Dag Slettemeås, Jo Helle-Valle & Anita Borch

Consuming Digital Adventure-Oriented Media in Everyday Life (DigiAdvent)

Final report

Digital Adventure
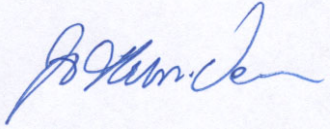
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Title	Pages	Date
Consuming Digital Adventure-Oriented Media in Everyday Life (DigiAdvent) Final report	78	09.02.2007

Author(s)	Project No	Project leader
Dag Slettemeås, Jo Helle-Valle and Anita Borch	11-2003-18	

Client

Norwegian Research Council

Summary

This report is a synopsis of the DigiAdvent-project, financed by the Norwegian Research Council under the Puls programme. It reflects the different phases that the project has undergone from its commencement in January 2003 until its finalisation in December 2006. Some project reports have been completed after this date, i.e. in January and February 2007. There are also a book chapter to be published primo 2007 and an article to be published ultimo 2007. Further, there are a few more articles in the pipeline, amongst others a joint article worked on by SNF and SIFO in collaboration. The PhD work is expected to be finalised in December 2007.

The structure of this report is as follows; it starts out with an introduction to the project and its preliminary phase. Then it goes on to describe the partner composition, organisation and dissemination efforts. Then the theoretical foundation for the project is treated in more detail before we scrutinize the methodological approach that has been applied. There is also a detailed description of the interviews and how these were conducted. The report also gives a short introduction to the PhD work that is part of the main project. Further, we list other ideas we had for data collection but that did not materialize.

Finally, we go through the various thematic concentrations that have been chosen for the project. These reflect different areas of interest and concern. These issues have been treated theoretically and empirically and have resulted in a selection of papers, presentations, reports, articles and book chapters.

Keywords

Digital technology, digital services, entertainment, adventure, ICT, media, family, household, home, dividuality, everyday life, domestication, time, space, ethnicity, diaspora, discourse, gambling, willingness to pay

Consuming Digital Adventure-Oriented Media in Everyday Life (DigiAdvent)

Final Report

by

Dag Slettemeås, Jo Helle-Valle and Anita Borch

2007

NATIONAL INSTITUTE FOR CONSUMER RESEARCH
P.O. Box 4682 Nydalen, 0405 Oslo, Norway

Preface

The project "Consuming Digital Adventure-Oriented Media in Everyday Life: Content and Context" has now been finalised. The project name was abbreviated to DigiAdvent, which will be used as the project identifier in this report. The project commenced in January 2003 and is funded by the Norwegian Research Council, under the PULS-programme[1]. Three commercial partners have been involved in the project; Telenor ASA, Norsk rikskringkasting (NRK) and Norsk Tipping. These companies have supported the project financially and have contributed with their time and efforts as well as content pilots, respondents and a "laboratory" that has been at the projects disposal. We are very grateful for these invaluable contributions to which the project has depended on. Further, SIFO as the manager of the project, wish to thank SNF, in particular Herbjørn Nysveen and Per E. Pedersen, for the academic cooperation and the valuable new insights that SNF have contributed with regarding willingness-to-pay research. Eivind Stø and Ingrid Kjørstad from SIFO have also played important roles in various stages of the project.

We are also grateful for the effort, competence and academic knowledge put into the project by Kristin Thrane, Marianne Jensen, Arnfinn Nyseth, Birgitte Yttri and Pål Malm from Telenor R&I. We also extend our thanks to Kristin Røe, Øystein Vasaasen and Heidi Dyresen from Norsk Tipping, as well as Åse Fixdal and Svein Aronsen from NRK. Finally, thanks to Rolf Brandrud and Reidar Skaug for their efforts in the preliminary phases of the project, and thus for contributing with ideas and the facilitation of the partner composition in the project.

Oslo, February – 2007
NATIONAL INSTITUTE FOR CONSUMER RESEARCH

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[1] NRC web-reference:
http://www.forskningsradet.no/servlet/Satellite?c=GenerellArtikkel&cid=1088801847547&p=1122971434521&pagename=puls%2FGenerellArtikkel%2FVis_i_dette_menypunkt&site=puls

Content

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Finally, we go through the various thematic concentrations that have been chosen for the project. These reflect different areas of interest and concern. These issues have been treated theoretically and empirically and have resulted in a selection of papers, presentations, reports, articles and book chapters.

1   Introduction

This report is aimed at summarising and presenting the project "Consuming Digital Adventure-Oriented Media in Everyday Life: Contents and Contexts" – DigiAdvent. By this we will provide an oversight over the progress and achievements of the project as it has developed throughout the project period. The project started up in 2003 and was finalised in 2006. However, the doctoral work that is an integral part of the project will be pursued in 2007 with a planned completion in December same year. This report reflects primarily the work that has been done in the main project, but a brief overview of the doctoral work is included.

First this report describes the development of the project from the early stages and presents the partners, the challenges and the project achievements in brief. The theoretical chapter leads us into how the main theoretical foundation was built. This is primarily the theoretical stance of the main project and not the theoretical point of departure for the SNF sub-part, nor the doctoral work. Further, the data gathering process is sketched as well as the general methodological approach. Last, the report outlines the major thematic areas of concentration and the dissemination efforts related to these issues.

1.1   The preliminary phase

The origin and idea of the project was conceived in August 2001 as an ambition to explore how consumers, and more specifically households/ families, were positioned and embedded in the commercial and societal reality of ICT-advancement. SIFO, the institute initiating the idea, set up a meeting with Rolf Brandrud (then Telenor and NRK), an expert on the ongoing technological mediascape. Brandrud and SIFO had similar interests in the theme of digital media/ entertainment/ adventure, and more specifically the consumer aspects related to these developments.

The ideas that were sketched during this first meeting centred on willingness-to-pay (WTP), interactivity and more "active users", new business-models (free versus paid for content), commercials (permission-based), the role of children and commercials, electronic program guides (EPG) and interactive games and gambling. During this meeting the idea of involving Telenor R&D, NRK (the national public service broad-caster) and Norsk Tipping (the national betting company) in the project was pro-posed.

Shortly after this meeting new meetings were set up with the potential partners. NRK was interested in looking into the role of converged media, interactivity and the com-ing digital terrestrial television, various payment models for digital content, the role of commerciality in digital channels and mobile platforms for accessing digital content. Norsk Tipping was interested in interactivity in relation to gambling, the idea of being always on (broadband) and the role of family/ households in relation to interactive development and converging media. Telenor had at the time just completed the con-struction of the *Future Home* at the company's premises and had a great interest in new technological solutions for future family living (Telenor 2004). The *Future Home* functioned as a "living-lab" or a sort of "smart house" where individuals/ families could test out new technologies in a laboratory-like setting resembling the home.

A common view among the stakeholders was that a pilot project should be con-ducted to pave way for a larger scale main project. The pilot study was proposed to commence medio 2002 and look into methodological challenges. Prior to this Anita Borch (SIFO) had provided some theoretical groundwork presented in a paper at the ETE-conference in Jena, Germany, in February 2002 (Borch 2002).

For the purpose of the pilot project Norsk Tipping provided a demo of a service based on sport betting on digital TV (a VHS demo). NRK provided a web-based ser-vice based on relevant TV programs. Telenor provided the setting for study – the *Fu-ture Home.* Four families (with teenage children) that had a certain interest in tech-nology and sports betting were recruited for the pilot project (from existing network and web-banners). The methodological approach was semi-ethnographic – inter-views and observation. SIFO worked out the interview guide with contributions from Telenor, NRK and Norsk Tipping. SIFO also conducted the interviews with assis-tance from the partners. The main aim of the study was to get a feel of the relevance of family context for ICT use, although a simulated home setting was used for this purpose. One presumption was that users are not only "individuals" in their relations

and engagement with ICTs and mediated content, but that the social and practical context is highly influential in understanding and explaining ICT-engagement.

The findings from this session were used for three separate operations. First, it provided the groundwork for the main project application. Secondly, a paper and a presentation were made on the topic of digital television and the home context. This paper was presented by SIFO on the seminar "Digital Television as a Consumer Platform", organised by the Nordic Advisory Committee on Consumer Affairs and the Nordic consumer research coordination in Torshavn, Faroe Islands, in September 2002. This paper was published in the report from the seminar edited by Minna Tarkka (Helle-Valle and Stø 2003). Thirdly, the data was further elaborated into a project report published by SIFO researcher Dr. Jo Helle-Valle (Helle-Valle 2003).

The application for the main project was sent in June 2002 while the project report was completed and presented in January 2003. The pilot project was financially supported by the relevant stakeholders without additional means. When the main project application was ready for delivery a few new institutions had been involved in negotiating the final draft. The Institute for Research in Economics and Business Administration in Bergen (SNF[2]) would now focus on willingness-to-pay methodology and was directly involved to provide data and analysis for this part of the project. There were now five project partners (SIFO, SNF, Telenor ASA, NRK and Norsk Tipping). In addition two associated partners were involved – the Swedish-based centre for consumer science (CFK[3]) and the Centre for Research on Innovation and Competition (CRIC) at the University of Manchester. The Norwegian Research Council (NRC) accepted the application under the PULS-programme and the project commenced in January 2003.

1.2   The project in brief

This project's main objective was to develop knowledge about the ways new digital, interactive Information and Communication Technologies (ICTs) are used by consumers in everyday life. As a part of this objective we also wanted to study users' willingness to pay for ICT-services. An important quality of the new, digital ICTs is increased interactivity often combined with a focus on entertainment. For this reason we chose to term such media "adventure-oriented". Underlying the main objective

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[2] Samfunns- og næringslivsforskning AS
[3] Centrum för konsumentvetenskap

was the belief that consumers and producers of ICTs would have a common interest in developing ICT media that fit the public wants.

Through the project SIFO, the institution managing the project, cooperated with the three companies Telenor, NRK and Norsk Tipping. They are all leading actors on their respective arenas, have high ambitions regarding the digital revolution, and acknowledge that this development will require new insights concerning new and already established relationships involving socio-cultural, human and technological factors. The companies further realise that in order to succeed commercially a better understanding of the interface between the technology/ content and the end-users is needed. A precondition in this respect is to treat this interface as a *social* phenomenon and consequently put more academic effort into the study of the myriad of mechanisms that affects the uses of new digital media.

The preliminary academic acknowledgement was to treat users as active and critical actors who strategically weigh the pros and cons of the products they are faced with. Secondly, the assessments and "tests" that users constantly expose products to are not solely the results of a simple actor-ICT relationship, but theses evaluations are affected by various external – and not the least social – factors. The most important of these is the domestic context. Thus, the entertainment-value, and hence the willingness to pay for information, communication and entertainment services, is the result of a complex interplay of various social and practical factors affecting the consumption of media-content. Thirdly, most ICT-use takes place at home. The home is simultaneously an economic unit – a household – and a socio-cultural unit – a family. This implies that the acquisition and uses of ICTs are integral parts of the moral economy of the home. Fourth, ICTs by way of their media function serve as important mediators between the private and the public. In this sense they are "wild" and "dangerous" things that are often surrounded by special moral evaluations. This set of assumptions has made us place special emphasis on the *contextual* significance of media-products. As a consequence, our focus on the content-aspect of ICTs does not imply primary attention on the "dramaturgical" content, but rather to study technology/ content as a part of socio-cultural contexts. This was in particular a main focus in the two interview sessions conducted in *The Future Home,* as well as the set of interviews conducted in the Oslo area in cooperation with NRK. The SNF willingness to pay study has also, in part, this focus when looking at the contexts and settings in which the purchase of web-based movies services take place.

A major challenge in this research was that we in a way wanted to study "the future". I.e. we had intentions of studying social and cultural mechanisms related to ICT products and services that were not yet in commercial circulation and hence not in common use. We considered that the best methodological solution to this research challenge was to use a double strategy; partly using laboratory-like settings, and partly study "real" families in their actual homes. The first strategy implied constructing a setting that emulated the home context with the very newest of available technology and media, while the second strategy involved doing research in family-households that had the most modern technology available in the market.

However, we realised that the study of *existing technologies and existing relationships* would be as interesting and valuable for understanding the future as looking at new technologies and new relationships. This is due to the fact that by studying the ordinary and the mundane, the routines and rites, we can discover how technology has become domesticated in the family over time – as a continuous process of ICT adaptation. The underlying mechanisms might prove more valuable than just a one-time ICT-household interaction sequence. As a consequence a major part of the data material focuses on "ordinary" use and everyday routines related to ICT consumption. In this way we gained new insights into the complexities and myriads of interactions, relations and areas of contention that evolve in households/ families when they engage with ICTs and mediated content.

1.3   Project organisation and management

The DigiAdvent-project has been managed by SIFO and three researchers have been involved. Dr. Polit Jo Helle-Valle has been in charge of leading the project as well as conducting interviews and analyses, while M.A. Dag Slettemeås has been involved in data collection and analyses together with Helle-Valle. He has also been responsible for updating the project website (www.sifo.no/digiadvent). Anita Borch has for the most part been occupied with her doctoral work, but has also assisted in several of the interview sessions and has participated in project meetings and other project tasks.

Helle-Valle has through the project organised a series of stakeholder meetings (steering committee[4]) in order to update and involve all partners to the project. In addition a number of meetings have been held with the individual partners on specific issues of interest. Most planning sessions and brainstorming meetings with the commercial partners were conducted in 2003, while the bulk of academic meetings took part in 2004 onwards.

1.4   Academic partners and activities

Just to repeat the partner composition of the project; SIFO, the project's responsible research institution, has collaborated with three other research milieus – The Institute for Research in Economics and Business Administration (SNF) in Bergen; The Centre for Consumer Research (CFK) in Gothenburg, Sweden; and the ESRC Centre for Research on Innovation and Competition (CRIC) at The University of Manchester as part of the ETE Network that both SIFO and CRIC are parts of. In addition, during the course of the project, SIFO established new and fruitful relationships with InDiMedia, the centre for digital, interactive media under the Department of Communication and Psychology, University of Aalborg. Another link was established in the final phase of the project with Prof. Thomas Tufte at the University of Roskilde, Department of Communication Studies (RUC), as well as with Dr. Maren Hartmann at the University of Erfurt (UoE), Germany.

