Media resistance: Opportunities for practice theory and new media research
Abstract

Based on in-depth qualitative interviews, this essay offers a portrait of media resisters—individuals who intentionally and significantly limit their media use and
who have largely fallen outside the purview of communication research. I argue that attention to media resistance expands and enhances practice theory and research on new media use. Practice theory broadens by the acknowledgement that media resistance constitutes a significant set of behavioral responses to living in a media-saturated world. Similarly, recognition of the media resistance phenomenon can help address the pro-innovation bias of new media research. Media resisters articulate reasons for resistance that include (a) asserting boundaries between public and private life, (b) acting on concerns that technologies designed to facilitate human connection often undermine it, and (c) focusing on immediate experiences and thereby cultivating presence.

Keywords
media resistance, media refusal, practice theory, audience studies, new media, digital media, social media

Full Text:
PDF
In this essay, new media are considered "methods and social practices of communication, representation and expression that have developed using the digital, multimedia, networked computer and the ways that this machine is held to have transformed work in other media". In his book Understanding New Media, Robert Logan goes further into their description by saying that they are "interactive, incorporate two-way communication". The latter may be due to resistance to change, but also to the challenging task of being up to date with the information age's technological progress and demands. In conclusion, the deepest impact of new media has taken place in terms of the countless forms, content, origin and languages of translatable pieces of information available at present.