

Between dense hypertexts and hyperconsumerism. Information, personalization and mobile consumption

Maria Aparecida Moura

▶ **To cite this version:**

Maria Aparecida Moura. Between dense hypertexts and hyperconsumerism. Information, personalization and mobile consumption. H2PTM'15 : Le numérique à l'ère de l'Internet des objets, de l'hypertexte à l'hyper-objet, Oct 2015, Paris, France. pp.36-49. hal-05191402

HAL Id: hal-05191402
https://hal.science/hal-05191402v1

Submitted on 29 Jul 2025

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Between dense hypertexts and hyper-consumerism

Information, personalization and mobile consumption

Maria Aparecida Moura

Federal University of Minas Gerais – UFMG

6627, Avenida Antônio Carlos, Pampulha

31.270-901 - Belo Horizonte - Brazil

mamoura@ufmg.br

RÉSUMÉ. *La discussion aborde les transformations intervenues dans les pratiques sociales de consommation matérielle et de biens culturels dématérialisés à partir de l'économie de l'attention et des dispositifs mobiles. L'étude explore la validité conceptuelle de l'hypertexte dense en se basant sur l'analyse des caratéristiques des hypertextes classiques et de leurs développements dans le domaine des applications mobiles. Les caractéristiques de densité informationnelle juxtaposées aux hypertextes sont systématisées et comparées aux caractéristiques de la densité informationnelle des applications mobiles concernant les segments commerciaux de la mode, de la musique en ligne et des opérations banquaires*

ABSTRACT. *This study discusses the changes in the social practices of material consumption and dematerialised cultural goods based on the attention economy and mobile devices. It explores the conceptual viability of dense hypertexts based on the analysis of classical hypertexts features and their developments in mobile applications. The characteristics of informational density juxtaposed to hypertexts are systematized, and the features of informational density in mobile applications aimed at the commercial segment of the fashion, music and online banking operations are contrasted.*

MOTS-CLÉS : *consommation mobile, hypertexte, hypertexte dense, personalisation, information, densité informationnelle*

KEYWORDS : *mobile consumption, hypertexts, dense hypertexts, personalization, information, information density*

1. Introduction

The possibilities for accessing information connected via network and the technological and economical gains associated to them have introduced a plethora of changes in the forms of circulation, reception, and appropriation of information.

As Santos (2002) remarks, informational fluidity was enabled, to a great extent, by the technical unison, the functional interdependence, the unison and convergence of moments and by the spread of pragmatic information circulation (operational).

Recently, it has become possible to establish particular interactions, nearly idiosyncratic, with subjects, content and devices, and to highlight, deliberately or unconsciously, the evidences of these routes in traces georeferenced via web.

It is possible to state, then, that, with the rise of expanded realities in network, the social subjects have begun to interact with an incredible amount of registers, constituting a perennial, unstransferable, online, particular hypertext.

Based on these terms, in an era marked by its dedication to forgetfulness, paradoxically, never before humanity registered so much and with techniques and prosthesis this integrated and adaptable to humankind.

From an economic point of view, the potential of these hypermediatic memories enabled the infinite personalization of products and services and the offer of memorable products *prêt à porter*. This way, more often than not, we are confronted with the fortuitous frivolity of our taste in self-service menus. In other words, the standard is resignified just-in-time by the registers of our memories and hypertextual routes.

In this conjuncture of emergences, it is also emphasized the strengthening of infotainment, characterized by the widening of the offer for products whose aggregated value is composed by articulated information to content typically dedicated to entertainment. Information is confused with entertainment and, more often than not, the access to information in network escapes towards the entertainment and the offer for products and services.

Part of this dynamic context, contemporary hypertexts slowly start to agglutinate a certain density, because, in addition to multiplying the plurality of readings emerging from texts, we also evidence the infinite registers produced and individually appropriated and resignified in time and space. Such changes had a great impact in different sectors of society and influenced strongly the processes of circulation of products and services.

Digital platforms and their tools of added value enabled the optimization of new models of business, including sociality and business in the same context. This way, the juxtaposition provoked by the articulation of informational, technical, technological and market-related elements in situations of consumption ends up engendering a civilization of desire through the contiguity between consumers, products and services.