SNF:
SNF has for the most part worked independently on their study of willingness-to-pay for digital services. The institute has gathered their own data and performed the analyses independently of the other partners. However, there has been collaboration between SIFO and SNF on certain aspects of methodology, and several meetings plus a seminar has been accomplished in the project period. The aim with this effort has been to reach common ground on aspects and themes of the DigiAdvent research and to explore how quantitative and qualitative research potentially could be integrated. The latest achievement is a joint article for an international journal, which is in the pipeline, based on the SNF data, but with a SIFO contribution on "contextualisation".

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[4] Consisting of members from SIFO, SNF, NRK, Telenor, Norsk Tipping and The Research Council of Norway.

CRIC / ETE:

The collaboration with the CRIC environment has materialized in several confer-ences during the project period. Borch and Slettemeås from SIFO participated in the DigiPlay conference held in Manchester on January 14-15 2004, with a focus on technologies of leisure. The participation was fruitful both for networking purposes, in particular with Research Fellow Jason Rutter at CRIC, and for gaining new insights into leisure/adventure technology consumption. On January 29-30, 2004, Helle-Valle participated in the Third ETE Workshop in Valbonne, France, presenting the paper "ICT entertainment at home: An analytical exploration of the importance of context and dividuality." In addition to these conferences the PhD work preformed by Anita Borch is supervised by Prof. Alan Warde at the University of Manchester/ CRIC.

CFK:

The collaboration with CFK in Gothenburg has not been as satisfying as we intended it to be. Project manager Helle-Valle visited the Centre in June 2003 and two meet-ings were held with Karin Ekström at CFK. A brainstorming meeting was also initi-ated with CFK researcher Magnus Mörck on the issue of e-cinemas in rural areas. This theme could potentially have been interesting in a comparative perspective for the DigiAdvent-project, concerning the topic of locality and how digital networks can be applied to enhance social processes (see e.g. Fernback 2005). However, due to the lack of follow-up, this idea was not pursued in the project.

InDiMedia:

The lacking cooperation with CFK was however compensated with an extensive col-laboration with InDiMedia at the University of Aalborg, in particular with Ph.D- stu-dents Thomas Bjørner and Lars Holmgaard Christensen, and Prof. Tove Arendt Rasmussen. SIFO/ DigiAdvent learnt about InDiMedia after a project meeting with NRK in the early stage of the project. NRK informed SIFO of InDiMedia's work on interactive television and their collaboration with TV2 NordDigital in particular. Con-sequently, SIFO contacted InDiMedia in July 2004 for a "mini seminar" on August 18, 2004, held at SIFO. Four InDiMedia researchers and three DigiAdvent researchers from SIFO conducted an informal half-day seminar on methodology and common ground issues. Later in the fall (November 1-2, 2004) SIFO was invited to present papers at the InDiMedia-intitated research seminar in Aalborg on "Domestication and the Consumption of New Media Technologies". Helle-Valle was key note speaker and presented the paper "ICT in the home – at home or out of context?", while Dag Slettemeås presented a paper on "The family living-room – a final battleground for

digital technology?" Further, on May 10, 2006 Helle-Valle featured as critic during Lars Holmgaard Christensen's defence of his PhD thesis "Domestication of interactive digital TV in the home".

RUC:

The collaboration with Prof. Thomas Tufte commenced as late as 2006 when SIFO explored the perspective of "locality production" in terms digital media consumption and ethnicity. Prof. Tufte and Dr. Helle-Valle met at the Christensen's Ph.D. defence in Aalborg on May 10, 2006. Prof. Tufte was later invited to give a talk on "Media consumption and identity formation" at SIFO on August 25, 2006. SIFO and Prof. Tufte have plans of furthering the collaboration also after the completion of the DigiAdvent-project to build on the knowledge generated through this project.

UoE:

During the November 2004 research seminar in Aalborg on "Domestication and the Consumption of New Media Technologies", SIFO came in contact with Dr. Maren Hartmann, an authority on the domestication theory perspective. SIFO and Hartmann have mutually benefited from informal collaboration on domestication issues, and Hartmann also contributed with her expert knowledge in the final draft of the SIFO article to be published in *New Media & Society*[5] (Helle-Valle and Slettemeås 2007). This collaboration will continue after the completion of the DigiAdvent-project.

1.5   Project dissemination efforts

In the early phases of the project a webpage (www.sifo.no/digiadvent) was established as a way of informing partners about project-related news, for submitting papers and reports, and for opening up the research to a larger public audience. This webpage will be active (but frozen) after the project is finalised and it is operated and updated by SIFO. A logo was also created for the project for the purpose of identifying presentations and reports. The webpage gives a general introduction to the project aim/ goals. The menu bar guides the user to **News** (the latest project developments), **Publications** (recent papers, reports and articles), **Presentations** (national and international papers/talks given on DigiAdvent material), **Staff** (SIFO staff working on the project), **Partners** (commercial and academic partners), **Contacts** (contact persons at the individual company/ institution involved in the project), **Links**

(hyperlinks to related and relevant websites and documentation sources), ***Prelimi-naries*** (not used, but intended as a source for partners to exchange ideas on pre-liminary material) and ***Meeting-Point*** (for recruiting interviewees/ respondents through the web-channel).

Fig. 1: Project webpage - www.sifo.no/digiadvent

Fig. 2: Project logo

Further, the DigiAdvent-project has generated papers/ presentations, reports, articles and book chapters that have been notified through the project website or press re-leases (check *Publications* and *Presentations* at www.sifo.no/digiadvent).

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[5] "ICTs, domestication and language-games: a Wittgensteinian approach to media uses"

2 Theory

2.1 Theoretical foundation

There is a general agreement that the sociological understanding of ICT is radically less developed than the technological knowledge. Nevertheless there is a growing mass of competence being developed on the social aspect of the phenomenon. The major challenge is to apply theories that can contribute to the understanding of adaptation and use of ICT products – and (in our opinion) especially from consumers' perspectives. From a rather naïve assumption up until the eighties, that technology was an autonomous "sector" of society, radical new perspectives were developed with the general diffusion of digital technologies into society. The new insights that were developed focused on the fact that technologies do not live a life of their own but are socially constructed and that needs are as much results of technological innovations as their precondition (MacKenzie & Wajcman 1985; MacKay 1995). Even though the social shaping of the technology concept was a fruitful correction to the dominant notions about technology it nevertheless shared one fundamental concern with technological determinism; they were both focusing on one side of the technology, the side of conception, invention, development and design (Winner 1985).

Media and culture studies assumed that a limited focus on a socially shaped development and production of technology was incomplete because it failed to consider the social forces at work on the other side of the technology; the way technology comes to be appropriated by their users. People were not merely regarded as malleable subjects who submitted to the preceded functional and symbolic meaning of technology, but as active, creative and expressive subjects. This opened up for seeing ICT products as "polysemic" texts; i.e. that the "sender" of messages only have limited power in defining the media content – the job of interpreting was necessarily left to the consumers.

The probably most applied theories on the understanding of the relationship between society and ICTs are Rogers' diffusion model, Latour's translation model, and Silverstone et.al.'s concept of domestication. Rogers' diffusion model is basically a theory about how established facts and machines are being spread from one population to another. In his book *Diffusion of innovations* (1995) the author suggests that people develop a general equation of the positive and negative issues related to purchases, among others on the basis of the attributes associated with the items, including their relative advantage, comparability, simplicity, availability to be tested and visibility to others. If the positive issues overdo the negative, an adaptation may take place. Diffusions are described as two-step-processes, in which innovators and leaders provide an initial opportunity for others to experience a particular innovation and to observe the way innovations operate and their potential benefits. SNF has developed this model further in their sub-part of the DigiAdvent project.

While Rogers' diffusion model focuses on the *transmission* of artefacts, Latours' translation model reveals a continuous *transformation* of artefacts. In *Science in action* (1987) the author defines translation as "interpretation given by the fact-builders of their interests and that of the people they enrol" (ibid: 118). Technological innovation is seen as temporary interpretations of nature, of technological potentials, of the strategies of competitors in the market and the different interests. The translations involve different user-producer groups at different stages of the process. In the first stage, engineers, inventors, manufacturers or designers inscribe in the artefacts certain user-values dependent on their planned achievements and their perception of the user-groups available. When these artefacts meet the inscribed user-group they undergo a sequence of translations depending on the user-groups' perception of possible use. However, the user-group seldom encompass all social groups, and when the technology is more mature in the market new user-groups are enrolled in the inscription of the artefact and different reinterpretations of the user-values take place (cf. Hetland 1996; Ling n.d.).

Contrary to Rogers' diffusion model the translation model offers methods and concepts to open up the innovation process not post hoc, but as the process occurs. Since the translation model is process-oriented it has no bias towards successful innovations, and several of the innovations studied have been studied as failures. The focus is not on subjects as passive adopters of objects, but on many actors or actants. The very broad approach including human and non-human actors/ actants involved in the transaction process, as well as policy and context, intended and unin-

tended consequences, has been an important contribution to the understanding of innovation and diffusion processes (Callon 1986; Latour 1986; Latour 2000; Miller & Rose 1990).

The third, and in the context of this proposed project, most important contribution is linked to the concept of domestication. In their article *Information and communication technologies and the moral economy of the household* (1992) Silverstone, Hirsch and Morley attempt to integrate practices and relations within households with consumption and use of ICT products. ICT products are not only seen as technologies, but also as media, referring to the observation that they are providing links between household members and between households and the public world in very complex, often unexpected and sometimes unsuccessful ways. The households are seen as "moral economies". They are moral *economies* because they are economic units on their own terms as well as involved in the market and the public economy. And they are *moral* economies because economic activities of members within the household and in the wider world of work, leisure, and shopping are defined and informed by a set of cognitions, evaluations and aesthetics, which are themselves defined and informed by the histories, biographies and politics of the household and its members. To understand the household as a moral economy, therefore, is to understand the household as part of a transactional system, dynamically involved in the public world of the production and exchange of commodities and meanings. This involvement is not simply a passive one. At stake is the capacity of the household and its members to create and sustain its/their autonomy and identity as an economic, social and cultural unit in a complex public economy. At stake are the values of the household and its members, values which are articulated and incorporated in the discussions, negotiations, practices and routines of daily life and which provide what Giddens defines as "ontological security" (Giddens 1990) – a sense of confidence and trust in the world, as it appears to be. And at stake is the ability of the household to display, both to itself and to others, its competence and its status as a participant in a complex public economy.

Different families will draw on different cultural resources, based on religious beliefs, personal biography or the culture of family and friends, and as a result construct a bounded environment – the home. The authors therefore assume that the moral economy of the household is grounded in the creation of the home, which may or may not be a family home but which will certainly be gendered and multiply structured, both spatially and temporally. When objects and meanings pass across the

boundary that separates the private from the public sphere, household members need – through objectification (Miller 1987) and incorporation within the home and the practices and routines of domestic life – to reconceptualise the objects so that they sustain a particular semantic universe that gives the home a sense of security and trust without which domestic life would become impossible. However, ICT products make the project of creating ontological security particularly problematic. As media they disengage the location of action and meaning from experience, and at the same time claim action and meaning for the modern world. They also pose control problems related to regulation and boundary maintenance, thus pointing to the centrality of power as an aspect of the consumption of ICTs: who decides to include or exclude media content and to regulate within households who uses what and when. When ICT products enter the moral economy of households they will both shape and be shaped by the practices and routines of the every day.

As an analytical means for analysing these complex interrelationships and different aspects, Silverstone et.al. introduce four phases in or (more correctly in our view) aspects of the dynamics of the household's moral economy, as it is constituted in the transactional system of commodity and media relations: Appropriation, objectification, incorporation and conversion (cf. also Haddon & Silverstone 1995). The *appropriation* of ICTs, i.e. the inclusion of such technology into the home, involves giving the object meaning and significance – and consequently providing the family-members new symbolic qualities. These meanings are, of course, a product of the moral economy of the home. As a next step *objectification* reveals itself in display and in turn reveals the classificatory principles that inform a household's sense of its self and its place in the world. These classificatory principles reflect perspectives, as well as power relations and hence define gender, age and status as these are constructed within the household. *Incorporation*, on its part, is about how the objects actually are being used; to become functional they have to find a place within the moral economy of the home – they must be part of the rhythms of the home. While objectification focuses on the spatial aspect of the moral economy, incorporation focuses on the temporality. Lastly, *conversion*, like appropriation, is about the relationship between the home and the outside world. It refers to the crossing of the boundary that defines "the home".

The worth and relevance we attach to the ideas surrounding "domestication of ICTs" is basically that the model acknowledges not only the complexity of the relationships between humans and things (actors/ actants) but also that it explicitly establishes the

fundamental significance of meaning-contexts. As an extension of this line of thought, it is also worth mentioning that digital ICTs create new principles of differentiation – based on competence – within family-households as well as between social categories like gender, orientation and age (Frønes 2002). In our opinion a proper understanding of the consumption of ICTs is preconditioned on a thorough treatment of the issue of meaning and context.

Again, consumers of media content are not passive and docile receivers of technology and media. Rather, they are strategic actors who assess the values of ICTs (as technology *and* media) in relation to a wide range of other alternatives. Normally people consider their time and resources as scarce and hence they must evaluate and choose what and how much media consumption they will indulge in from the point of view of total life situations. Moreover, ICTs are not simply "answers" to consumers' pre-defined needs but are in themselves instrumental and active in shaping consumers preference profiles. Thus, to predict the functionalities of ICTs in a certain manner is impossible. Instead, the research goal to pursue is more along the line of "social mechanisms", i.e. to discover, describe and analyse tendencies of causality and interrelatedness (Elster 1989).

