavior is affected by free music, 2. the effects of online sharing are consistent across types of music, and 3. how alternative pricing and distribution mechanisms would affect consumer behavior. Results suggest that, under certain conditions, sharing digitized music can serve a useful marketing function, and that demand for music depends critically on price, distribution mechanisms, technology, and the type of music. This paper does not incorporate MP3 or audioblogs in its research.

**Brown, Nicole R. "“Community” metaphors online: A critical and rhetorical study concerning online groups." *Business Communication Quarterly* 65, no. 2 (June 1, 2002): 92-100.**

**Comstock, George. (1989). *The evolution of American Television.* Newbury Park, CA: Sage Publications.**

How did today's television stations/programming come about? This book focuses on the phases and changes of television. Some of the information is outdated in comparison to my research. However, it lays a foundation of what became demassification of the media. Ideas that are provided: how generations such as X, Y start pushing for entertainment needs on TV and pivotal changes in content on TV. With the same idea, it can be related to the start of minority television because it's the same model of pushing the television watching needs of consumers.

**Cooke, L. " A visual convergence of print, television, and the Internet: Charting 40 years of design change in news presentation " *New Media & Society.* 7, (2005): 22-46.**

Changes in the visual presentation of news media provide insight into the complex, dynamic relationships that exist between print, television, and the Internet. This study explores the longitudinal visual development of 5 major newspapers, 7 network and cable news programs, and 12 news Web sites by examining the progression of structural and graphic design elements that contribute to the trend of "scannable" information presentation. The analysis is broken down by decade, beginning in 1960 and ending in 2002, and the findings indicate that a visual convergence of media has become more pronounced over the decades as the acceleration of information has increased over time. Implications of this study regarding interdisciplinary research are explored, and future research avenues are discussed in the conclusion.

**Davis, Robert et al. Retail service branding in electronic-commerce environments .  
*Journal of Service Research* : JSR. Thousand Oaks: Nov 2000. Vol.3, Iss. 2; pg.  
178, 9 pgs**

Considerable discussion has arisen about how electronic commerce is changing retail marketing theory and practice. Most of the debate revolves around how retailers with investments in physical channels can apply their existing strategy online. The retail service brand is one component that requires examination, but there is no model to guide online strategy. The authors, therefore, draw on exploratory research from consumer focus groups to understand retail service branding in electronic markets. The case setting is a nationwide grocery service that recently extended its traditional strategy and offered consumers online shopping. The authors conclude that the service brand defines the experience of shopping online for consumers in terms of service attributes, symbolic meanings, and functional consequences of the service encounter. Managerial implications and future research directions are also considered.

**Elena, Shefrin. "Lord of the Rings, Star Wars, and Participatory Fandom: Mapping  
New Congruencies between the Internet and Media Entertainment Culture."  
*Critical Studies in Media Communication*. 21 no. 3, (2004): 261-281.**

Study gaming effects on mass culture. The author looks at Star Wars and Lord of the Rings as two hot intellectual property franchises and studies the way current new media consumption patterns and uses of the Internet are changing the way people use and react to offline entertainment. Both of these titles have been spun off into video games, so I'm hoping to make some comparisons with the film industry, and note how in the present and future the two industries will become increasingly adjoined.

**Feuer, Jane. (1995). *Seeing through the eighties: television and Reaganism*. Durham:  
Duke University Press.**

The 80's was the birth of pop culture and the start of many revolutions in television. Stations such as MTV and CNN gain popularity in the eyes of viewers and acceptance throughout society. At the time, Ronald Regan was the president of the US and it caused

a major surprise in the US presidency history. The facts provided in the text are useful when coming writing how television changed and influenced by the viewer. It explained the success of the programming tailoring to the viewer's preference and creating new set of marketing tools.

**Firth, L. "Broadband: Benefits and problems." *Telecommunications Policy*. 29, (2005): 223-236.**

The striving of nations to build a broadband-based information society is paralleled by individuals striving to improve their personal lot and by organizations seeking a competitive advantage-all supposedly to be achieved via broadband. However, the social and economic impact of broadband may be surrounded in controversies. This paper argues that these controversies need to be identified and addressed if public policy decisions about broadband are to be made with confidence. While literature on broadband abounds, it is rarely directed at the impact of broadband on social and personal issues. The paper works with literature on broadband and extrapolates from the literature on narrowband with its disputed impacts to identify possible impacts of broadband. In so doing, it identifies a core set of controversies regarding broadband at the national, individual, and organizational levels.

**Fox, Mark A. Market Power in Music Retailing: The Case of Wal-Mart. *Popular Music and Society* 28, no. 4 (October 1): 501-519. <http://www.proquest.com/> (accessed October 21, 2005).**

**Gailey, E. A. 1996. Who owns digital rights? examining the scope of copyright protection for electronically distributed works. *Communications and the Law* 18, (1) (March): 3-28, [www.csa.com](http://www.csa.com) (accessed October 20, 2005).**

This article discusses the legal ramifications of content management and consumption. The improvement of technology means easier, faster, cheaper and larger dissemination and transfer of digital assets. This article states that electronic transfer has actually changed consumer behavior in regards to content. The article states that easier access to content has lead to increased consumption of content. This change in consumer behavior naturally leads to increasing interest in charging consumers to utilize this content. Seeing a new market emerging necessitated the development of digital rights management. Content becoming a commodity is, therefore, a central issue to future consumption of that content.

