## Contents

	List of contributors Foreword: The mirror of technology Marilyn Strathern	vi
	Acknowledgements	xiv
	Introduction Roger Silverstone and Eric Hirsch	1
	Part I Conceptual and thematic issues	
1	Information and communication technologies and the moral economy of the household Roger Silverstone, Eric Hirsch and David Morley	15
2	The circuit of technology: gender, identity and power Cynthia Cockburn	32
3	The desire for the new: its nature and social location as presented in theories of fashion and modern consumerism Colin Campbell	48
	Part II Information and communication technologies in the home	
4	The shape of things to consume Ian Miles, Alan Cawson and Leslie Haddon	67
5	Explaining ICT consumption: the case of the home computer Leslie Haddon	82
6	Personal computers, gender and an institutional model of the household Jane Wheelock	97

iv'	Contents

7	The meaning of domestic technologies: a personal construct analysis of familial gender relations  Sonia Livingstone	113
8	Living-room wars: new technologies, audience measurement and the tactics of television consumption len Ang	131
9	Contextualizing home computing: resources and practices Graham Murdock, Paul Hartmann and Peggy Gray	146
	Part III Appropriations	
10	The Young and the Restless in Trinidad: a case of the local and the global in mass consumption  Daniel Miller	163
11	The Amish and the telephone: resistance and reconstruction Diane Zimmerman Umble	183
12	Regimes of closure: The representation of cultural process in domestic consumption  Tim Putnam	195
13	The long term and the short term of domestic consumption: an ethnographic case study <i>Eric Hirsch</i>	208
	Postscript: Revolutionary technologies and technological revolutions  Jonathan Gershuny	227
	Index	234