Secondly, individuals are not choosing what and how much they will consume as independent persons. Rather, the choices they make are taken against a background of distinct social and cultural frameworks. I.e. the relationship between ICT and consumers is not exclusive and dyadic but consists of three significant parties; the technology (including its media content), the recipient/consumer, and the context in which the consumption takes place. An analytical premise for the project was that a major part of the uses of ICTs takes place within the home. For the present purpose we define the home as a *place*, i.e. a culturally defined ordering of physical space (Appadurai 1995; Foucault 1986; Hirsch 1995; Rodman 1992) that serve two important functions. For one, it is a socio-cultural entity in the sense that it is an acknowledged mental and social framework that in systematic ways shape evaluation and conceptualisation. In the following we call this *family*. This point has fundamental theoretical implications. It implies that meaning is not something that is shared within a society in general – as conventional ideas about culture want us to believe – but is by necessity grounded in the specific and practically formed social contexts that we, as social beings, necessarily move in and out of. We think differently, and hence act differently when we are in a bar than if we sit in our own living room (cf. Helle-Valle 2007b). This idea about the fundamental significance of social context is closely

linked to e.g. Wittgenstein's terms *language game* (Wittgenstein 1968), Goffman's *frame* (Goffman 1974) and Bourdieu's *field* (Bourdieu 1991).

But the home is not only a socio-cultural entity, it is an economic entity too – both in the sense that it is a significant economic unit that affects both production and consumption, and also because it harbours a specific form of moral economy (Carrier 1990; Helle-Valle 1997; 2000; Silverstone, Hirsch, & Morley 1992). This functional aspect of the home we call *household*.

The combination of these two functions makes the home into a very special place. It is a social context that harbours its own ways of seeing and evaluating the world. Hence, as an economic reality it needs to be analysed in terms of the economy of gifts (Mauss 1969; Weiner 1992). While looked at as a moral system it is vital to see that the home represents a crucial unity that in a sense stands (ideologically) out as a goal for any other social activity (Sørhaug 1996). Hence, there exists an important moral and economical border between the home and the rest – a border that every thing and every person need to negotiate when crossing (Appadurai 1986; Bloch & Parry 1989; Miller 2001). As such ICTs – both as objects and media – need to be routinely "translated" by their users because they are embodiments of transgression.

2.2   Literature review

At the outset of the project in 2003, SIFO as an initial exercise for exploring the theoretical field surrounding ICT use, conducted a literature review in order to establish the most fruitful theoretical approach for the purpose of the project. The literature review was first recorded in a non-publicized internal document by researcher Atle Wehn Hegnes. This document had the following setup: first an overview over approaches to *technology*, then a view on theoretical accounts of *ICT* more specifically. Further, central contributions related to various areas were accounted for before concluding on the transferability of these theories to the study of ICTs in the home. A summary of the identified theoretical contributions gave three "directions": 1) following a product/object, 2) eclectic approach and 3) critical approach.

This document was then further scrutinized by the SIFO researchers working on the project. Various contributions and literature extracts were compiled in a compendium

and a short paper explaining and criticizing the various contributions was supplied[6]. The compendium focused on a few viable theoretical contributions that would potentially provide a good framework for the DigiAdvent-project;

- The domestication concept
- SST (social shaping of technology)
- Family sociology
- Gender studies
- Generational studies
- Cultural studies
- Material relations
- Leisure and entertainment studies

The literature review was conducted in spring 2003 and was followed up by a theoretical ad hoc working group at SIFO in the fall of 2003, referred to below.

2.3   Seminar series on theory

As mentioned, following the literature review and related discussions, a group of researchers from SIFO came together to discuss various theoretical approaches to technology generally and ICTs specifically. This was a fairly versatile group consisting of researchers working on various consumer related topics, but they all had an interest in discussing theory and technology. Theoretically the seminar series focussed in particular on Actor Network Theory (ANT), as well as Social Shaping of Technology (SST) and Social Construction of Technology (SCOT).

The group had weekly or fortnightly meetings during fall 2003, and the group was headed by Jo Helle-Valle (project manager of the DigiAdvent project). Prior to each session a member of the group had to do an in-depth reading of a theoretical contribution, which was then presented to the group during the following session. These sessions provided a fruitful forum for discussing and developing ideas on how to approach the study of ICT in the home environment. Researchers from Telenor were also invited to some of these sessions.

Even though ANT and related perspectives were considered to be potentially interesting and fruitful frameworks to develop further in relation to the DigiAdvent-project, the researchers became more and more determined to apply and develop the *domestication perspective* that had already been used in the pilot project (Helle-Valle 2003). At the same time the domestication perspective was to be challenged and

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[6] Both the initial theoretical document and the supplementary paper are in Norwegian.

problematised in many of the contributions and sub-studies resulting from the DigiAdvent project. This theoretical approach is however not present in the SNF contributions, nor fundamental in the doctoral work.

3 Methodology

The field we study in this project involves a highly complex set of mechanisms and factors, in which the attitudes, expectations, strategies and values of the users are core elements. For this reason the project needed to be hermeneutic and we have in our research primarily applied a qualitative approach/ design to secure "deeper" data on everyday life of Norwegian households. Silverstone (2003) uses the following description of everyday life and its complexity, both in real terms and analytically: "…it is within everyday life that individuals and groups are agents, active, insofar as resources allow, to create and sustain their own life-worlds, their own cultures and values." Hence he acknowledges that research in the field must take into account "the uncertainties and contradictions of everyday life" (Silverstone 2003: 5). He goes on to describe everyday life to be an empirical and a specific domain;

> "It is where groups and individuals act together and separately, in harmony and conflict. It is where decisions are or are not taken: to work to play; to participate or not to participate; to move or to stay put; to be sociable or to remain solitary; to communicate or not to communicate. It is where the structures of the social: institutional power, the presence or absence of material and symbolic resources are most keenly felt. It is in our everyday lives where we confront the most profound and challenging ambiguities, contradictions and insecurities." (Ibid: 6)

Hence, as a response to Silverstone's assessment of the complexities involved in studying everyday life, the project based itself on a broad methodological orientation with the ideal of being inductive. Hence, a middle-range, grounded theory-approach became a primary methodological goal.

Before we go on to discuss in more detail our own methodological efforts in this project we will first discuss critically the epistemological nature and analytical implications of our data. This discussion can be said to have two main points: First, what

kind of data do we get when our main intake for empirical data is interviews? And second, what kind of limitations and possible transgressions of the limitations do the data imply (see also Helle-Valle 2007a).

Simply stated interviews provide first and foremost discursive data. The data we gather are statements. This is important to be aware of because if what we ask are issues related to (non-discursive) facts; things done (e.g. "I watched television yesterday") or about an observable reality (e.g. "This household has broadband access") it is obviously a difference between a state of art related to facts and what is linguistically reported about these facts. Thus, it is pertinent to distinguish between what is being said and what is actually done. Interviewing is a method where one gets information in linguistic form; words are used to convey some kind of information about something. However, it is not a simple dichotomy between saying and doing because saying is simultaneously doing. In contrast to language as a system utterances (speech) are acts – in this sense saying is doing. Nevertheless, it is a difference between whether an informant tells the interviewer that the day before he did not watch the soap-series *Grey's Anatomy*, or if the researcher is there the previous evening and can actually observe that the informant did not watch the programme. One obvious difference is that it is possible to tell a lie, but much more difficult to enact one. Thus, it is a question about data reliability.

However, the problem is more profound than simply a question of how reliable the data are. The complications start when one is interviewing not singularly about neutral matters of fact. Some questions – like whether a household has installed broadband – are in practice relatively unproblematic; it is in most cases a simple factual question. But the problem from an analytical point of view is that in principle we can never know if the question is interpreted as a simple "matter of fact"-issue. Obviously, a great deal of questions are about issues that are not directly observable or about issues that for some reason or other the interviewee interprets as involving some "inner" states – like attitudes, perspectives or normative themes. Then it is no longer a question of true or false; one couldn't have solved the methodological problem for instance by way of observation. These are issues that are first and foremost conveyed by way of talk, and in such cases the pretension is not to an outer object or state. Hence language can no longer be likened to a "mirror" – a device whereby reality is reflected. This latter view, by many called a picture theory of language, is the conventional view held by logical positivism and also in practice by very many social scientists that rely on quantitative data. Thus, in the case of asking about

whether the interviewee watches *Grey's Anatomy* it is not unlikely that the answer to the question might be influenced by ideas about one's own cultural capital. In such cases it is not a simple question of telling a lie about the truth. For instance, if watching *Grey's Anatomy* is an activity that the respondent does not feel accords with her idea of what kind of person she is, it might be that she would say "no" to a question about whether she watches the series even though she has watched two episodes. This is not a lie because "watching" *Grey's Anatomy* is a vague term; does it mean seeing most episodes, or one or two? Thus, while the respondent who has seen two episodes and does not want to identify herself as one who likes American soap operas answers no, the one who has also seen two episodes and is comfortable with such an identification will perhaps answer yes to the same question.

In more principal terms the objection we raise is that if we leave the picture theory of language – which we definitely should because it is at best an incomplete metaphor for how language works (cf. Wittgenstein 1968) – it is clear that there is always an element in language that makes the word "tool" appropriate to use; we use language in various ways for various purposes and much of it has little or nothing to do with reflecting any outer reality. An important part of using language is that it will (in various degrees of course) reflect back on us. Whether we're unable to formulate a proper sentence, or pronounce or use words right, or whether the talk refers to one's own identity or personality, it means that any utterance is potentially also an utterance about oneself. And if we turn back to the example above – about having broadband or not, and watching soap operas, we see that while the former is relatively unproblematic as a statement about a state of affairs, the latter is definitely much more than a statement about the consumption of TV-programmes. Knowing about how one's taste in entertainment links to one's cultural capital, it is clear that in answering the question: "Are you a person who likes American soap operas?", many respondents' own identities are at stake because the issue links directly into one's own socio-cultural position and self-evaluation. And since the interviewer in principle can never be sure about how the respondent "reads" the questions asked and themes raised, it follows that he cannot know what the respondent is answering to; is it an attempt to neutrally respond to a question about how many shows one has seen, is it an attempt to present one as a certain type of person, or – probably most often – as both.

Thus, the methodological points made are two: Questions asked should not be taken to reflect simple facts. This holds true both for interviews and for surveys; we have

as researchers little control over the context in which the answers are formulated and hence we do not really know what the respondents answer to. Therefore, we should at the outset treat data we receive from interviews as discursive. "Discourse" in this should be understood as (i) what is said; the realm of the meaningful expressions or statements. And (ii) discourse is not an abstraction in the sense that it is a system separate from lived life – it is practice; statements are language in use and are what can be said to be typical statements about a topic or subject. In other words, it is a generalisation of statements linked to a theme, but not an essentialised structure or system (cf. Dreyfus and Rabinow 1983). From this it follows that we cannot unproblematically treat answers from surveys and interviews as reflecting some outer, "factual" state of affairs.

This discussion has two, almost opposite intentions; on the one hand it reflects a wish to point to the methodological limits of the project; to the extent one wishes to study non-discursive practices it should not be seen as sufficient to rely on discursive data – which is what one gets if one uses surveys and interviews. And studying social life within a household places strict limits to what is practically possible; the ideal of prolonged participant observation is of course highly unrealistic to do in modern homes in contemporary Western society.

However, the shortcomings associated with interviews can be modified and lessened in various ways. In our case the following factors are relevant;

- we were always two researchers present (except in two families),
- we taped (most of) the interviews,
- we conducted semi- or unstructured interviews,
- we were eager to do as much observing as possible (including taking photographs),
- and the issues we were interested in also included identifying cultural conventions relevant to media use.

There are several advantages of being two researchers present at interviews; while one was talking the other could enter into a more reflecting role; contemplating on both the questions and the answers, and thereby it was natural that we took turns asking the questions. The one who had been observing and reflecting could follow a line of thought that had appeared in the interview but that the other interviewer had

not grasped there and then. Moreover, the "silent partner" could also concentrate on all the factors that surround the talk; gestures, glances, tone of voice, etc. and also observing and recording social dynamics, objects and layouts of the house, etc. By taping the interviews we could later listen to the tape and re-read the transcriptions so that we were able to pick up and dwell on details that we had forgotten or missed there and then.

We came to the interviews with a series of questions that we wanted to ask; questions that would cover the most important topics we envisaged. However, we were eager to make the interviews dialogic – to make them as relaxed and ordinary as possible. Our assumption was that we would get more interesting information if we "led" the interviewees as little as possible; if they made an associative link from watching television to how the children performed at school or about drug use among teenagers in the neighbourhood. This might not have been what we had planned for, but it very often provided us with information about what concerns the respondents had, and how they were linked to ICT-related issues. Moreover, the semi- or unstructured interview sometimes gives us a tool for disclosing dissonances between saying and doing. In one household the wife told us that they used the television very little. However, later in the interview in relation to other issues, it became clear that she did in fact watch television a great deal. As it became apparent to her she was eager to explain this; according to her it was because she had been sick for some time and staying at home had temporarily altered her viewing habits. Just as important as the fact that she told us a "half-truth" was her eagerness to present herself as one who (in normal times) rarely watches TV. This provides us with an intake for self-presentation – of how she wants others to think of her in relation to media consumption.

Being in people's actual homes (28 interviews) implied a resource; first, the respondents were literally at home and were confident and thence more easy to interview. Second, since a crucial part of the projects concern was to study how the home – as a communicative context – influences the uses of ICTs it was of course of paramount importance that we conducted the interviews in the setting we thought of as being important. And since we placed such great importance on the setting it was of course vital to be sensitive to everything from the ways the household members interacted, to the way they furnished their homes (especially how and where the ICTs were to be found). Thus, our observations became an important source for insight.

As the analytical framework of the project emphasised the home as an institutional-ised communicative context, it followed that an important type of data we seeked were culturally informed prototypes of the home, and the ICTs place and function within the home. This is a type of data that is precisely discursive, and as such the dialogic interview was clearly the most appropriate type of data-gathering.

In all; we can say that these ways of doing the interviews had a double positive ef-fect; it made the discursive data we gathered through the dialogues better, and it provided us with a lot of non-discursive data as well.

