



Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies)

Robert C. MacDougall

[Download now](#)

[Read Online](#) ➔

[Click here](#) if your download doesn't start automatically

Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies)

Robert C. MacDougall

Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) Robert C. MacDougall

The shift from orality to literacy that began with the invention of the phonetic alphabet, and which went into high-gear with Gutenberg's printing press more than 500 years ago, helped make the modern world. Some commentators have argued that this shift from orality to literacy marked a much broader, cultural shift of cataclysmic proportions. Today, with everything from e-mail to blogs, iPods and podcasts, through Google, Yahoo, eBay, and with cutting-edge smart phones, we find ourselves developing relationships with these newest communication tools that aren't simply allowing us to communicate faster, farther and with more ease than ever before. We aren't just moving around ideas, data, and information at unimaginable speed and scale. Our interminglings and fusions with digital communication technologies are also altering both individual and group consciousness in fundamental ways – how we form and sustain relationships, how we think and perceive, what it means to see and to feel. We are remaking human identity once more, and manufacturing a new kind of culture along the way. The processes bound up in our digation may well be consequential to the trajectory of human evolution.

That time-honored trope: the notion that technology is not the problem, rather, it's *how* people use technology that's the problem is shown to be wanting. Highlighting Marshall McLuhan's "tetrads" or laws of media as a primary tool of analysis, R.C. MacDougall argues in line with other media ecologists that it's not so much *how* we use certain tools that matters, it's *that* we use them. More than any other technological form perhaps, communication technologies play particularly powerful and systemic roles in our culture, or any culture for that matter. Late adopters and even abstainers are not exempt from the psychological, social and cultural effects (and side-effects) of modern digital communication technology. While there are certainly varying degrees of immersion –that is to say, while some of us live in the high-rise downtown district, some at the city limits, and still others out in the proverbial "woods"– we all live in Digation today.

 [Download Digation: Identity, Organization, and Public Life in ...pdf](#)

 [Read Online Digation: Identity, Organization, and Public Life i ...pdf](#)

Download and Read Free Online Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) Robert C. MacDougall

Download and Read Free Online Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) Robert C. MacDougall

From reader reviews:

Karla Whisenant:

Book is usually written, printed, or created for everything. You can learn everything you want by a e-book. Book has a different type. As it is known to us that book is important thing to bring us around the world. Next to that you can your reading ability was fluently. A e-book Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) will make you to become smarter. You can feel far more confidence if you can know about anything. But some of you think that open or reading a new book make you bored. It is not necessarily make you fun. Why they could be thought like that? Have you seeking best book or ideal book with you?

Alfred Hoover:

You are able to spend your free time you just read this book this book. This Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) is simple to bring you can read it in the area, in the beach, train and soon. If you did not have much space to bring typically the printed book, you can buy the particular e-book. It is make you better to read it. You can save often the book in your smart phone. And so there are a lot of benefits that you will get when one buys this book.

Virginia Boone:

Don't be worry should you be afraid that this book will filled the space in your house, you could have it in e-book technique, more simple and reachable. This particular Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) can give you a lot of buddies because by you checking out this one book you have factor that they don't and make a person more like an interesting person. This kind of book can be one of one step for you to get success. This guide offer you information that might be your friend doesn't understand, by knowing more than some other make you to be great folks. So , why hesitate? Let us have Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies).

Paul Ring:

That reserve can make you to feel relax. This book Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) was colourful and of course has pictures on the website. As we know that book Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) has many kinds or

style. Start from kids until youngsters. For example Naruto or Detective Conan you can read and feel that you are the character on there. Therefore , not at all of book usually are make you bored, any it offers up you feel happy, fun and unwind. Try to choose the best book for yourself and try to like reading this.

Download and Read Online Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) Robert C. MacDougall #7GXB53ZYD9S

Read Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall for online ebook

Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall books to read online.

Online Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall ebook PDF download

Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall Doc

Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall Mobipocket

Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall EPub

Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall Ebook online

Digation: Identity, Organization, and Public Life in the Age of Small Digital Devices and Big Digital Domains (The Fairleigh Dickinson University Press Series in Communication Studies) by Robert C. MacDougall Ebook PDF