In this conjecture, mobile applications (APPs) have become the current dense and personalized hypertexts. They carry the register of a persona's transformations and their individual "wants" associated to geographical, emotional, cultural and other conditions related to instances of online socialization. According to Mobiletime, "the sessions of shopping APPs increased 180% in 2014. 63% of the clicks on Facebook Ads come from mobile devices".

In this work, I characterize the dense hypertexts in their interface with APPs and put in evidence the transformations provoked by the continuity of life via register, sociability, consumption and mobile propagation devices. In my conception, these contemporary agencies, structured around APPs, engender dense hypertexts, which integrate, create repertoire, individualize and mobilize the experiences at the same time. In the specific case of mobile consumption, some possibilities that derive from dense hypertexts minimize the conflicts caused by hiper- consumerism, because the need for consumption and individualization are justified by the density of the subject's cultural experience, skillfully incorporated to the layers of the memory device.

We can note, then, that, nowadays, the cultural experience of production, circulation and usage of information or products is strongly affected by mobility and latency in these devices that are instantaneously available and shaped as infotainment products, or "*net à porter"* consumption.

2. Dense hypertexts, personalization and hiper- consumerism

The conception of hypertexts is linked to the non-linearity in the routes of reading and production of meanings derived from the fruition of texts. Historically, it is also possible to highlight, as contextual elements, the role of copyists in the 16th and 17th centuries, the interactions between readers and their illuminations in page margins and the comments by Vannevar Bush concerning the oneiric device represented by Memex – Memory Extension, in the famous texts "As we may think", published in 1945.

Currently, hypertexts are associated to the application of computational Technologies in order to transcend linearity, limit and the rigidness of written texts. In their practice, textualities are articulated and measured by blocs of information, images, connected sounds, among each other, by conceptual structures thought in the instance of authorship without, however, limiting reading, the production of meaning and navigation performed by users. When exploring hypertextual proposals, users resort to hyperlinks. Their technical feasibility and communicational expansion is related to the widening of telecommunication services and the dissemination of digital Technologies, which rendered possible the articulation between languages of diverse preexisting media, beyond the birth and popularization of the Internet as a space of virtual communication.

However, as Berguelman remarks, it is always appropriate to remember that,

> *Betting on a cy-brid culture (based on the interconnection of online and off-line networks) is not a new industry that is capable of merely substituting old Technologies for new ones. The development of this new horizon of reading in which the cyberworld promises the proliferation of mobile devices corroborates and imposes that we think about what we want from texts, from memory and from knowledge Technologies themselves. (2003, p. 17).*

Hypertexts have as their main characteristics: intertextuality, speed, precision, dynamism, interactivity, accessibility, network structures, transience and multi-linear organization.

In the context of analysis regarding the discursive feasibility of the concept of dense hypertexts, Santaella (2007, p. 122) proposes the notion of contemporary media landscape which, according to the author, is constituted of layers incorporating several characteristics. For her, media landscape is, simultaneously, innovative, transformative, convergent, multimodal, global, network-based, mobile, prone to appropriation, participative, collaborative, diversified, domesticated, generational and unequal.

Personalization refers to customizing the offer for information, interfaces, products and services to the profile of the end-user. Currently, the idea involves monitoring of the informational and consumption practices in digital environments and interactions in social networks in order to structure the offer, or even to suggest to the user this customization of products and/or environments for interaction and fruition.

In the intermittent conjuncture of change and mobility in which the media landscape is situated, there is space for the conformity of new informational practices, accommodated through dense hypertexts.

Informational density is the magnitude of capture, processing and decentralized use of heterogeneous information content from private or collective experiences of social actorshyperypercomsuption (purchase profile, information habits, political preferences, etc.). These contents are cumulatively integrated to global information systems through multi-modal devices and can, based on these procedures, provide early and dynamic support to the identification of profiles and information practices in social contexts.

Dense hypertexts are those structured and provided between the layers of cyberspace and the real world. In communicational terms, they propose navigations and random appropriations, fortuitous or objective ones, in texts consolidated via sociocultural purposes. They take as their structuring reference collective memory registers the pregnancies of consumption personalization markings and online sociability, aimed in the contexts of the attention economy in its mobile dynamics.