If we return to the more substantial aspects of our data gathering we can start by asking; what or who are our research subjects? We studied family-households with various demographic backgrounds and from various geographical locations. In addi-tion we had chosen to use two different methodological approaches. We wanted to establish a laboratory-like environment containing advanced technological products, which simultaneously resembled the home. This was done using the Telenor's *Fu-ture Home* as a setting for interviewing four families and a living commune. In this way the ICT-part would be optimal but the social context less than desired. However, our main methodological approach was to interview/ observe families in their natural environments/ contexts – at home – in a semi-ethnographic way. Moreover, we seeked a methodological triangulation consisting of combining "hard" facts and dis-cursive approaches. Our ideal was to combine these types of data in participant ob-servation techniques. However, due to the privacy of the arena studied we obviously were not able to use this methodology as much as we hoped for. The "hard" facts were more in the way of recording the number of ICTs the households possessed through self-documentation, plus photo documentation of the placements of the ICTs in the households.

A problem with this semi-ethnographic approach is obviously its lacking predictive potential. However it gives us the potential for disclosing important mechanisms and processes (Elster 1989) that can inform us of the complexities of contemporary liv-ing. Furthermore, "one-time" interviews based on recollection of the past, conducted at a certain life-phase, make it hard to evaluate the pre-appropriation versus post-appropriation phases of technology adoption. The danger of technology being taken for granted and the conflicts of early appropriation phases being forgotten are obvi-ously present. However, we found this to be less of a problem and the interviews

evolved in a natural way and provided ample space for the respondents to bring out stories and critical moments of interest for the analyses.

3.1   The Future Home

The Future Home was opened in October 2001 and was the result of cooperation between Telenor and Husbanken. The Home was intended to be a flexible living laboratory providing associations to actual homes, but at the same time being a sort of a laboratory that could easily be manipulated and altered for various purposes, both concerning technology and room division. *The Future Home* has provided Telenor and Husbanken with a unique opportunity to study consumers in controllable environments and to test new technologies as well as methods for acquiring knowledge about technology use, user interfaces and user needs (Telenor 2004). *The Future Home* provided a means for Telenor to study a wider context of technology use, going beyond the traditional human-computer interaction studies / usability studies.

The ideas of how *The Future Home* could be used for studying technology, users and contexts, corresponded both in time and purpose with the DigiAdvent-project. The article "ICTs, domestication and language-games: a Wittgensteinian approach to media uses", which has been accepted for publication in a forthcoming issue of *New Media and Society*, is based on a comparative analysis using data from session 1 and 2 in *The Future Home*.

3.1.1 Session 1 – Families

The pilot-project was empirically founded on interviews with four families with teenage children in *The Future Home*. Two of the families were recruited by NRK and the other two by Norsk Tipping. Each family was interviewed separately and the interviews were conducted between May 27 and May 30, 2002. The families were briefly introduced to the project and then two different pilots were shown; one from NRK and one from Norsk Tipping. The families were given just enough background information to understand and use the pilots, but not more in order to prevent leads and a potential inhibiting exploration of the technology/content.

This method, extracting the family from their familial home setting and placing them in a "laboratory-like" setting has various implications. The artificial environment cre-

ates an atmosphere that might not be perceived of as "home-like" even though the architectural construction is intended to provide a near-home experience. The advantage of pulling the families out of their natural environment is that the actual home gives the family members cues of how to behave and may restrict their actions and attitudes – and hence responses. The home becomes a "memory box" (Telenor 2004:7) that guides the attitudes and responses in certain directions. *The Future Home* on the other hand can open the minds of the families to think beyond their natural arena and contexts – which in some instances can be a methodological advantage. There are both positive and negative aspects related to this type of research environment. The important thing was however for the researchers to be aware of and problematise these aspects in the interviews and in the later analyses.

3.1.2 Session 2 – Living commune

The second session using *The Future Home* as a setting for in-depth interviews and observation was conducted when the main project had been established. Telenor and Husbanken had recruited three individuals to live in *The Future Home* for three weeks in the spring of 2003. These three (middle-aged) people would live in *The Future Home* but still be able to work and do their daily chores to a certain extent. The main intention was to explore how this group of adults worked as a collective. This study supplemented the previous pilot-study in the sense that we had comparative material on moral evaluations of gaming-services based on contextual variations. The participants in this "living commune" were equipped with tablet-PCs and MMS/camera mobile phones, and had the opportunity of testing home/mobile offices as well as various pilots for digital TV. They also used the locale as a media playground for experimenting with new services in general. The idea was to pull these three out of their natural environment and provide a context were they still "would feel at home", while at the same time make sure they would leave their habits and routines back home. This was Telenor's and Husbanken's main concern – to provide a context for new ideas and new thinking around ICTs, home, mobility and media use. On the other hand *The Future Home* was in this instance not intended to function as a laboratory or observation room with 24/7 camera surveillance – the inhabitants would still live their lives on the own terms. In this way the empirical data were not gathered based on a strictly controlled experimental design.

SIFO and the DigiAdvent-project were given access to this living commune when they had already stayed in their new "home" for a while. In this way we ensured that they were comfortable with the house and each other before conducting the interview. This was a one-time interview session with all three participants present. We wanted to see the dynamics of the discussion and how the context of the group – or the commune – could influence their opinions. The first part was a regular interview, while in the second part they were shown the Norsk Tipping gambling demo and interviewed specifically on this. This session was conducted on May 20, 2003.

3.2   Interviews conducted in homes

During the course of the DigiAdvent-project we conducted four sets of interviews, three in the Oslo area and one on the west coast of Norway. All sets had a similar structure; they were semi-ethnographic in structure, included observation and photo documentation, and were conducted in the interviewees' actual homes. In this sense these interviews provided a contrast to the more laboratory-like, non-home interviews in *The Future Home*.

In these interviews we wanted to have a broad selection of households/ families, like partners, families with children, divorced, young couples without children, immigrant families as well as families from urban as well as rural areas. This was a main goal in order to understand the variations of family/ household living and the complexities of relations involved. In this way we could also challenge the prototypical understanding of "the family" and "the home", by looking into a variety of home entities or living structures.

3.2.1   Interviews in Oslo – NRK

In the fall/ winter of 2003 the public broadcaster NRK conducted an internal pre-test (preceding the future launch of digital terrestrial television in Norway) among 56 households in the Oslo area. This provided an opportunity to test out both the DTT[7] technology and a preliminary version of super-text-TV. The test participants were mainly recruited from the intranet-pages of NRK. The test period was 4 weeks and the participants were given an enquête in the aftermath of the test-period. They were also informed that they could be contacted by researchers from SIFO for further in-

depth interviews. The households were given set-top boxes to be installed for the duration of the DTT pre-test.

SIFO and the DigiAdvent-project took part in this project and conducted in-depth interviews with households recruited in relation to Norkring's test net for DTT. The service that was tested was connected to a certain program with a given schedule. The additional services, as well as the super-text-TV service, were available during the scheduled programmes and as such they could only be used while the programme was showing. This restricted to a certain extent the freedom of the participants and required them to be present at certain times.

SIFO conducted six in-depth interviews with households participating in this pilot project. The focus of the interviews was both on the household members' experiences with the pilot project (both the simulated DTT and the super-text-TV service) and more generally on daily use and routines regarding television and other household ICTs. These interviews were conducted between December 8 and December 15, 2003. A report on user experiences related to this study was produced in March 2004 (Slettemeås 2004).

3.2.2   Interviews in a suburb – Romsås

This interview session was conducted in the spring of 2004, between March 24 and March 30, and consists of six in-depth interviews with various households. The households come from the same housing cooperative, located in a suburb on the eastern fringe of Oslo. All six families live in fairly small two to four room apartments in blocks. Most of them stated low price as a main reason for moving into the area. Being part of a housing cooperative means that the households share expenses related to mortgage and running costs, including the TV-channel package. At the time of the interview the cooperative had gained control over a local broadband access net. However, subscribing to a common internet package was not mandatory for the residents. Still the board had plans of using the broadband network to supply new types of services that could benefit the residents and contribute to increasing the "communal feel".

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[7] DTT = Digital Terrestrial Television

We contacted the board of the housing cooperative in order to use their "distribution system" to deliver the recruiting letters to the residents. This worked fairly well and we received 10 replies, 9 postal and 1 over the web. For the purpose of returning the answering sheets we had established a web solution in addition to the regular postal option. As a requirement for recruitment the households had to state, in the answering sheet, what type as well as the number of ICTs in the households' possession. As a compensation for their time a digital camera was raffled between the interviewees.

As all these families live in smaller apartments there is a spatial limitation to where they can place and consume their various ICTs. This was also an interesting point of departure for our project, to study how space, or architectural constraints, affect the appropriation and domestication of ICTs.

A paper presented at a Domestication conference at the University of Aalborg in November 2004, and the project report "The Home as a Battleground for Digital Technology" (Slettemeås 2007), are based on the empirical data from this interview session.

3.2.3 Interviews with an ethnic profile – Romsås

As the project aspired to delve into and understand variations in household/ family routines, moralities and structures, we conducted a new set of interviews at the suburb/ satellite town of Romsås. This area is considered to be one of the most heterogeneous and culturally diverse in Norway. It does not represent a ghetto in a classical sense (homogenous ethnic population) since there are households from a variety of nations and ethnicities living jointly with ethnic Norwegian households.

From the first recruiting session at Romsås we did not manage to recruit a single household of non-western ethnic background, and we only received one response from a "multi-ethnic" family, in the sense that one the family members were of non-western origin. As a consequence we had little faith in recruiting a large number of interested households with non-western backgrounds unless we somehow increased the compensation. This time we believed that a NKR 1000 compensation would attract enough respondents. Again we used the housing cooperative's distribution system and asked the distributor to put the recruiting letters in mail boxes with "foreign

names", a seemingly vulgar approach, but it worked. This recruiting effort resulted in
15 interested households and we picked six for our purpose, reflecting a variety of
ethnicities.

The paper "Identity formation and the construction of home in diasporic households –
the impact of media technologies", which was presented at the CHI 2006 conference
in Montréal, Canada (Slettemeås 2006), as well as an upcoming project report on
diasporic ICT and media engagement, are both based on data from this interview
session.

3.2.4   Interviews in Austevoll

The final interview session was conducted on the west coast island of Austevoll, just
outside Bergen. The idea was to provide a set of interviews that would in part sup-
plement the more urban interviews conducted in the Oslo region. One of the aims of
the DigiAdvent-project, in seeking to understand variations in household engage-
ment with ICTs, was to focus on the importance of locality and neighbourhood in or-
der to see in what ways this could influence ICT domestication.

The households were recruited through the local broadband (triple play) supplier. We
contacted the company and asked if we could collaborate on this project. The com-
pany was willing to assist and let us use their customer database. In the recruiting
letter the households were informed about the process and that the data would be
anonymized and not used for marketing or any other purpose.

Through these interviews we hoped to gain new insights about the importance of lo-
cal environment, but also to contrast housing/ spatial factors. In the suburbs most
families lived in small apartments while the Austevoll respondents lived in free-
standing villas with plenty of space. As a consequence we assumed that the place-
ment and consumption of ICTs were not restricted by spatial limitations, nor by eco-
nomical factors, as most of these households were affluent. This could prove to have
interesting implications for the domestication processes in the households relative to
the findings at Romsås.

The project report "Barn og unge i den nye mediehverdagen – etnisitet, kultur og tra-
disjon", which is funded by The Norwegian Media Authority, but which is connected

to the DigiAdvent-project through its data material, draws on interviews both from Austevoll and Romsås[8].

3.3   Data from the doctoral work

While the analyses of "home discourses of gambling" and "family discourses" are based on a qualitative data set, the analysis of "news discourses of gambling" is based on a quantitative study of news articles.

3.3.1   Quantitative study of new articles

A statistical discourse analysis of 574 news articles from Norwegian newspapers (1984 to 2006) was conducted and documented in the report "Gambling in the News" (Borch 2006). The report shows how gambling has been portrayed in the media over the years, and hence the role of the press in the development of the national gambling market.

3.3.2   Qualitative data set

During the time interval from 2003 to 2006, interviews with 23 households (singles and couples with and without children) were conducted. 14 of these households did not have gambling problems, while in the remaining 9 of the households one of the members had previous or present gambling problems. Six of the households without gambling problems were interviewed twice. In addition, two psychologists treating "gambling addicts" were interviewed. While the households with gambling problems were recruited through Blåkors[9], the households with no gambling problems were recruited through the DigiAdvent partner Norsk Tipping.

3.4   Willingness to pay study – SNF

The sub-part of the project conducted by SNF used a different methodology in accordance with its theoretical approach. A study was conducted to measure consum-

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[8] Forthcoming primo 2007. English title: *Children and the new media environment – ethnicity, culture and tradition.*
[9] Blue Cross – an institution treating people with various addictions in addition to performing campaigns and prevention work on a voluntary level.

ers' willingness to pay for a web-based movie service. Furthermore, the study included measures of constructs related to the adoption models based on innovation diffusion literature, the theory of planned behavior, and the technology acceptance model. The purpose of testing the adoption models was to reveal results regarding antecedents of consumers' adoption of web-based movie services.

The service chosen was a real broadband-based movie service available on the Internet. The name of the service is SF-anytime, and the service is available at www.sfanytime.com. Respondents to the study were recruited through an advertisement attached to a newsletter among customers of SF-Anytime in Sweden and Norway. The newsletters are regularly sent by e-mail to SF-Anytime customers. The advertisement of the study included a link to a questionnaire and respondents could click on the link to answer the questionnaire online.

The questionnaire had an introduction to guide the respondents and after this introduction the respondents answered questions related to the innovation diffusion model and the combined model. In total 200 respondents took part in the study. 168 of the respondents were from Sweden and 32 of the respondents were Norwegian. The sample was not representative for the population as a whole - population defined as citizens of Sweden and Norway.

The data from this project represents the empirical foundation of the SNF report "Willingness to pay for web-based movie services" (Nysveen and Pedersen 2006).