**Giese, Mark. "Community property: Digital Music and the economic modalities of transmission and ritual modes of communication." *The Journal of Communication Inquiry*. 28, (2004): 342-363.**

Using the evolution of the peer-to-peer music-sharing phenomenon as a spring-board, this article explores the economic modalities inherent in two different but not mutually

exclusive theoretic constructs of communication advanced by James Carey. The transmission mode of communication theorizes that communication is the transmission of information from one point to another. The ritual mode of communication theorizes forms of communication whose primary purpose is to strengthen communal bonds by sharing communication/communal experiences. Religious ceremonies and music are two prime examples of communication experiences whose primary purpose is not to transmit information. This article examines the role digital recording technologies, the Internet, and the World Wide Web play in pointing out the economic conflicts inherent in these two modes of communication. The recent spate of lawsuits initiated by the Recording Industry Association of America (RIAA) against music swapping and file sharing over the Internet is one tangible example of these economic conflicts.

**Gruen, T.W., Osmonbekov, T., Czaplewski, A.J. "How e-communities extend the concept of exchange in marketing: An application of the motivation, opportunity, ability (MOA) theory." *Marketing Theory* 5, no. 1 (March 1, 2005): 33-49.**

**Hector, Postigo. "From Pong to Planet Quake: Post Industrial Transitions from Leisure to Work." *Information, Communication and Society*. 6 no. 4, (2003): 593-607.**

Increase in hobbyist game production: development as entertainment. The author describes how increasing numbers of hobbyists are spending their leisure time not just playing, but actually creating the games they play using mod software and freely available information off the Internet. This is a trend that is to some degree shared with the movie industry, but really in most ways is unique to games – where it is possible for a non-professional consumer to not only contribute towards the value of a game franchise, but even to be an essential part of the package.

**Hickey, Neil (2001). Enter CNN. *Columbia Journalism Review*, 40(4), 88-89. Retrieved, from ABI/INFORM Global database. (Document ID: 93318250).**

This scholarly journal looks into how CNN became a success and the world leader of providing news. In comparison, this review of CNN is similar to a start of minority media outlet. It gives us a snap shot the bumps and barriers they faced when they first started. Ted Turner said "We will stay on the air until the end of the world and then we will cover the story and sign off playing." In a sense, this reports on how demassification of television around the US and start of many other cable only television programming. Moreover, this leads into how to better structure minority media of today.

**Jamison, Mark A., Waverman, Len and Levine, Niall. "Competition in wireless: spectrum, service and technology wars." *Telecommunications Policy*. 27, (2003): 319-324.**

Abstract: This paper examines the competition situations in US cellular market (from 2G to 3G), as well as discusses the competition conditions among mobile, fixed-line, and Wi-Fi services. I will cite this article in my first and third papers.

**Kann, Peter. 10 disturbing trends in U.S. journalism. *Editor & Publisher*. October. (1994)**

Ten troubling trends in US journalism are discussed: 1. a blurring of the lines between journalism and entertainment, 2. blurring of the lines between news and opinion, 3. problems of pack journalism, 4. dropping of standards with distance, 5. exaggerated tendency towards pessimism, 6. media fascination with the bizarre, perverse, or pathological, 7. lack of awareness of social orthodoxies - political correctness - being reflected in the media whose job is not to parrot prevailing fashions, but rather to question, probe, and thereby challenge them, 8. loose puritanism, 9. short attention span, and 10. aspiration to power.

**Keightley, Keir. Long play: Adult-oriented popular music and the temporal logics of the post-war sound recording industry in the USA. *Media, Culture & Society* 26, no. 3 (May 1): 375-391. <http://www.proquest.com/> (accessed October 21, 2005).**

**Levy, Mark R.. "VCR Use and the Concept of Audience Activity." *Communication Quarterly*. 35, (1987): 267-275.**

A look at the VCR user as a selective, involved decision maker of using Mass mass communications for social and psychological purposes. This articles looks at the user of the VCR as a "selective exposure-seeking" individual.

**Leyshon, Andrew et al. On the reproduction of the musical economy after the Internet. *Media, Culture & Society* 27, no. 2 (March 1): 177-209. <http://www.proquest.com/> (accessed October 18, 2005).**

This article examines falling sales for record companies linked to numerous misplaced investments. Record companies amazingly ignored the internet as a delivery vehicle for their product until the appearance of Napster which forced the industry to pay attention.

**Ling, Rich. *The mobile connection : the cell phone's impact on society*. xvii ed. San Francisco: Morgan Kaufmann, 2004.**

**May, C. 2003. Digital rights management and the breakdown of social norms. *First Monday* 8, (11) (November), [www.csa.com](http://www.csa.com) (accessed October 20, 2005).**

This article discusses how technology has removed the quality/copy trade-off, by allowing generational copies to be exact copies of the original digital asset. Often, copies are as good as originals, so the monopoly on high quality reproduction was removed from authorized distribution channels. This means the devaluation of content which ultimately means content is less expensive. When content is less expensive, it is more easily consumed by individuals. This article demonstrates that ease of access provides for the opportunity for future growth in content consumption.

