The Ubiquitous Internet: User and Industry Perspectives (Routledge Studies in New Media and Cyberculture)

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This book presents state of the art theoretical and empirical research on the ubiquitous internet: its everyday users and its economic stakeholders. The book offers a 360-degree media analysis of the contemporary terrain of the internet by examining both user and industry perspectives and their relation to one another. Contributors consider user practices in terms of internet at your fingertips?the abundance, free flow, and interconnectivity of data. They then consider industry's use of user data and standards in commodification and value-creation.

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