3.5   Other data gathering intentions

Modalen

One of the intentions of the DigiAdvent-project was to collect data from various localities in order to look at potential differences based on geographical and neighbourhood characteristics. As a consequence we wanted to look into the small rural district of Modalen on the west coast of Norway. Data collection was planned to be carried out in 2004. This area had in 2001 a 100% broadband coverage for the households – apparently the first municipality in the world to provide access to all its inhabitants. In 2001 the households were all connected to the broadband network, with a download speed of 2 Mbits, free local IP telephony and interactive television.

Modalen was to become a "show window" for the latest technology and in the media it was announced that Modalen would become a "future laboratory" for media use in Norway. A large number of commercial actors and researchers were involved in the early phases. However, after some time the efforts tapered off. In 2001/2002 the IP-telephony company went bankrupt and in 2003 it proved that the supplied set-top boxes had not been used extensively, functionality and content was inadequate, while media habits had changed only marginally (surging internet-use being the most radical change).

When SIFO contacted representatives of the municipality in January 2004 about the possibilities of conducting interviews (both with local technology actors, official representatives and residents) we were explained that the village was not as "digital" as the expectations and ambitions had envisioned, and that the population had become somewhat "research fatigued" due to all the focus in the early stages of implementation. Hence, the DigiAdvent project did not pursue this option.

Telenor – Stavanger

In the early phase of the project the idea was to carry out interviews in an area were new broadband services had already been tried out. A partial reason for this interest was due to the fact that the project partner Telenor had decided to end their research efforts at *The Future Home* and demolish the construction. A natural setting for furthering the new set of interviews would be the city of Stavanger were Telenor had conducted a large scale VDSL pilot project. With this locality the DigiAdvent-project would get access to consumers in the category "innovators" or "early adopters", which could provide a data of "the future now", as all the households had tried out the latest broadband technology and services. However, other ongoing internal projects at Telenor meant a postponement of the DigiAdvent research effort in Stavanger to some time in 2004. Hence, for practical purposes the project participants decided to abandon this area as a location for conducting interview/ testing pilots.

Lyse – Stavanger

Another possibility was then evaluated; a locality in the Agder area, where the energy/ broadband company Lyse had invested in Triple Play for many of the households. In this way the project could still get access to early adopters of new broadband services. SIFO contacted Lyse about the possibilities of getting access to their customer database at to collaborate on doing interviews in the area. Lyse was ini-

tially positive, but the process was drawn out and in the meantime the DigiAdvent-project vied for the other option – Austevoll.

Waldemars Hage – Oslo

Waldemars Hage was also evaluated as a potential location for data gathering. This housing cooperative did not have the rural characteristics, but definitely had the traits of satisfying the "innovators/ early adopters" characteristic. This housing project in the centre of Oslo involved 550 high-tech apartments, with the latest technologies installed from the very beginning. Among other things one could control everything from lighting, music, TV, the genitor, e-mail, alarms, etc from only one handheld device. The apartments were also wire- and cordless in the sense that no cabling was to be visible. The apartments were also supplied with new flat-screen TVs as well as other technology in various packages. The advertised idea behind the advanced technology was to "make life easier and better" for the residents. In the ad it said: "..tailored for you who no longer will wait for 'The Future Home', but desires it right now"[10]. The standard package also included a wide variety of television-channels, video-on-demand, wireless high-speed internet access, service gateway and a message central (in the hallway – displayed on a flat-screen TV).

SIFO researchers Helle-Valle and Slettemeås paid a visit to the "show-room" for the apartments, prior to its completion of its construction. A representative for the housing project was contacted about the possibilities for interviewing and following the residents from day one as they moved in. This would give invaluable data on technology domestication, by both looking at the latest technology and being able to follow household members over time, from the very first steps into a new home. However, at a certain stage Romsås was picked as an alternative to this location, as the Romsås area had a profile that satisfied several of the project's interest points (suburb, low income families, ethnicity, and high speed broadband access).

To conclude, the DigiAdvent project evaluated many options when it came to gathering fruitful data on technology/ media use. Some of the attempts stranded on practicalities, while others did not fit with the research design or the time scheme.

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[10] Aftenposten: February 20, 2003.

4   Thematic concentrations

The DigiAdvent-project has been highly inductive in the sense that we have not worked from a strict set of hypothesis to be tested, but rather we have seeked to explore and disclose variations in technology use among families/ households with differing characteristics and backgrounds, and the complexities of relations involved when people meet technologies in various contexts. The following themes have given special attention in the project; the Domestication concept; dividuality; time; space and community; diaspora, ethnicity and locality production; gambling; and willingness to pay.

4.1   The Domestication perspective

Having reached the conclusion that the Domestication perspective was the most rewarding analytical framework to apply in our project, our detailed work on the perspective generated certain critical doubts as to how it was defined and understood by its "inventors". With the aide of our data and critical re-evaluation of the theoretical framework we reached the conclusion that there is an analytical ambiguity that we consider to be unfortunate. Thus, with cases from our own material as an empirical foundation and perspectives from late-Wittgenstein epistemology we worked out what we consider to be a more useful definition of and approach to the idea of the domestication of ICTs. The result is formulated in an article titled "ICTs, domestication and language-games: a Wittgensteinian approach to media uses" that will be published in the last issue in 2007 of *New Media & Society* (Helle-Valle and Slette-meås 2007). In short, our argument goes as follows: By way of a contrastive set of data from an ongoing research project we argue for a dislocation of "domestication" from the domestic and the private. Instead we wish to retain the meaning and use of the term to acts of domesticating; i.e. processes of "taming the wild". By connecting our arguments to Wittgenstein's concept "language-game" we emphasise the practical aspect of language and meaning, and how ICTs become meaningful only as

parts of practical-communicative contexts. We argue that this steering towards "domestication" as contextualisation highlights the universal and fundamental process of enculturation. Such a turn frees the perspective from historical and cultural specificities and thereby accentuates its analytical potential in a post-national, globalised world.

4.2 Dividualism

A basic point in the Domestication perspective is that a proper understanding of media use presupposes not a simple subject-object relationship but an analytical gaze that includes the communicative context the subject-object processes take place in. This implies that the same media content can be interpreted in different ways – it depends on the context of the media consumption. With our proposed revision of the Domestication perspective we found an interesting analytical consequence: since the contextualisation determines the text's meaning it follows that the same person can in reality perceive the same media content in radically different ways depending on the context for the media consumption. In our view this point challenges the Western hegemonic idea about a person being an individual. By this we mean that there are very ideologized ideas that highlights the indivisible and essential qualities of the self. Popular preoccupation with constructing an identity – i.e. a discursive presentation on one's self as consistent and unique – has smitten over on academic studies of persons and selves.

Thus, one of the products of this ideology is the focus on the individual and its identity. This connotes to ideas about consistency across time and space. We suggest that a more balanced understanding of what a person is would benefit by looking at persons as constellations of dividual and individual aspects – dividuality being the aspects of a person's personality repertoire that is activated in specific communicative contexts, while individuality points to motives and drives in a person that seeks to create and sustain super-contextual continuity and consistency. And we contend that "persons emerge precisely from that tension between dividual and individual aspects/relations" (LiPuma 1998: 57). Our point is that seeing persons as in/dividuals provides us with a more realistic and hence better analytical tool for understanding media use than conventional perspectives on the self that dominate Western popular thought as well as academia. The arguments summarised here will appear in full in a chapter in a book that will be published in the spring of 2007 (Helle-Valle 2007b).

4.3   Time

Another thematic focus in the project has been on the relationship between time and media use in Norwegian families. We wish to bring attention to, explore and explain the important ways that time affects and is affected by families' media practices. It has resulted in one report with this as its special attention (Helle-Valle 2007a), as well as being a theme of varying importance in other publications (e.g. Helle-Valle 2003).

Our argument is basically the following: Media use is affected and affects time. On the one hand time is, from a practical point of view, an objective, external "fact": We work, watch television programmes, meet friends at given, agreed upon points in time – measured by clocks. However, from the point of view of lived lives time is much more than clock-time. We *do* things and doing is by necessity taking place *in* time – we therefore have our own time-perceptions as an integral part of our practical lives. In this sense time is phenomenological, and hence media use also affects time (perceptions). Thus, time is both quantitative and qualitative. We might have a task that needs to be done within a time limit, and hence we feel we are in a hurry. Thus, *tempo* becomes relevant; how fast or slow things are done affect our conception of time and hence affect our practice. Also *timing* needs to be taken into consideration; we might be forced to abort a task we have started on in order to synchronize our activities with others. Thus, these are all examples of how time is a phenomenological reality, and consequently it proves the relevance of including people's perception of time as a factor in studies of time as a social phenomenon.

An important theoretical contention is that the different types of time perception are linked to different communicative contexts. In late-modern Western sociality the hegemonic position of romantic love as an ideology makes the home, as the hearth of the family, existentially central and is for that reason dominated by what we call event-time – a qualitative perception of time. On the one hand this explains the often moral attitudes that underlie media use in homes; it should be an activity that supports a positive family sociality. Thus, it often functions as ways of structuring and ritualising time use within the home in ways that support family sociality. However, it can also be perceived to be destructive in the sense that family life becomes fragmented, uncoordinated and defocused. It is also argued that the feeling of being in time-squeezes are partly caused (or exacerbated) by an imperfect alignment between communicative context and time perceptions. Not everything that takes place

in the home is practice of the event-time type, nor is everything existentially important taking place within the home. This structural or cultural mismatch manifests itself in persons as ambivalence and harriedness.

4.4   Space and community

When considering the domestication theory tradition, the core idea is to create a framework for understanding and explaining ICT engagement in contextual terms, putting the home, the private and the domestic at the centre of the research. However, in this part of our research we choose to emphasize the importance of seeing *space* and community in relation to the appropriation and domestication processes of ICTs. By this we propose that environmental/ situational factors, such as neighbourhood, locality, and material structure are relevant for understanding these domestication processes. This perspective implies that we need to analytically embrace an extended contextualisation of the home and the private.

The empirical data used in this contribution are taken from interviews conducted in a satellite town east of Oslo. Our findings, involving elements that can be perceived as beings somewhat external to the traditional notion of active relations and negotiations between a household's moral economy and ICTs, emphasises local contextual factors interpreted to be antecedents of ICT-domestication.

The notions of "space" and "spatiality" are introduced and made relevant in this analysis, both in terms of being discussed as "physical-material structure", i.e. in terms of spatial constraints, architectural specifics, etc. affecting households ICT uses (primary focus), as well as "space-place", i.e. the home being a lived space and how this is challenged in the digital era by forces attempting to dislocate space from place (Meyrowitz 1985) and through the development of non-places (Castells 1996) (secondary focus).

Giddens (1993) refers to the idea of time-space convergence, explaining how social activities are organized in time and space by means of the concept of regionalization. This refers to how social life is zoned in time-space exemplified by the modern (western) private dwelling, which is regionalized into rooms and hallways. The rooms are not just physically separate areas but they are functionally divided and defined according to i.e. western conventions of what a dwelling or a "home" should ideally

be like and contain. At the same time we find in our data that spatially constrained households and households with a non-western cultural orientation interpret their available space in various ways according to functional and cultural needs. Sometimes the very same physical space is redefined into several functional spaces, as a way to cope with the spatial limitations. This creates challenges in households where family members have various and sometimes conflicting interests regarding ICT use. We have also seen that the household members are pragmatic and creative in their use of ICTs, considering their potential financial and spatial constraints. Spatio-local characteristics, we consequently argue, must be factored in as being both external to, but at the same time inextricably linked to the negotiation processes within the household related to ICT-uses.

What we have attempted to do with this approach is to "open up" the domestication concept, the idea of home context, as well as downplaying the household moral economy, which is central in the domestication theory tradition. By this we say that we have not looked as intensely at the "domestic" meaning-making and negotiation processes concerning ICTs, but rather focused on factors that appear to be external to the moral economy, but which at the same time influence the same economy, and further, even become part of the moral economy through routinization.

To sum up; the research indicates how individual households are influenced and constrained by spatial elements and characteristics of their local community in domesticating ICTs. This research effort has resulted in the SIFO project report; "The Home as a Battleground for Digital Technology – Antecedents of Domestication" (Slettemeås 2007).

4.5   Diaspora, ethnicity and locality production

In this sub-study we purport that the domestication theory needs to be revised in yet another way to encompass the complexities of ethnic minority engagement with media technologies. The analysis finds interesting variations in media use; it is used both strategically by non-western immigrants in seeking ontological security in a foreign cultural environment, but also for regular information, entertainment and communication purposes.

There has been relatively little research on media use among ethnic minorities in Norway and Scandinavia (Tufte 2003), although a few recent quantitative studies can inform us of certain variations in media use among ethnic minorities. The weakness of such studies is their lacking understanding of the motives and mechanisms that surround the detected patterns. Thus it is hard to understand and explain how the technologies themselves impact the diasporic families in their construction of home, locality and a sense of security and belonging in a new cultural setting. This research effort attempts to open this "black box" by analysing interview data from households with non-western backgrounds in a suburb of Oslo. This area is considered to be one of the most heterogeneous and culturally diverse in Norway.

Theoretically the analysis is still embedded in the domestication theory tradition for understanding the contextualised consumption of media technologies (both as artefacts and as mediated content) in everyday life. We seek through our approach to complement the domestication principle of households "taming the wild" (meaning; taming technology to make it fit with everyday routines and rituals) to also include ethnic minority households using technology to "tame their locality" or to "tame anxiety and unfamiliarity" (neighbourhood, western culture). For this purpose we expand on the domestication concept to include Appadurai's (1995) notion of "producing locality". On the basis of these theories we postulate that media technologies help bring physically and symbolically remote "homeness" to physically near but unfamiliar locations. This whole process, where technologies play a central part, we refer to as the process of *producing locality* and of *domesticating home.* In the same vein, globalisation and migration call for the development of new understandings of *home* as traditional forms of place-based identity are being challenged (Morley 2001).

