



Feminist media studies + 10

Liesbet van Zoonen

Professor of Media and Popular Culture

University of Amsterdam

New television use

- **Seminar: Future of television**
- **Industrial hype, tech. Determinism**
- **Student interviews**
 - Expectations of interactive television (100)
- **Theory**
 - Expectancy value
 - Domestication
- **Family settings:**
 - Singles
 - Couples
 - Families with young children

Interactive television

- **Internet + television**
- **Internet use**
 - Traditional
 - Reversed
 - Individualized
 - Negotiated
- **Television**
 - Medium of togetherness (couples)
 - Passivity (families)

Expectations

- Interactive television is television
 - Expectations of television use
 - Individual rewards
 - Family benefits
- Maybe videorecorder, but
 - Practical
 - Only 24 hrs a day
- Some predictable gender differences
 - Couples in particular
 - Family situations overwhelms gender

Is that a feminist study

- **Yes:**
 - attention for everyday uses and expectations
 - Attention for gender dynamics in the family
- **No:**
 - Could be marketing study
 - No vision of power and change