**Minges, Michael. "Is the Internet mobile? Measurements from the Asia-Pacific region." *Telecommunications Policy*. 29, (2005): 113-125.**

Abstract: This paper uses actual data as examples from developed economies in the Asia-Pacific region, to propose standard mobile internet indicators that can enhance understanding of trends. I will use the data and analysis provided in this paper to illustrate the development and advantages of Japan's 3G service.

**Napoli, Philip M.. "The Media Press as Technology Forecaster: A Case Study of The VCR's Impact on Broadcasting." *Journalism and Mass Communication Quarterly*. 74, (1997): 417-430.**

A discussion of the technology forecast materials on how the VCR has impacted broadcasting, not the movie industry. How accurate are early forecasts of a technology.

**Premkumar, G Prem .Alternate distribution strategies for digital music. *Association for Computing Machinery. Communications of the ACM* 46, no. 9 (September 1): 89-95. <http://www.proquest.com/> (accessed October 18, 2005).**

**Rodini, Mark, Ward, Michael R. and Woroch, Glenn A. "Going mobile: substitutability between fixed and mobile access." *Telecommunications Policy*. 27, (2003): 457-476.**

Abstract: I will use this article to examine the transitions from fixed to mobile services. Also, the substitutability of fixed and mobile services for telecommunications access discussed in this article may be one of the reasons that cause US cellular industry development fall behind Japan.

**Seebach, Peter. 2005. Standards and specs: Early adopters. Developer Works: IBM's resource for developers. <http://www128.ibm.com/developerworks/power/library/pa-spec10/?ca=dgrlnxw01SpecAdoption> (accessed October 18, 2005).**

This internet article is part of IBM's Developer Works information site. It is a resource for developers providing education, tools, and code. The site is a portal using open standards, but employing IBM's products and software. The article discusses the dangers and dynamics of early adoption of new Web technology. Issues such as: purpose, testing and accurate appraisal are included. The author, Peter Seebach, is a somewhat freelance programmer and contributor to expert information online specifically IBM's Developer Works, also at [opensource.tutorials.com](http://opensource.tutorials.com). Some of his work is satirical. He is a proponent of open standards and cost-effective implementation.

**Stevens, Lonnie K. and Sessions, David N. An Empirical Investigation Into the Effect of Music Downloading on the Consumer Expenditure of Recorded Music: A Time Series Approach. *Journal of Consumer Policy* 28, no. 3 (September 1): 311-324. <http://www.proquest.com/> (accessed October 18, 2005).**

Consumer surveys seem to support the recording industries concerns about the proliferation of downloading of music. The recording companies cite downloads as primarily responsible for the decline in sales. This supports the position that indeed musical content delivered over the internet has and continues to affect the record companies.

**Taylor, Catharine P. 2005. Really Simple Syndication, TiVo for The Web, Is Just The Latest Control Tool Used By Consumers As Media Increasingly Becomes On-Demand. *MediaWeek*. May.**

Tivo for the Web just the latest tool: A look at RSS (Real Simple Syndication) technology being used for websites to develop personalized portal for consumers. The advertisers love it, unlike TiVo.

**Waldman, Simon. "Arriving at the Digital News Age." *Nieman Reports*. Cambridge Vol.59, Iss. 1 (2005): pg 78, 2 pgs**

While traditional media tried to come to grips with the complex evolving story of the Indian Ocean Tsunami, text messages, blog posts, photographs, and video clips appeared online bringing thousands of people's firsthand experiences of the horrific event. Here, Waldman discusses the dangers of traditional and digital age of journalism.

**Wellman, B., Haase, A.Q., Witte, J., Hampton, K. "Does the Internet increase, decrease, or supplement social capital? Social networks, participation, and community commitment." *The American Behavioral Scientist* 45, no. 3 (November 1, 2001): 436-455.**

**Woodward, E. H. "Interactive media: communication technologies for the 21st century." *Media Development*. 41 no. 4, (1994): 18-22.**

The thesis developed here is that interactive media in the next century will be to society what television was in the twentieth century. Therefore, important questions regarding the implications of interactive media must be asked, such as how much the information superhighway will cost, who is going to pay for it, whether everyone will have access to it, and what will happen to those who do not, what will happen to viewer's private lives with an information superhighway running through their homes, and what cultural implications are to be expected from individualized media? Past experience with the introduction of other communication technologies suggests that interactive media will have to undergo a period of media misapplication, called "media myopia," before its true purpose is realized. This phenomenon makes it very difficult for marketers to "sell" a new medium. Therefore, according to the author, promoters of interactive media will have to do one of two things: demonstrate the overwhelming benefit in convenience and cost, of clicking a button to receive a movie instead of using the telephone or going to the corner store to get the desired film; or reconstruct entirely the way in which movies are received and viewed in the home. Further implications are discussed.