

Hemmet och världen  
Rumsliga perspektiv på medieanvändning

The Home and the World  
Spatial Perspectives on Media Consumption

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**Abstract:**

The objective of *The Home and the World* is to study people's spatial strategies in a mediatized everyday life. The study is conducted within an analytical framework composed of cultural theoretical perspectives taken from the fields of media studies and geography. In tracing the theoretical intersections of media and space three claims are made. First, when place is considered as social relations, media play a vital role in its constitution due to media's capacity to connect different contexts. This is especially evident in the home which is the centre of most of the mediated relations. Second, if sense of place and belonging derive from social context and routinised practices and relations rather than from geographical localization, media are of certain significance with respect to the many ritualized media practices. Third, global reflexivity, i.e. awareness of the relation between the local and the global, is nourished by media culture as well as by mobility. Media culture implies that all experiences have dual frames of references: the lived and the mediated experience.

Applying these claims to the home, it is argued that media may enclose as well as expand the home. The enclosed home is achieved with mundane media rituals – i.e. how media are used – which confirm the home. In regards to the expanded home, media are employed to create connections with other (spatial) contexts. The boundaries of the home are thus continuously negotiated. The theoretical claims are moreover applied to the informants' global experiences – lived and mediated. This shows that the global experiences are often concentrated to the sphere of either work or leisure. Hence the experiences become framed in either professional or 'pleasurable' perspectives of the world. There are, however, experiences of the world that cross the boundary between work and leisure, where cultural negotiation turns into a taken for granted part of life. These are experiences that migrants and people coming from a new cultural middle class have in common.

Altogether, these findings indicate that media consumption is a significant resource in the regulation of the space of everyday life. Furthermore, it gives a rather complex picture of a time-space social stratification. There are economic, socio-cultural and socio-geographic structures, providing determinations in the first instance, but within these frames individuals create their own paths in time-space contexts.

**Keywords**

Media consumption, mediation, media culture, place and space, everyday life, identity, globalization.

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