### 

**Review Form**

|  |  |
| --- | --- |
| **E-Mail:** | **alexanderj@bournemouth.ac.uk** |
| **Title:** | **Dr** |
| **First Name:** | **Jenny** |
| **Last Name:** | **Alexander** |
| **Affiliation:** | **Bournemouth University** |
| **Country:** | **UK** |
| **Expertise:** | **Media and Popular Culture. In the field of promotional communications particular advertising and semiotics, and identity, narrative and online cultures.** |

1. Reviewer’s Information

2. Manuscript Information

|  |  |
| --- | --- |
| **Manuscript Title:** | **Experiencing Humanity and Post-Humanity: An introspective analysis of adventures in ~~humanity~~ (sic) communication technology** |

3. Scoring

Please tick the score that best reflects your evaluation of the paper.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent (5) | (4) | (3) | (2) | Poor  (1) |
| Originality |  |  |  |  |  |
| Contribution/Significance |  |  | **X** |  |  |
| Presentation –clear and logical |  | **X** |  |  |  |
| Scholarship- synthesis of relevant literature |  |  | **X** |  |  |
| Conceptualisation- theoretical development |  | **X** |  |  |  |
| Is the analysis/interpretation sound? |  |  | **X** |  |  |
| Methodology- appropriate and justified |  |  | **X** |  |  |
| Data- relevant and credible |  |  | **X** |  |  |
| Interpretation/analysis- logical and evidence based |  |  | **X** |  |  |
| Discussion- grounded in relevant literature and findings |  |  | **X** |  |  |
| Conclusion- relevant and logical |  |  |  | **X** |  |
| Implications for promotional communications practice- relevant |  |  |  |  |  |

**4. Comments**

|  |
| --- |
| **I would suggest a revise and resubmit with a view to acceptance if the revisions are taken on board. Many of the (3)s would move to (4)s if engagement with the further literature and studies below was incorporated. The theoretical attempt to engage with literature on “cyborg” identity is excellent for undergraduate level and the Journal of Promotional Communications could certainly publish this paper with some further work.**  **Suggested revisions**  **Abstract and Introduction**  **There is a large international research project, conducted with student members of Generation Y, which explores precisely this topic on a “mass participant observation” scale; namely participant relationships to a digitised and immersive media world, by asking them to go “unplugged” for a period, just as the author has challenged herself to do. It would be useful for the author to familiarise herself with this research and to refer to it near the start of her paper, explaining what her work adds to this project (it theorises the experience with reference to critical literature on the digital-human interface such as Turkle, Harraway etc.):**  <http://theworldunplugged.wordpress.com/>  **Some greater specificity in the design/ method at the start would be useful – two weeks without what, precisely? Standing outside “information and communication technology” is not specific enough – no mobile phone and no access to the internet by other means? What about broadcast media – radio and television? What was the scope of the author’s media “blackout”? Make this clear at the start in the “Design/ Method” abstract.**  **Literature Review**  **The author writes (p10) “it is easy to imagine how consumers might consider their friendships on Facebook more important than those offline”. A growing body of published research on the construction and performance of friendships on Facebook exists and it is suggested the author engage with at least some of this literature (rather than simply “imagining” how consumers/ participants operate in that space). See for example:**  **Bucher, Tania (2013) “The Friendship Assemblage: investigating programmed sociality on Facebook” *Television and New Media* 14(6)**  **The section on “The Extended Self” is highly (repetitively) dependent on McLuhan and the section on “Materiality” is highly (repetitively) dependent on Miller. These theorists are relevant but, in order to engage with the suggested additional material above, the reviewer suggests these sections be reduced in word length.**  **McLuhan was writing in the 1960s and 1970s, before the advent of digital social communications. Much literature has been published since and it is recommended the author engage with some further up to date literature, for example Papacharissi, Zizi (2010) *A Networked Self: Identity, Community and Culture on Social Network Sites* London and New York: Routledge.**  **Research Methodology**  **The literature reviewed takes a sophisticated approach to the human/ post-human. The opening statement of the methodology sounds, by contrast, somewhat naïve – “to return to the lived experience of humanity from a condition of post-humanity” – perhaps better phrased as to attempt to return to a “pre-digital state of humanity/ consciousness/ experience”? For someone from the Middle Ages, the 1970s (pre-digital but mass media) would be “post-human” (in other words there is no fixed definition of what constitutes “humanity” outside of technology – a stone axe is technological and materially alters the social and bodily experiences of the humans who used it). It is suggested the author use the literature reviewed to develop a more sophisticated discussion here.**  Data Analysis and Findings  **It would be good practice for the author to date their diary entries in brackets after quotes.**  **Be careful on P23, bottom paragraph – McLuhan would not in 1964 be arguing that… “extensions such as the mobile phone…” (they were not invented in ’64).**  **Coming back to the large study here**  <http://theworldunplugged.wordpress.com/>    **and comparing the self-reflective findings with those reported by the study’s researchers from others in Generation Y would be useful here.**  **Again, reviewing published literature on friendship and social media (see the suggested starting point above) in the literature review would give the author a richer interpretive toolbox with which to analyse the data.**  **What is it that changed the author’s experience of “being human” during the experiment? It is notable that the experience of place, time and emotion shifted. This links to literature, such as that by David Harvey, on “the condition of post-modernity” (he refers to shifts in the experience of time and place – to the coming of “instaneity” in his book of that name). It is suggested it might be useful to include Harvey in the literature review and thence in the data analysis, relating individual experience to the broader sweep of history inaugurated by technological developments in communication and human experience. Again Zizi Papacharissi (see above) would also be tremendously useful here.**  **The conclusion would also benefit from situating the data in the context of the “World Unplugged” research project** <http://theworldunplugged.wordpress.com/> **as well as within the context of existing consumer research on social media and Generation Y, for example:**  **Smith, Martin (2013) (*Firefish Ltd UK)* ‘Using mobile devices to access the realities of youth: How identification with society influences political engagement *International Journal of Market Research* Vol 55.1**    **Overall, I would commend the paper for its attempt to engage with Haraway et al in relation to cyborg identities and recommend this paper for an accept “revise and resubmit”.** |