

Mediernas vardagsrum
Om medieanvändning och moral i vardagslivet

Mediated living rooms
Moral dimensions of media use in everyday life

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Abstract

Modern media have a severe impact on almost all parts of our everyday lives in the Western world. Even so, many people have ambivalent feelings towards some parts of their media use. They might feel guilty spending time in front of the television, or try to keep their children from the computer games. This book deals with the moral dimensions of media use in a variable everyday context.

The aim of this study is to understand media use in everyday life, primarily its moral dimensions. Three particular aspects of media use in everyday life is analysed. The first step is to identify dominant places of everyday media use and to analyse what kind of impact the media has on our experiences of these places. The second goal is to examine the role of the media in cultural transformations of everyday spaces. Finally follows an analysis of values, strategies and moral discourses to handle media use in everyday life.

Three kinds of materials are analysed qualitatively. First, fifty individual interviews. Second, a reception analysis of 12 focus group interviews and third, an analysis of the material dimensions of the media in everyday life; organization of the media in the home, and how we relate to the media as artefacts, contents and texts.

The dominant places of everyday media use are home, work, the city and everyday transportations. The media has important significance for our experiences of all these places. The media also has an significant possibility to blur the boundaries between different spheres in everyday life. The mobility of modern media can abridge the gap between f. ex. home and workplace. The moral dimension is organised in values, strategies and discourses. Activity values emphasize the need to be productive and engaged as a media user. Learning values point towards the need to get an outcome from the time spent by the media. Aesthetic values proclaim feelings, pleasure and lust. Three different kinds of discourses are part of the preconceptions of media use in everyday life. The first concerns degree of attention demanded by the media. The second revolves around degree of activity that is needed by the user of the media and the third discourse is content oriented and is intimately intertwined with the above mentioned values. Essential for our understanding are the *imaginary user modes*, preconceptions of how different kinds of media position its users and can summarise the moral dimension of media use in everyday life, enlightening how we use the media in different ways in different everyday contexts and places.

Key words: media use, everyday life, moral, value, audience, ritual, culture