I defend that the dense hypertext, mobilized by APPs, is a subproduct of the attention economy and it is characterized by the following elements: it has appropriate platforms, it is attractive, of easy manipulation, it supports the originality of experience, it is memorable, shareable, fun, spontaneous, it has a low cost of production and circulation and it is demographically indicated for specific audiences. In addition to these characteristics, it must be convenient from the user's point of view, customizable, geographically identifiable, accessible, it must not demand exclusive attention that may rival the principles of multitasking, it should focus on user experience and offer consumer safety as a form of business.

The density of applications also comes from the fact that they monetize personal data, collecting, using and transferring data through a mobile ecosystem.

Mobile applications are structured in Browser Access APPs, Native APPs, Hybrid APPs (Web). The following categories integrate the APP typology: productivity, gaming, communication, travel, education, health, multimedia, entertainment, finance, gastronomy and beverages, medicine, weather forecast, electronic stores, banks, social networks, among others.

Browsers Access APPs are not directly installed in the mobile device and they cannot be accessed via navigations browsers available in the market. For that reason, they do not require storage space; however, their performance is associated to the quality of the browser used.

Native APPs are installed in the mobile device by the manufacturer and they do not necessarily require data transfer; they function without online networks and the data generated is stored in the device itself.

Hybrid APPs (Web) are installed from digital distribution platforms for mobile devices. In commercial terms, they generate cost for the end user or they are supported by indirect propaganda, or by the application proponent. Some of these applications work from the network access and others may work without online access. The main metadata used for the description and commercial provision of APPs are: languages enabled for the application, application name, label/icon, countries and stores in which the application will be available, copyright, primary and secondary categories of the application, description, keywords, marketing URL, support URL, privacy policies, user term of license, information about payment, price.

Users of mobile applications choose their software based on usage convenience (productivity, social interactions, entertainment), the offer for interaction in relation

to the georeferenced space (such as taxi services, tourism, weather conditions, traffic information, flight information), skill for interfacing, intuitive interface, easy access to the product, availability of help and real-time communication, quick access (the worldwide average expectation for an APP to work is 2 seconds), readiness for purchasing, safety, transparency and personal control of the financial pull of the purchase.

Figure 1 – APP models



Banking services hybrid APP by Banco do Brasil – allows screen and services customization and direct contact to the manager.



Hybrid APP "The Take" – Associates the interest for a film and the products placed in its scenes, linking merchandising and e-stores.

Source: Research data

Users in general associate the consumption of APPs to the convenience of the mobile experience, wishing to conquer access to a group of options and personalized functionalities in their individual device, in addition to these information and services changing according to their geographical dislocation. The possibility of occupying the vacant time (in lines and waiting rooms), saving time in routine activities (banks, e-stores, hotel reservations), keeping productive and connected in mobile situations and recommending applications and services of added value in

social networks are amongst the main motivations for downloading and/or purchasing mobile applications.

The context of globalization and mobile economy has provoked ruptures in the model of standardized and homogeneous consumption, feeding the desire for diversity, individuality, speed, as well as enabling the technological proliferation of permanent innovation flow. From that perspective, Lipovesky (2006, p. 124) states,

> *In an environment restructured by the new technologies of information and communication, hyperspeed, direct access and immediacy are seen as new temporal demands. We see the installation of extra-fast ticket pickup stations for transportation, screens that inform, with the accuracy of seconds, the waiting time for transport, SMS, digital photographs, TV on demand, DVD readers, email, spreading the habit of the instantaneous exchanges and results, each one with the desire to communicate and be found, to see and to buy quickly, everywhere, at every moment. The era of "cheerful patience", in which the experience of waiting was an element of satisfaction, is reduced in detriment of a culture of impatience and immediate satisfaction of desires. "I take a picture: I see it, I share it, I erase it": pleasure is here united with the experience of the instantaneous. In the civilization of the hyperinstant, 24 hour services multiply, as part of all trips are decided last minute and late bookings accumulate on top of each other: it is zero waiting time, of "what I want, when I want it, where I want it", the consumer turbo that wants to acquire everything, no matter the day or the moment. As real time offers and demands are multiplied,* homo consumans *becomes allergic to the slightest waiting time, consumed as he is by the compression of time and the immediacy and the urgency.*

The author emphasizes that the effects of this product offer centered in the individual reconfigures the organization of private life, stablishing a rhythm estranged to community bonds. In this perspective, the rupture with the synchronic rituals is naturalized, with the consequent personalization of "space, time and objects".

