

BMMS: Mobile Media and Social IT
Identity / Fashion

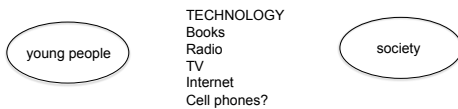


Castells et. al. (2007): Youth culture in the network society

Youth culture:
 Specific system of values and beliefs that inform behavior in a given age group (in the network society).

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Castells et. al. (2007): Youth culture in the network society



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Castells et. al. (2007): Youth culture in the network society

"All technologies diffuse only to the extent that they resonate with pre-existing social structures and cultural values" (p. 127).

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Castells et. al. (2007): Youth culture in the network society

Mobile phone:
 - Sign of self-recognition among the peer-group ("Expressive" use of mobile phones – Ling & Yttri)
 - Incorporated into everyday activities (vs. TV, radio, etc.)
 - Influence young people's social networks and relationships with elders

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Castells et. al. (2007): Youth culture in the network society

Moral panic / fears associated with mobile phones / youth:
 -Disappearance of childhood
 -Weaken ties with family / social institutions
 -End of face-to-face communication

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Castells et. al. (2007)

Elements of Youth Mobile Culture

1. The management of authority vis à vis security (146-151)
2. The construction of a peer group through networked sociability (pp. 151-156)
 - 2.1. Creating, maintaining, and reinforcing links **through** the mobile phone
 - 2.2. Creating, maintaining, and reinforcing links **with** the mobile phone
3. Emergence of collective identity (pp. 156-157)
4. Strengthening of individual identity and the formation of fashion (pp. 159-162)
5. Projects of autonomy as principle of orientation for people (pp. 162-163)

Castells et. al. (2007)

Characteristics of mobile youth culture (summary)

1. Change technology: appropriation (quick adopters, who reveal the potential uses of technology)
2. Changed by technology (enhance independence, maintain power relationships within the family)
3. Support a networked culture (increase sn vs. selective sociality)
4. Strong consumerist tendency (fashion)
5. Construction of identity (personalization)
6. Collective identity (SMS)

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Castells et. al. (2007)

Youth Mobile Culture in different cultures:
Europe / USA / Asia / Africa

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