To conclude; we can say that media technologies in large part play a different role for diasporic households than for the dominant ethnicity in a nation-state (e.g. as a gateway to "travel home"). Various media technologies serve as a way to connect with home culture, while at the same time these differences must not be over-accentuated as media and technology engagement shows many similarities, regardless of ethnicity and cultural background. This research has resulted in the CHI paper "Identity formation and the construction of home in diasporic households; the impact of media technologies" (Slettemeås 2006), and an upcoming project report on diasporic ICT and media engagement[11].

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[11] Report: forthcoming primo 2007

4.6   Gambling

The doctoral work focuses on *"home discourses of gambling"* dealing with how to talk about and do gambling at home. Both households with and without gambling problems, as well as singles and families, are involved. The research suggests that the home discourses of gambling are mixed with *"family discourses"* (dealing with how to talk about and do family) and connected to *"news discourses of gambling"* (dealing with how to talk about and do gambling in the press). The aim is to explore the meaning of home discourses of gambling in everyday life, focusing on their social construction, cultivation and consequences. Special attention will be given the impact of home discourses of gambling on households' regulation of gambling.

In the last years the number of digital gambling services have increased and become more accessible to the consumers – also at home. At the same time the services have become more difficult to regulate on a national level and some of the responsibility for controlling gambling is transferred to the consumers. A question is: Are consumers capable of taking on this responsibility? While most people have no trouble controlling their gambling consumption, some develop problems. International studies from a number of countries, including Australia, Canada, New Zealand, Britain, the USA and Sweden, suggest that between one and three percent of the population have gambling problems (Hansen 2006). These problems in turn affect others, particularly other household members – partners, parents and children. The consequences can be harsh and sometimes irreparable: bottomless debt, divorce, crime and suicide.

So far most gambling studies have focused on psychological causes of gambling problems. Causes on a household level are rather unexplored. Questions are: What social processes and mechanisms are related to households' regulation of gambling? How do the processes and mechanisms of households without gambling problems differ from those having gambling problems?

Originally the doctoral work was supposed to contextualise consumption and use of entertainment services at home, focusing on social processes and mechanisms related to the domestication of digital gambling services in households without gambling problems. Since then the digital aspect of the services has become less impor-

tant, while the problematic aspects of gambling has become more significant. The regulatory aspects of the households' consumption and use of gambling services will as such be emphasised. Since the data material is not reflecting "actual" consumption and use of gambling at home, but how the households' talk about and do gambling in the interview situation, the discursive aspect of the data material is highlighted. The plan is to produce four to five articles on this material:

1. *Studying moral and political fields of knowledge. The case of gambling.*
   a. The article present and discuss the methodology behind statistical discourse analysis
   b. Directed towards the journal: "Discourse and Society"
2. *Gambling in the news.*
   a. The article discuss the commercial impact of editorial content
   b. Directed towards the journal: "Nordicom"
3. *Discursive rooms.*
   a. The article identify and analyse 'home discourses of gambling', focusing on construction, cultivation and change
   b. Directed towards "Journal of gambling issues"
4. *Balancing consumption at home. The case of gambling*
   a. The article shows how 'home discourses of gambling' are mixed with 'family discourses'. Gambling is seen as part of the households' 'total exchange' of work, feelings, time and money. An underlying, regulatory principle seems to be that the gambling shall be adjusted to the households' total exchange in a 'free' (but) 'reasonable' and 'fair' way that do not disturb the harmony of the home.
   b. Directed towards "Journal of Consumer Culture"
5. *Regulating gambling at home.*
   a. The article deals with prevention and treatment of gambling problems at household level
   b. Directed towards "Journal of gambling studies"

4.7   Willingness to pay

Willingness to pay has been studied for a period of about 30 years. Briefly, willingness to pay reflects the amount consumers are willing to pay to buy a product or a service (Horowitz and McConnell 2002), or "the maximum price a buyer is willing to

pay for a given quantity of a good" (Werthenbroch and Skiera 2002: 228). Mainly, four methods are used to estimate consumers' willingness to pay. They are the 1) transaction method, 2) contingent valuation method, 3) Vickrey method, and 4) Becker, DeGroot, and Marschak's method (Werthenbroch and Skiera 2002). The methods differ in their incentives to reveal true willingness to pay and simulation of actual true point of purchase context. *Incentive compatibility* is referred to as the degree to which the methods provide an incentive for the respondents to reveal their true willingness to pay. *Point of purchase realism* refers to the degree to which the methods are used in an experimental context or in a real context (see Werthenbroch and Skiera 2002).

The availability of digital services has increased over the past few years. Services such as online education, electronic books, software rentals, online gaming, online movies, and online music are offered by content providers and operators. In addition to the availability of the services on computers through the Internet and on television through cable companies, digital services are also available on mobile devices as mobile phones and personal digital assistants (PDAs). According to Sage Research (2002), entertainment and adventure oriented services seem to be among the most popular digital services offered on the market. Furthermore, digital entertainment and lifestyle services are revealed to be the service category with the highest increase in consumers' spending (Online Publishers Association 2002). According to existing studies, movies on demand, concerts and cultural events, TV shows on demand), and music download (Sage Research 2002, Myrio 2003) seem to be the digital services with the relatively highest willingness to pay among consumers.

For providers of digital adventure oriented services, estimates of consumers' willingness to pay are of vital importance to understand the market potential of the services. Although a few studies report on consumers willingness to pay for digital adventure oriented services (Sage Research 2002, Myrio 2003), such studies have in general several weaknesses. *First*, the methodology used to estimate consumers' willingness to pay is typically based on the contingent valuation method. Several studies have revealed that the contingent valuation method generally overestimate consumers' willingness to pay for a product or a service (Lindsey and Knaap 1999, Bothelo and Pinto 2002, Neil et al 1994, Loomis et al 1996). *Second*, studies focusing consumers' willingness to pay for digital adventure oriented services do not include estimates based on variables in the nomological network of willingness to pay. By including variables revealed to positively correlate with consumers' willingness to

pay, it is possible to validate the willingness to pay estimates revealed and to get a more nuanced understanding of the antecedents of consumers' interest and usage of the service studied. *Third*, although willingness to pay for digital adventure oriented services obviously will vary across segments and situations, only a few studies have included user characteristics and situational factors as moderating variables in their studies of willingness to pay for digital adventure oriented services.

Based on the shortcomings of existing studies pinpointed above, the purpose of the SNF sub-study for the DigiAdvent-project has been to study customers' willingness to pay for a web-based movie service using a method shown to be more realistic than the contingent valuation method. Related to this purpose results were presented regarding complementary theoretical models in the nomological network of willingness to pay to validate the willingness to pay results revealed and to get a deeper and more nuanced understanding of consumers preferences for the service studied. Finally, consumer demographics and user context variables were scrutinized for potential moderating effects in the theoretical models.

The SNF sub-study has generated two project reports, one literature review; "Consumers' willingness to pay for services in digital networks – a literature review" (Nysveen and Pedersen 2004), and one main study; "Willingness to pay for web-based movie services" (Nysveen and Pedersen 2006).

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Appendix 1 – Interview guide (NRK)

Intervjuguide knyttet til NRKs test av super-tekst-tv
(versjon 05.12.03)

Fase 1: Introduksjon

Presentasjon av SIFO, forskere og prosjekt.

1. Hvorfor ønsket dere å delta i NRKs testing av innholdstjenester eller programtil-bud på digital-tv? Var det en felles beslutning, eller én som spesielt ønsket det?

2. Har deltakelsen gått greit?
   a. Problemer knyttet til deltakelsen?

Fase 2: Opplevelser av programmene

3. Fikk dere **flere program / tjenester enn FBI**, og i så fall fikk dere testet alle tje-nestene? (værtjeneste, nyhetstjeneste, radio, oppskriftsarkiv, spilltjeneste og noen danske programmer).

4. Beskriv deres **opplevelse av FBI**:
   a. Hvordan ble det brukt? Var dette annerledes enn de regulære programmene? (gitt at de ser FBI regelmessig)
   b. Hvor mange av FBI-programmene fikk dere med dere – og hvor mange / hvem så på de enkelte programmene:
      i. Antall hovedsendinger?
      ii. Antall repriser?
      iii. Hvilke repriser? (torsdag 10.15 eller lørdag formiddag)
      iv. Hvorfor repriser? (passet bedre tidsmessig, etc.)
   c. **Hvem bestemte** at det var FBI dere skulle se på?
   d. Var det **uenighet** rundt det valget?
      i. Hvis ja, gikk eventuelt de andre og gjorde noe annet istedenfor? (så på annen TV-terminal, gjorde andre ting)?
   e. Gode / dårlige sendinger – begrunnelser:
      i. Var noen av disse sendingene *bedre* enn andre?
         1. Hvorfor?
         2. Kjennetegn ved program? (tema som passet /var interssant)
         3. Kjennetegn ved kontekst?
            a. Tidspunkt?
            b. Rom?
            c. Alene eller sammen med andre**?**
      ii. Var noen av sendingene *dårligere* enn andre?
         1. Hvorfor?

      2. Kjennetegn ved program? (uinteressant, dårlig laget)
      3. Kjennetegn ved kontekst?
          a. Tidspunkt?
          b. Rom?
          c. Alene eller sammen med andre**?**

5. Pleide dere å se FBI før dere testet de digitale versjonene?
    a. Hvorfor/hvorfor ikke?

6. Generelt inntrykk av den digitale versjonene? (tekst-tv-delen)
    a. Lay out?
    b. Brukervennlighet?
        i. Bruk av fjernkontroll
    c. Grad av interaktivitet?
        i. Ble interaktiviteten benyttet? (Kun i begynnelsen? I forbindelse med interessante temaer? Annet…?

7. **Opplevelse av tilbudet** i forhold til **forventninger**:
    a. Positive overraskelser – mer eller bedre enn forventet?
    b. Negative overraskelser – mindre eller dårligere enn forventet?
    c. Hva kunne vært gjort annerledes?

8. Ønsker dere den digitale FBI-versjonen i fremtiden også?
    a. Hvorfor/hvorfor ikke?
    b. Hvis ja, hvordan tror dere brukermønsteret vil bli?
    c. Er bruken av tjenesten noe dere ville ha innlemmet i den vanlige tv-rutinen på onsdager, eller ville bruken blitt mer sporadisk?
        i. Hvorfor/hvordan
        ii. Er det å kunne tilpasse programmet etter tilgjengelig tid viktig?

9. Når ville du/dere helst ha satt deg/dere ned for å se FBI?
    a. Hva kjennetegner denne situasjonen? Hva er spesielt?
        i. Til hvilken tid?
        ii. I hvilket rom?
        iii. Alene eller sammen med andre?

10. Ville dere ha anbefalt den digitale FBI-versjonen til venner?
    a. Hvorfor/hvorfor ikke?

11. Er det noe du/dere generelt kunne tenke dere – det å **programmere og forskyve tv-hverdagen** etter eget ønske?
    a. Ville dette *lettet* hverdagen (organisere tv-kvelden…)
    b. …eller gjort den mer *kompleks*? (tar mye tid å programmere inn det man ønsker å se – vil forskyve tiden og gå inn i andre program som andre ønsker å se. Da må eventuelt disse også programmere / forskyve "sine" program…)

Fase 3: Opplevelser av tv-mediet (generelle betraktninger)

12. **Har dere digital-tv?** (oppgradert kabel-, satellitt-tv, andre…)
    a. Hvorfor? (Ønske om spesiell kanal, spesielt program – hva var den kritiske faktoren som førte til beslutningen?)
    b. Hva oppfatter dere at "digital"- eller "interaktiv"-tv skal være? (diskurs)

13. **Har dere en Elektronisk programguide** (EPG) som dere benytter i dag?
   a. Hvis ja, programmeres tv-hverdagen?
   b. Benyttes den til andre ting utover å programmere / bla i kanalutvalg? I så fall hva?
   c. Hva er positivt / negativt med EPG'en (eventuelt fjernkontrollen)

14. Stod anskaffelsen av parabol / kabel til forventningene?
   a. Hvorfor/hvorfor ikke?

15. Hva slags **programtilbud** har dere i dag? (kort: Viasat grunnpakke eller lignende)
   a. **Bindingstid** på abonnement?
   b. **Andre tjenester** som kommer **i tillegg til tv-pakken** (internett, telefon)?
        i. Hvordan prises dette? (fast pris – månedsbasis, eventuelt annet?)
       ii. Ønske om annen prisstruktur?
      iii. Ønske om eventuelt selv å kunne velge programmer i pakken?
              1. Hvis ja:
                   a. Betale per kanal; for mindre pakker av selvvalgte kanaler; annet?
                   b. Ønske om tilleggsinnhold? Hva da? Interaktive tilbud?
   c. **Leverandør av tilbud** og type distribusjon (kabel, satellitt):
   d. Er dette:
        i. Selvvalgt?
       ii. Valgt etter hva som er tilgjengelig tilbud i området?
      iii. Hva fore eksempel borettslaget kan tilby?
   e. Hvem i familien søkte seg frem til / skaffet informasjon om det valgte tilbudet?
   f. Var det ulike oppfatninger i familien om hva slags tilbud man burde ha?
        i. Hvis konflikter – hva gikk disse ut på?
   g. Hvem tok den endelige beslutningen om kanal- / programtilbud? (eller felles?)

16. Har brukermønsteret endret seg, sett i forhold til tidligere når dere hadde "vanlig" TV? (Rikskringkasting uten andre muligheter)
   a. Hvordan?
        i. Mer eller mindre tid benyttet til tv-aktiviteter?
       ii. Andre tider på døgnet?
      iii. Andre rom? (Flere/andre tv'er?)
       iv. Bruker andre/spesielle tjenester eller programmer?
        v. Sammen med andre familiemedlemmer?

17. Andre endringer (i mediebruk og hverdagsliv)?
        i. Mer eller mindre tid til andre medier? (PC, radio, …?)
              1. Hvis mer, hva har dette gått ut over av andre aktiviteter?
              2. Hvis mindre, hva brukes den frigjorte den til?
       ii. Anskaffelse av **nye medier** (tv'er, pc'er etc.)?
      iii. **Andre tider** på døgnet?
       iv. **Andre rom**?
        v. Sammen med andre familiemedlemmer?