According to Lipovetsky (2006, p. 12), this is about the existence of a consumer turbo, simultaneously informed, unfaithful, mobile and flexible, guided by continuous consumption, desynchronized and hiperindividualist.

In that sense, products and services gain the connotation of an informational good for continuous consumption. For that reason, materialism, which characterized consumption until the half of the 20th century, has left the room for informational consumption, network-articulated and guided, at this at its rhetorical level, to the individual's well-being.

As Silverstone emphasizes,

> *Consumption is, as of itself, a form of mediation, as values and meanings gathered from objects and services are brought and transformed in the languages of the private, personal and particular. We consume objects. We consume goods. We consume information. However, within this consumption, we build our own meanings, negotiate their values and, in doing so, make our world meaningful. I'm what I buy, no longer what I say or, indeed, think. (2002, p. 150)*

In this context of institutionalized and economic search for attention, Patrick Le Lay, president of French television channel TF1, told *L'Express*, in 2004, that, "In order for a message to be perceived, it is necessary that the viewer's brain is available. Our broadcasts aim at making it available: that means entertaining, relaxing or preparing the viewer between two messages. What we sell to Coca-Cola is the time of availability for the brain. Nothing is harder than obtaining this availability. It is in constant change. It is necessary to be permanently looking for programs that work, follow the trend, surf tendencies in a context where information is accelerated, multiplied and banalized."

The economy of attention, thus, consolidates everywhere consumption, regardless of national state boundaries, trying to mitigate local cultural differences, while growing towards the trillions – capital invested in mobile operations. We can note, as a trend, the need for interoperability and cooperation among the institutions involved in mobile ecosystems, that is, telecommunication and mobile technology companies, personal data managers, producers and global managers of content, international financial systems and multilateral worldwide trading organisms.

3 Methodological procedures

For developing the present work, netnography and content analysis were adopted as complements in a sample of applications available in APP stores for hybrid APPs, dedicated to products of fashion, banking services and music, aiming at

understanding their main hypertextual characteristics. At a second moment, the characteristic seen in the opinions of APP users were compiled and systematized in the referred stores. Next, there was contrastive analysis of the classic hypertextual structures in relation to the structures of mobile applications. Finally, the dense hypertextual elements in these applications were systematized and turned to the customization of experience of informational and product consumption in mobile services and situations.

It is considered in this work that netnographic research has widened the possibilities for understanding the dynamics of culture and social interactions in situations of mobile consumption, given that, if we consider the comprehensive character of the researcher's role in the activity, it is a flexible and little inclusive method. It can be noted that this naturalness in the course of interactions was maintained and allowed us to obtain a wider perception of the phenomenon.

The analysis of content was crucial for the development of the present study, since it is a support technique for producing inferences of a focal text for its social context. The technique aims at "the discovery of content and structures that confirm what is intended to demonstrate about the messages, or by clarifying elements of susceptible significations for conducting to a description of mechanisms which, a priori, were not understood by us" (BARDIN, 1997, p. 29). The technique is organized in: a) pre-analysis; b) material exploration; c) result treatment, inference and interpretation.

During pre-analysis, the technique's fundamental stage, the documents were chosen according to the following principles: representativeness – the sample is part of a universe; homogeneity – the documents selected obey a common criterion of choice; pertinence – documents are adequate to the objective of analysis; and completeness.

Since this is an exploratory study, turned at characterizing dense hypertexts to their repercussions in personalization and consolidation of mobile consumption, the three most popular APPs in Brazil, in the categories music, fashion and banking services were selected: ***Music:*** Deezer, Shazam, Spotify; ***Fashion***: The Take, ASAP54, Dafiti; ***Banking services:*** Banco do Brasil, Bradesco and Itaú.

The option for music, fashion and banking services applications is because three are central vectors in personalization, expression and mobile consumption. In other words, music, fashion and banking services integrate the baggage of most social subjects in situation of mobility.

4 Data analysis

Content analysis and netnography applied to mobile application stores and in interactions and user opinions of the APPs were compiled with specialized literature,

allowing a systematization and characterization of mobile applications with contemporary hypertexts, listing the identified dense elements.

In the first stage, a comparison was established among the main characteristics of classic hypertexts, attempting an identification of the characteristics corresponding to APPs, as displayed in Table 1.

