

## **Week2**

### **Feeling after reading “Information and Communication Technologies and the Moral Economy of the Household”, from the book Consuming Technologies. Media and Information in Domestic Spaces.**

There are many factors that influence the need of the inhabitants including external factors and internal factors. The article mainly writes about the impact of the family's moral economy and the development of information and communication technologies.

The relationship between private families and the public world is inseparable. The information and communication technology in this relationship has a very crucial impact. No product/technology is produced and launched in a way that is disconnected from family practice. A family is a key object. What directly affects the family's need is the aesthetics of technology and its function. The family is considered to be a part of the economic development and trading system, and the key to affecting technology is the family's moral economy, that is, the family's beliefs and consumption ways will make the great effect to the economy.

All technologies have specific meanings. The family economy can be said to be a complex economic unit in the public economy. The identity of the people in the family is different, they take the different role in one family, their needs are different, and all activities in their leisure and social activities will affect their judgment and cognition of technology, of course, assessment and aesthetics are the first standards to consider. The family's environment is limited. They build different people according to their

religious beliefs, personal biography, different cultural resources, and different family and friends' culture net. The environment to determine their different demand. Of course, gender is also a powerful determining factor. Various media will have a huge impact on the family. It will incite the family to the economic system and provide them with a series of options.

The integration of information and communication technologies creates a return and impact on the needs of the family. Gender and age differences provide a choice in the components of each family. The values of human values, aesthetics and the view of cognitive the world will all be influenced. Including spatial differentiation patterns, the effect of private or shared. Many people will also be influenced by aesthetic rationality. Of course, the functionality is also inevitable. There is also a certain exchange between the family and the outside world, including TV advertising promotion, etc. The development of information and communication technology has also accelerated the speed of communication and made the media more and more powerful, so the influence of a family structure greatly affects family needs.

## **Reference:**

Silverstone,R.,Hirsch,E.(1992). *Consuming Technologies Media and Information in Domestic Spaces*.Available at:  
[https://books.google.co.uk/books/about/Consuming\\_Technologies.html?id=bqXBoC4kJKgC&printsec=frontcover&source=kp\\_read\\_button&redir\\_esc=y#v=onepage&q&f=false](https://books.google.co.uk/books/about/Consuming_Technologies.html?id=bqXBoC4kJKgC&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false)