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Media Life

Mark Deuze



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Research consistently shows how through the years more of our time gets spent using media, how multitasking our media has become a regular feature of everyday life, and that consuming media for most people increasingly takes place alongside producing media.

Media Life is a primer on how we may think of our lives as lived in rather than with media. The book uses the way media function today as a prism to understand key issues in contemporary society, where reality is open source, identities are - like websites - always under construction, and where private life is lived in public forever more.

Ultimately, media are to us as water is to fish. The question is: how can we live a good life in media like fish in water? *Media Life* offers a compass for the way ahead.

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