After that, other characteristics of APPs were listed, but not related to classic hypertexts and, for that reason, offered higher density of user information and context, making the mobile experience successful and the consumption possible, everywhere.

The following elements were identified as dense characteristics of contemporary hypertexts: access to personal data, geographically adaptable, shareable from the APP, associated purchases and services, real-time communication, connection to social networks/recommendation system, convenient for mobile experience, cost/benefit, demographically indicated, ease of purchase/availability, georeferencing, appropriate platforms, customizable, privacy policy, safe transactions.

Table 1 – Comparative chart of characteristics of classic hypertexts, APPs and density

CLASSIC HYPERTEXTS	APPS	DENSITY
Intertextuality	Convenient in relation to mobile experience	Access to personal data Geographically adaptable Shareable from the APP Associated purchases and services Real-time communication Connection with social networks/recommendation system Convenient in relation to mobile experience Cost/Benefit Demographically indicated Ease of purchase/availability Georefencing Adequate platforms Customizable Privacy policy Safe transaction
Speed/ Dynamism	Quick access Real-time communication	
Precision	Real-time communication Provides help	
Interactivity/Accessibility	Attractive Intuitive Easy manipulation Appropriate platforms Responsive	
Network structure	Real-time communication Connection with social networks/recommendation system	
Transience	Convenient in relation to mobile experience	
Multilinear organization	Georefencing Associated purchases and services Demographically indicated	

Source: Research data

At a second moment, a description along with a contrastive analysis of APP characteristics were established in the environments of fashion, online music and banking services, as displayed in the synthesis below.

Fashion APPs

The analyzed fashion applications are Hybrid APPs (web), organized around preferences and conveniences in relation to a user's mobile experience. Both The Take and ASAP54 capitalize the ordinary experience involving a consumer that is interested in an item used by a filmic character in a movie theater, followed by the wish to have that item of clothing or that accessory in an urban context. In these cases, desire is excited through the offer from e-stores claiming to have the desired item, followed by its purchase.

Dafiti is established as an e-store available via smartphone, organized around device geolocation and the typification of a presumed interest by the consumer, whose information is monitored through the user's own navigation, through a system of recommendation, which originated the interest in the item and through the social network to which the consumer belongs.

Online music APPs

The analyzed online music applications have the characteristics of Browser Access APPs, Hybrid APPs (web) and Native APPs. The interest in providing continuity between the smartphone and the PC/Mac is remarkable. In the specific case of Deezer and Spotify, the offer of an access subscription and song storage from an online music streaming service takes place. Shazam, on the other hand, works as a commercial mobile phone-based music identification service, offering the possibility of purchasing an individual song, watching its video clip in video sharing websites, or even of subscribing to an online music streaming service.

All analyzed online music APPs are organized around preferences and conveniences of the mobile consumption experience, being georeferenced and relying on social networks and recommendation systems as crucial vectors for the business model.

Banking services APPs

The analyzed banking services APPs accumulate the characteristics of Browser Access APPs, Hybrid APPs (Web) and they function as debit/credit cards and wallet. There are even expectation that, until 2017, 450 million users will elect online forms of payment.

The three analyzed applications are convenient in relation to a user's mobile experience, offering safety in commercial transactions based on a device registry to

an actual bank agency, allowing direct communication to the account manager, in addition to the offer or associated purchases and services, georeferenced and customizable according to products and services used within the banking system.

Table 2 – Synthesis of APPs characteristics applied to context

APPs	M1	M2	M3	F1	F2	F3	B1	B2	B3
Access to personal data	Y	Y	Y	Y	Y	Y	Y	Y	Y
Quick access	Y	Y	Y	Y	Y	Y	Y	Y	Y
Geographically adaptable	Y	Y	Y	N	N	Y	Y	Y	Y
Attractive	Y	Y	Y	Y	Y	Y	Y	Y	Y
Shareable from the APP	Y	Y	Y	Y	Y	Y	N	N	N
Associated purchases and services	Y	Y	Y	Y	Y	Y	Y	Y	Y
Real-time communication	N	Y	Y	Y	Y	Y	Y	Y	Y
Social network connection / recommendation system	Y	Y	Y	Y	Y	Y	N	N	N
Convenient in relation to mobile experience	Y	Y	Y	Y	Y	Y	Y	Y	Y
Cost/Benefit	--	Y	--	--	--	--	Y	Y	Y
Demographically indicated	Y	Y	Y	Y	Y	Y	Y	Y	Y
Easy manipulation	Y	Y	Y	Y	Y	Y	Y	Y	Y
Ease of purchase / availability	Y	Y	Y	Y	Y	Y	Y	Y	Y
Intuitive	Y	Y	Y	Y	Y	Y	Y	Y	Y
Customizable	Y	N	Y	N	N	N	Y	N	N
Appropriate platforms	Y	Y	Y	Y	Y	Y	Y	Y	Y
Privacy policy	Y	Y	Y	Y	Y	Y	Y	Y	Y
Offers help	Y	Y	Y	Y	Y	Y	Y	Y	Y
Responsive	Y	Y	Y	Y	Y	Y	Y	Y	Y
Off-line services	Y	N	Y	N	Y	N	N	N	N
Safe transaction	N	N	N	N	N	N	Y	Y	Y

