

### Quiz 2.9

- 1) Comment on the paragraph on p. 3 of *The Shallows* beginning "McLuhan quoted . . ." What is the disagreement between McLuhan and Sarnoff? What do you think about this?

Sarnoff believed that it was the customers fault from any ill effects they might have due to technology. He stated that technology is not good or bad it is just the way that we choose to use it. However, McLuhan disagreed with this notion of customers being at fault because technology was the new thing that just caught everyone for surprise and with the change in technology the customer changed with it to keep up.

- 2) According to Stephen King, why do we "crave horror movies"? Would this be a good topic for Paper 4? Why or why not?

King believed that we were all mentally ill to some extent and that the reason we like horror movies is because we want to show people, we can handle it and we are not afraid. If we are all insane then horror movies just give us the ability to show just enough sanity. For just some time horror movies please what we crave and thus we like watching our fantasies.