(Disse delspørsmålene må søke å avdekke praktiske, sosiale, kulturelle og moralske forhold som påvirker IKT-bruk [inkl. tidspress, oppdragerfunksjon, individuelle idealer om 'det gode liv', etc.]; men gå via det konkrete. Så kan en eventuelt utlede – gjerne eksplisitt – hva slags rammeverk dette innebærer.)

18. Når setter du/dere deg/dere helst ned for foran tv'en?
    a. Hva kjennetegner denne situasjonen?
          i. Hvilke programmer?
         ii. Til hvilken tid? (på døgnet + ukedag)
        iii. I hvilket rom?
         iv. Alene eller sammen med andre?
          v. Hvem har mest kontroll over bruken av tv-en?
         vi. Er det forskjeller mht bruken/kontrollen med fjernkontrollen nå ift. når dere hadde "vanlig" analog tv?
        vii. Benyttes tv'en (i stua primært) til andre ting også – for eksempel koples det til spillkonsoller (Playstation, X-box), DVD/VHS, PC, etc.?
                1. I hvor stor grad brukes slike ekstraterminaler i tilknytning til tv'en?
                2. Hvem i familien benytter hva når det gjelder disse terminalene?

19. Hva bruker hver familiemedlem tv'en til, eventuelt andre IKT'er? (spør hvert enkelt familiemedlem
    a. Avslapping / aktivitet **(time-out: prøv å få frem hvordan de oppfatter dette, med henblikk som sitt eget IKT-konsum)**
    b. Informasjon / underholdning
    c. Fjernsyn / spill
    d. Annet?
    e. Hvor **mye tid** brukes på de ulike mediene?

20. Hvilke tanker har du/dere om egen tv/medie-bruk? (versus egen bruk som barn, annet…)

21. Har dere **flere uttakspunkter** for digital-tv (eventuelt analog kabel, satellitt)?
    a. Hvor?
    b. Spesiell grunn til at det er ønskelig å ha det flere steder?

Fase ut: Bakgrunnsinformasjon

22. Antall familiemedlemmer?
23. Alder?
24. Utdanning?
25. Yrke?
26. Husholdsinntekt?
27. Antall medier hjemme (pc'er, tv'er, mobiltelefon, m.m.)
28. Medienes plassering i hjemmet
29. "Husholdets teknologiske forsørger" (hva menes her; ved *kjøp, beslutning, annet*?)

Appendix 2 – Interview guide (Romsås 1)

Intervjuguide Romsås ver.2 – mars 2004

TV-bruk:

1. Hva slags TV-tilbud har du/dere? (Kabel, satellitt, analog)
   a. Hvor står TV'ene plassert?
   b. Er løsningen digitalisert?
   c. Når skjedde denne prosessen?
   d. Endringer etter digitalisering? (hvordan var det før)
      i. kvalitet
      ii. bruksmønster
      iii. antall tjenester
      iv. flere TV-skjermer
      v. flytting av medier i husstanden
   e. Hvordan var TV-bruken før? Har det skjedd noen store endringer i det hele tatt? (plassering, bruk, fjernkontroll)
   f. Er TV'en viktig? – hvorfor?
   g. Er det en erstatning for underholdningstilbudet på Romsås (langt fra byen, burde det være flere muligheter lokalt?

2. Hvorfor dette tilbudet? (Spesiell kanal, program, annet?)
   a. Hvis eget valg – hvem ønsket dette (og hvorfor) – forhandlinger?
      i. Bindingstid på abonnement?
      ii. Andre tjenester i tillegg? (komme tilbake til senere)
      iii. Hvordan prises disse tjenestene?
      iv. Er det en grei måte å prise / ordne det på?
   b. Hvis ikke eget valg – skjult i husleia?
      i. Hvordan oppfattes det?
      ii. Ønskelig med annen ordning? (betale per kanal, velge egen pakke, etc)
      iii. Vet du/dere hvilken leverandør dere har?
      iv. Har den enkelte noe makt til å bestemme hva en vil ha? Pålagt utenfra? (styret, kabelselskap, andre)
      v. Får man nok informasjon om prosesser, tilbud? Greit nok?
   c. Har nærmiljøet påvirket beslutningen om valg av tilbud på noen måte? (naboer, tilbud fra styret, press fra nabobarn, etc)

3. Når benyttes TV'en i størst grad?
   a. Hva kjennetegner denne situasjonen?
      i. Programmer (nyheter, underholdning, annet)

      ii.   Tid på døgnet
     iii.   Sammen /alene
     iv.   Benyttes TV'en primært i stua – eller også andre steder?
      v.   Ser mest underholdning eller andre programtyper?

4. Hvor mye benyttes andre tilkoplete medier? (DVD, spillkonsoller)
      i.   Hvem i familien benytter disse?
     ii.   Hjemmekinoanlegg?

5. Hvor viktig er avslapping i forbindelse med TV-bruk?

Internett-bruk:

6. Hvilket forhold har du til datamaskin og Internett?
7. Synes du teknologien utvikles for raskt?
8. Ide om mer sosialt nærmiljø, der unge lærer opp eldre til bruk av Internett – hvordan stiller du deg til den tankegangen?

Kjøp av nye elektroniske medier:

9. Hvor ofte kjøpes TV
    a. PC-kjøp – hvordan gjøres vurderinger her…?
    b. …vet hva man skal ha, spør kjente eller butikkansatte?

10. Skjer denne prosessen automatisk eller naturlig?
    a. Hvordan vurderes kostnader?
    b. Har dette endret seg over tid (mer penger nå enn før?)
    c. Er det noe totalbudsjett for elektroniske medier – eller vurderes de hver for seg?

11. Rom for forhandlinger? Hvem bestemmer? Press utenfra?

12. Hva med mobiltelefon?

13. Når det kommer NY teknologi – er dette noe man tar for gitt?
    a. Eller kan man kjempe i mot?

Digitalisering – interaktivitet?

14. Hva ligger i begrepene digitalisering – interaktivitet?

15. Tanker om denne utviklingen? (positivt / negativt)

16. Man ser for seg "konvergens" (sammenslåing) mellom apparater og tjenester - f.eks at TV og PC smelter sammen
    a. Hvordan ser du/dere på dette? – eks. PC'en i stua, taste der…internett fra sofaen?
    b. Tendens til å bruke flere medier samtidig? (radio mens TV'en står på…)

17. kunne du tenke deg flere underholdingsmuligheter i hjemmet?

18. Går dette på bekostning av andre aktiviteter / annen underholding utenfor hjemmet?

19. Kan det bli en erstatning for egen deltakelse i andre aktiviteter utenfor hjemmet? (debatt)

20. Ser dere programmer der det benyttes flere muligheter (SMS-stemmer, utdypning på internett – eks. Idol, Big Brother, Singel 24-7)
    a. Hvem er det som ser disse programmene?

21. Hva syns dere om denne type programmer?

Lokalsamfunn:

22. Hvordan oppleves lokalsamfunnet på Romsås?

23. Burde det være flere sosial arenaer i nærmiljøet?

24. Hvor lenge har du bodd her? – har det skjedd endringer over tid?

25. Er det en sterk fellesskapsfølelse her? (egen opplevelse)
    a. Hvorfor / hvorfor ikke?
    b. Føles det for stort (liten innflytelse, anonymt)?
    c. Får man følelsen av et tett lokalsamfunn
        i. Barn besøker hverandre
        ii. Naboer blir venner
        iii. Lokale aktiviteter / kirke / andre samfunn

26. Eller foregår mesteparten av aktiviteter innendørs, med egen familie?

27. Etniske skiller?
    a. Har dette endret seg over tid?
    b. Gettofisering?
    c. Kontakt med fremmedkulturelle?

28. Kan teknologi være med på å integrere? F.eks:
    a. Styremøter
    b. Opplæring i PC-bruk av eldre (yngre)
    c. Felles underholdnings-arenaer
    d. Eller substitutt for å finne på ting hjemme?

Appendix 3 – Interview guide (Romsås 2)

Intervjuguide Romsås – november 2004

TV-bruk:

29. Hva slags TV-tilbud har du/dere? (Kabel, satellitt, analog)
    a. Hvor står TV'ene plassert?
    b. Er løsningen digitalisert?
    c. Når skjedde denne prosessen?
    d. Endringer etter digitalisering? (hvordan var det før)
        i.   kvalitet
        ii.   bruksmønster
        iii. antall tjenester
        iv.   flere TV-skjermer
        v.   flytting av medier i husstanden

    e. Er TV'en viktig? – hvorfor?

30. Hvorfor dette tilbudet? (Spesiell kanal, program, annet?)
    a. Hvis eget valg – hvem ønsket dette (og hvorfor) – forhandlinger?
        i.   Bindingstid på abonnement?
        ii.   Andre tjenester i tillegg? (komme tilbake til senere)
        iii. Hvordan prises disse tjenestene?
        iv.   Er det en grei måte å prise / ordne det på?
    b. Hvis ikke eget valg – skjult i husleia?
        i.   Hvordan oppfattes det?
        ii.   Ønskelig med annen ordning? (betale per kanal, velge egen pakke, etc)
        iii. Vet du/dere hvilken leverandør dere har?
        iv.   Har den enkelte noe makt til å bestemme hva en vil ha? På-lagt utenfra? (styret, kabelselskap, andre)
        v.   Får man nok informasjon om prosesser, tilbud? Greit nok?
    c. Har nærmiljøet påvirket beslutningen om valg av tilbud på noen måte? (naboer, tilbud fra styret, press fra nabobarn, etc)

31. Når benyttes TV'en i størst grad?
    a. Hva kjennetegner denne situasjonen?
        i.   Programmer (nyheter, underholdning, annet)
        ii.   Tid på døgnet
        iii. Sammen /alene
        iv.   Benyttes TV'en primært i stua – eller også andre steder?

       v.   Ser mest underholdning eller andre programtyper?

32. Hvor mye benyttes andre tilkoplete medier? (DVD, spillkonsoller)
       i.   Hvem i familien benytter disse?
       ii.   Hjemmekinoanlegg?

33. Hvor viktig er avslapping i forbindelse med TV-bruk?

34. Benyttes TV (m/ f.eks parabol) til å vedlikeholde kulturell tradisjon? Hvor viktig?

Internett-bruk:

35. hva slags linje har du/dere?
     a. Bredbånd, ISDN, analogt?
     b. Kostnader tilknyttet tilbudet?
     c. Hva brukes PC'en til?
         i.   jobb, underholdning, info-søk
     d. Av hvem?

36. Hvor er PC'en plassert?
37. Hvem benytter den mest?
38. Har det vært forhandlinger / påvirkning fra kolleger, naboer, styre, familie i retning av å kjøpe /bruk PC-Internett?

39. Internettilbud - del av bredbåndspakke? (TV, Internett, telefon sammen)
     a. Hvordan oppfattes denne løsningen…?
     b. Greit å betale "flat pris" for bruk?
     c. Én pris for alt – oversiktlig, eller "shoppe" mellom alternativer?

40. Hjemme – jobbruk.
     a. Tilgang på jobben? (samme linje – bedre/dårligere?)
     b. Hvor brukes PC/Internett mest?
     c. Til hvilke oppgaver?

41. Bruk av PC, Internett til kommunikasjon med hjemland – utbredt?

Kjøp av nye elektroniske medier:

42. Hvor ofte kjøpes TV og PC til hjemmet (historikk her)
     a. PC-kjøp – hvordan gjøres vurderinger her…?
     b. …vet hva man skal ha, spør kjente eller butikkansatte?

43. Skjer denne prosessen automatisk eller naturlig?
     a. Hvordan vurderes kostnader?
     b. Har dette endret seg over tid (mer penger nå enn før?)
     c. Er det noe totalbudsjett for elektroniske medier – eller vurderes de hver for seg?

44. Rom for forhandlinger? Hvem bestemmer? Press utenfra?

45. Hva med mobiltelefon?

46. Forskjell fra PC, TV og mobiltelefon (f.eks: PC byttes ut før den er "utgått?)
      a.   Hvorfor? (programvare som krever kapasitet, internett, press fra barn?)

47. Når det kommer NY teknologi – er dette noe man tar for gitt?
      a.   Eller kan man kjempe i mot?

Generelt i forhold til TV og PC:

48. strenge med hva barna får lov til, eller lar de holde på innenfor visse grenser?
49. lekser viktig? Problemer med mediebruk i forhold til dette?
50. blir det sett på som et problem?
51. …eller brukes (PC) til skolearbeid?

Digitalisering – interaktivitet?

52. Hva ligger i begrepene digitalisering – interaktivitet?

53. Tanker om denne utviklingen? (positivt / negativt)

54. Man ser for seg "konvergens" mellom apparater og tjenester - f.eks at TV og
    PC smelter sammen
      a.   Hvordan ser du/dere på dette? – eks. PC'en i stua, taste der…internett
           fra sofaen?
      b.   Tendens til å bruke flere medier samtidig? (radio mens TV'en står
           på…)

55. Ser dere for dere økte underholdingsmuligheter med dette i hjemmet?

56. Går dette på bekostning av andre aktiviteter / annen underholding?

57. Kan det bli en erstatning for egen deltakelse i andre aktiviteter utenfor hjem-
    met? (debatt)

58. Ser dere programmer der det benyttes flere muligheter (SMS-stemmer, utdyp-
    ning på internett – eks. Idol, Big Brother, Robinson, Ungkarskvinnen)
      a.   Hvem er det som ser disse programmene?

59. Hva syns dere om denne type programmer?

Lokalsamfunn:

60. Hvor opprinnelig fra? Hvor lenge bodd i Norge?

61. Hvor lenge har dere bodd på Romsås?

62. Hvordan oppleves lokalsamfunnet på Romsås?

63. Er det en sterk fellesskapsfølelse her? (egne opplevelse)
    a. Hvorfor / hvorfor ikke?
    b. Føles det for stort (liten innflytelse, anonymt)?
    c. Får man følelsen av et tett lokalsamfunn
        i. Barn besøker hverandre
        ii. Naboer blir venner
        iii. Lokale aktiviteter

64. Eller foregår mesteparten av aktiviteter innendørs, med egen familie?

65. Etniske skiller?
    a. Har dette endret seg over tid?
    b. Hvordan oppleves kontakt med etniske nordmenn versus andre frem- medkulturelle?