Source: Research data

M1 – Deezer, M2 - Shazam, M3 - Spotify

F1 – The Take, F2 - ASAP54, F3 - Dafiti

B1- Banco do Brasil, B2 - Bradesco, B3- Itaú

The contrastive analysis for the characteristics promised by the APP store and user's actual perception, included in the comment section for each application, allowed a comprehensive view of the density, personalization and appeal to mobile consumption carried out based on these applications.

5 Conclusion

The exploratory study developed here allowed the identification of a bloc change in the forms of information dissemination and consumption of products and services in geographic mobility situations, with the consequent superposition and mitigation of the specificity in these environments.

Informational density, reached by these platforms, has widened the possibilities of everywhere consumption to the extent that, in the articulation between symbolic systems, more related to classic hypertexts, there was technological association to the processes of online personalization and feasibility of digital payment via smartphones, creating daily opportunities for sealing deals.

The ubiquity of subjects in relation to the commercial operations via dense hypertexts and the perennial traces of stores carved in sociocultural applications on personal smartphones vulgarize, integrate and celebrate hiper- consumerism in a *prêt à porter* perspective, opening a new type of phenomenon.

In this work, I tried to broadly explore the sociocultural fact in motion, highlighting its wide and latent complexity, along with the inevitable spread of digital phenomenic dimensions, demanding new interfaces, founded on methodological plurality.

This work relied on the crucial support from CNPq, research productivity module, and FAPEMIG, Minas Gerais' Researcher module, to whom I direct my sincere appreciation.

7 References

AGAMBEN, Giorgio. Qu'est ce qu'un dispositif ? Paris: Payot e Rivages, 2007.

BEIGUELMAN, Giselle. O livro depois do livro. São Paulo: Editora Peirópolis, 2003.

CHARTIER, Roger. A Aventura do Livro. Do leitor ao navegador. São Paulo: Editora Unesp, 1998.

COMPUWARE. Mobile APPs: What Consumers Really Need and Want. [online] Available in: https://info.dynatrace.com/rs/compuware/images/Mobile_App_Survey_Report.pdf. Acesso em 25. Abr. 2015.

DESJEUX, Dominique. La consommation. Paris: Presses Universitaires de France- PUF, 2006.

ERICSSON. Ericsson Mobility Report. [online] Available in: http://www.ericsson.com/res/docs/2015/ericsson-mobility-report-feb-2015-interim.pdf. 2015.

GSMA. The mobile economy 2015. [online]. Available in : http://www.gsmamobileeconomy.com/GSMA_Global_Mobile_Economy_Report_2015.pdf

LEÃO, Lúcia. O labirinto da hipermídia: arquitetura e navegação no ciberespaço.São Paulo: Iluminuras, 1999.

LÉVY, Pierre. Cibercultura. São Paulo: Editora 34, 1999.

LIPOVETSKY, Gilles, SERROY, Jean. L' esthétisation du monde: vire à l'age du capitalisme artiste. Paris: Gallimard, 2013.

LIPOVETSKY, Gilles. Le bonheur paradoxal: essai sur la societé d' hyperconsommation. Paris: Gallimard, 2006.

SANTOS, Milton. A natureza do espaço:Técnica e tempo. Razão e Emoção. SãoPaulo: Edusp, 2002.

SILVERSTONE, Roger. Por que estudar a mídia? Tradução de Milton Camargo Mota. São Paulo: Edições Loyola, 2002.