66. Kan teknologi være med på å integrere? F.eks:
    a. Styremøter
    b. Opplæring i PC-bruk av eldre (yngre)
    c. Felles underholdnings-arenaer
    d. Eller substitutt for å finne på ting hjemme?

Appendix 4 – Interview guide (Austevoll)

Intervjuguide Austevoll – januar 2004

TV-bruk:

67. Hva slags TV-tilbud har du/dere? (Kabel, satellitt, analog)
    a. Hvor står TV'ene plassert?
    b. Er løsningen digitalisert?
    c. Når skjedde denne prosessen?
    d. Endringer etter digitalisering? (hvordan var det før)
        i. kvalitet
        ii. bruksmønster
        iii. antall tjenester
        iv. flere TV-skjermer
        v. flytting av medier i husstanden

    e. Er TV'en viktig? – hvorfor?

68. Hvorfor dette tilbudet? (Triple Play)
    a. Hvis eget valg – hvem ønsket dette (og hvorfor) – forhandlinger?
        i. Bindingstid på abonnement?
        ii. Andre tjenester i tillegg? (komme tilbake til senere)
        iii. Hvordan prises disse tjenestene?
        iv. Er det en grei måte å prise / ordne det på?
    b. Har nærmiljøet påvirket beslutningen om valg av tilbud på noen måte? (naboer, tilbud fra styret, press fra nabobarn, etc)
    c. Hvordan var ordningen før triple play-løsningen?
    d. Hva gjorde at dere takket ja til triple play? (hva var viktigst: én regning, rimeligere, TV-kanaler, raskere Internett, billig telefoni?)

69. Når benyttes TV'en i størst grad?
    a. Hva kjennetegner denne situasjonen?
        i. Programmer (nyheter, underholdning, annet)
        ii. Tid på døgnet
        iii. Sammen /alene
        iv. Benyttes TV'en primært i stua – eller også andre steder?
        v. Ser mest underholdning eller andre programtyper?

70. Hvor mye benyttes andre tilkoplete medier? (DVD, VHS, spillkonsoller)
        i. Hvem i familien benytter disse?

       ii.   Hjemmekinoanlegg?

71. Hvor viktig er avslapping i forbindelse med TV-bruk?

Internett-bruk:

72. Hva brukes PC'en til?
   a. jobb, underholdning, info-søk
   b. Av hvem?

73. Hvor er PC'en plassert?
74. Hvem benytter den mest?
75. Har det vært forhandlinger / påvirkning fra kolleger, naboer, styre, familie i retning av å kjøpe /bruk PC-Internett?

76. Internettilbud - del av bredbåndspakke? (TV, Internett, telefon sammen)
   a. Hvordan oppfattes denne løsningen…?
   b. Greit å betale "flat pris" for bruk?
   c. Én pris for alt – oversiktlig, eller "shoppe" mellom alternativer?

77. Hjemme – jobb-bruk.
   a. Tilgang på jobben? (samme linje – bedre/dårligere?)
   b. Hvor brukes PC/Internett mest?
   c. Til hvilke oppgaver?

Kjøp av nye elektroniske medier:

78. Hvor ofte kjøpes TV og PC til hjemmet (historikk her)
   a. PC-kjøp – hvordan gjøres vurderinger her…?
   b. …vet hva man skal ha, spør kjente eller butikkansatte?

79. Skjer denne prosessen automatisk eller naturlig?
   a. Hvordan vurderes kostnader?
   b. Har dette endret seg over tid (mer penger nå enn før?)
   c. Er det noe totalbudsjett for elektroniske medier – eller vurderes de hver for seg?

80. Rom for forhandlinger? Hvem bestemmer? Press utenfra?

81. Hva med mobiltelefon?

82. Forskjell fra PC, TV og mobiltelefon (f.eks: PC byttes ut før den er "utgått?)
   a. Hvorfor? (programvare som krever kapasitet, internett, press fra barn?)

83. Når det kommer NY teknologi – er dette noe man tar for gitt?
   a. Eller kan man kjempe i mot?

Generelt i forhold til TV og PC:

84. strenge med hva barna får lov til, eller lar de holde på innenfor visse grenser?

85. lekser viktig? Problemer med mediebruk i forhold til dette?

86. blir det sett på som et problem?

87. …eller brukes (PC) til skolearbeid?

Kulturelt tilbud og elektronisk mediebruk:

88. Er det viktig med tilbud i hjemmet, fordi det er få kulturelle tilbud i nærmiljø-et?

Digitalisering – interaktivitet?

89. Hva ligger i begrepene digitalisering – interaktivitet?

90. Tanker om denne utviklingen? (positivt / negativt)

91. Man ser for seg "konvergens" mellom apparater og tjenester - f.eks at TV og PC smelter sammen
    a. Hvordan ser du/dere på dette? – eks. PC'en i stua, taste der…internett fra sofaen?
    b. Tendens til å bruke flere medier samtidig? (radio mens TV'en står på…)

92. Ser dere for dere økte underholdingsmuligheter med dette i hjemmet?

93. Går dette på bekostning av andre aktiviteter / annen underholding?

94. Kan det bli en erstatning for egen deltakelse i andre aktiviteter utenfor hjem-met? (debatt)

95. Ser dere programmer der det benyttes flere muligheter (SMS-stemmer, utdyp-ning på internett – eks. Idol, Big Brother, Robinson, Ungkarskvinnen)
    a. Hvem er det som ser disse programmene?

96. Hva syns dere om denne type programmer?

Lokalsamfunn:

97. Hvordan oppleves lokalsamfunnet i Austevoll?

98. Er det en sterk fellesskapsfølelse her? (egne opplevelse)
    a. Hvorfor / hvorfor ikke?
    b. Får man følelsen av et tett lokalsamfunn
        i. Barn besøker hverandre
        ii. Naboer blir venner
        iii. Lokale aktiviteter

99. Eller foregår mesteparten av aktiviteter innendørs, med egen familie?

Appendix 5 – Recruiting letters

NRK

Moderne tekst-TV: Tilleggsinformasjon på digital-TV

Til: Deltaker i prøveprosjektet

Fra: Åse Tenggren Fixdal, NRK Forskningen

Dato: 8. desember 2003

Vi trenger din hjelp
For en tid tilbake registrerte du deg som deltaker i NRKs forsøk med moderne tekst-TV på digital-TV. Formålet med testen er å få innspill til hvilke tilbud og tjenester publikum ønsker å få på TV i fremtiden. I tillegg trenger vi å finne ut av hvordan ulike tjenester fungerer rent teknisk på TV. Dette trenger vi tilbakemelding på fra alle testdeltakerne.

Hvem kan svare?
Vedlagt finner du spørreskjema som vi ber dere fylle ut. Vi ønsker å fange opp ulike oppfatninger innen den enkelte husstand, og ber derfor om at hvert enkelt husstandsmedlem over 17 år fyller ut et skjema.

Vi gjør oppmerksom på at spørreskjemaet også inneholder spørsmål som kan besvares selv om man ikke har hatt anledning til å teste ut forsøkstjenesten.

Du kan vinne!
Alle som returnerer utfylt spørreskjema er med i trekningen av to digitale fotoapparater.

Hvor sender du skjemaet?
Ferdige utfylte spørreskjema legges i medfølgende frankerte konvolutt, og returneres til Åse Fixdal, NRK Forskningen, RØ21, 0340 Oslo.

Spørsmål til undersøkelsen kan rettes til Åse Fixdal i Forskningen; tlf. 23 04 29 66 eller ase.fixdal@nrk.no.

Svarfrist mandag 15. desember
For å være med i trekningen av premiene må spørreskjemaet returneres mandag 15. desember.

Dine svar er anonyme
Anonymiteten til de som svarer på undersøkelsen vil bli ivaretatt. Svarene vil ikke kunne føres tilbake til den enkelte respondent, men vil kun rapporteres som statistikk.

Med vennlig hilsen

Åse Fixdal

PS. Frist for tilbakelevering av utstyret er uke 51.

Medieundersøkelse på Romsås

Vi ved Statens institutt for forbruksforskning (SIFO) er i ferd med å gjennomføre et større forskningsprosjekt rundt familiers medievaner og bruk av ny teknologi.

Romsås har kommet langt – spesielt med tanke på bredbånd – og fremstår som svært interessant også i kraft av å være et flerkulturelt lokalsamfunn. Vi ønsker derfor å komme i kontakt med rundt 5-10 familier/enkeltpersoner fra (lokasjon) som kunne tenke seg bli intervjuet av forskere fra SIFO. Intervjuene vil ta ca. 1 time og er strengt konfidensielle – det vil si ingen andre vil få tilgang til intervjuene. Disse vil bli anonymisert rett etter at intervjuet er over, og vil *ikke* brukes til reklame og markedsfremmende tiltak. Vi ønsker alle typer familier og alle typer brukere, ikke kun de mest teknologisk avanserte.

Dersom du kunne tenke deg å være med så send inn slippen nedenfor, ferdig utfylt, til Statens institutt for forbruksforskning. Konvolutten er ferdig frankert. Alternativt kan du gå inn på *www.sifo.no/digiadvent* - trykke på "meeting-point" - og fylle ut skjemaet som er lagt ut der.

Send inn svar i posten eller på nettet senest **fredag 12. mars**. Av de som svarer trekker vi så ut 5-10 familier til intervju. Disse vil bli kontaktet kort tid etter fristen. De som blir intervjuet vil være med i trekningen av et *digitalkamera!*
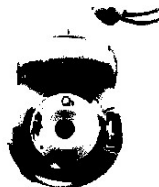
Vi har fått godkjennelse fra borettslagets styre til å gjennomføre undersøkelsen.

Mvh   Jo Helle-Valle   Dag Slettemeås
         Prosjektleder   *Forsker*

5-10 personer/familier er med i trekningen
av dette digitalkameraet !!

Fujifilm Q1 Digital sølv
2 MP, 4x dig. zoom, 8MB, xD slot

Navn:_____

Adresse:_____

E-post:_____

Telefonnr.:_____

Familiestatus:_____ Antall barn (hjemmeboende):_____

Tilgang til medier:

Medietype		Medietype	
TV		PC	
VHS		Internett	
DVD		Bredbånd	
Spillkonsoll (X-box, Playstation, etc)		Mobiltelfon	

Vil du delta i forskningsprosjekt om etnisitet og mediebruk på Romsås?

- **Tema: mediebruk i familier med innvandrerbakgrunn på Romsås**
- Intervjuene godtgjøres med **1000,–** per familie

Statens institutt for forbruksforskning (SIFO) er i ferd med å gjennomføre et større forskningsprosjekt rundt familiers medievaner og bruk av ny teknologi.

Vi ønsker å komme i kontakt med **familier med innvandrerbakgrunn** som kan tenke seg å bli intervjuet av forskere fra SIFO. Intervjuene vil ta ca. 1 ½ time og er konfidensielle. Svarene vil bli anonymisert.

Dersom dere kan tenke dere å delta – send inn slippen nedenfor ferdig utfylt til Statens institutt for forbruksforskning. Vi trekker ut 6-10 familier til intervjuer.

Håper dette kan bli interessant for både dere og oss.

Send inn svarslippen innen én uke – **frist 22. oktober**. Vi tar kontakt så raskt som mulig.

Familier som deltar i undersøkelsen vil hver få **1000,–** i godtgjørelse som takk for deltakelsen.

Med vennlig hilsen

Jo Helle-Valle   Dag Slettemeås   Ingrid Kjørstad
Prosjektleder SIFO   *Forsker SIFO*   *Forsker SIFO*
(22 04 35 61)   (22 04 35 63)   (22 04 35 25)

- -

Navn:_____

Adresse:_____

E-post:_____

Telefonnr.:_____

Antall barn (hjemmeboende):_____ Barnas alder:_____

Tilgang til medier:

Medietype	Antall	Medietype	Antall
TV		PC	
VHS		Internett	
DVD		Bredbånd	
Spillkonsoll (X-box, Playstation, etc)		Mobiltelfon	

Medieundersøkelse i Austevoll

Statens institutt for forbruksforskning (SIFO) er i ferd med å gjennomføre et større forskningsprosjekt rundt familiers medievaner og bruk av ny teknologi.

Vi ønsker å komme i kontakt med 5-10 familier fra Austevoll som kan tenke seg å bli intervjuet av forskere fra SIFO. Intervjuene vil ta i overkant av 1 time og vil foregå hjemme hos informantene.

Intervjuene er konfidensielle – det vil si ingen andre vil få tilgang til intervjuene. Disse vil bli anonymisert rett etter at intervjuet er over, og vil *ikke* brukes til reklame og markedsfremmende tiltak. Vi ønsker alle typer familier til undersøkelsen.

Hvis du/dere ønsker å delta, send inn slippen nedenfor ferdig utfylt til Statens institutt for forbruksforskning. Konvolutten er ferdig frankert.

Send inn svar i posten så snart som mulig, og senest **onsdag 12. januar 2005.** Av de som svarer trekker vi så ut 5-10 familier til intervju. Disse vil bli kontaktet kort tid etter at fristen er utløpt. Vi ønsker å gjennomføre intervjuene i **uke 3 eller 4.**

Familier som deltar i undersøkelsen vil hver få **500,–** i godtgjørelse som takk for deltakelsen.

Mvh   Jo Helle-Valle   Dag Slettemeås
         Prosjektleder   *Forsker*
         (22 04 35 61)   (22 04 35 63)

Navn:_____

Adresse:_____

E-post:_____

Telefonnr.:_____

Familiestatus:_____ Antall barn (hjemmeboende):_____

Tilgang til medier:

Medietype	Antall	Medietype	Antall
TV		PC	
VHS		Internett	
DVD		Bredbånd	
Spillkonsoll (X-box, Playstation, etc)		Mobiltelfon	