

Appendices

- Appendix 2.1 Domestication of the internet
- Appendix 8.1 Consumer challenge to marketplace structures – anything sells
(An Empty Gum Wrapper, Yup)
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- Appendix 8.3 Frye’s Taxonomy – Tragedy as narrative theme on eBay
Ghost Cane: Free Shipping

Appendix 2.1

The Domesticated Internet: The use and functions of CME technologies themselves have been under constant transformation. Table 2.1 indicates how the internet has penetrated Ireland, and figures 2.3 and 2.4 indicate its domestic use among the Irish consumers. Figure 2.1 outlines how the use of internet in the US has grown in the last few years and the functions it currently serves. It is also evident from the uses and functions how internet has domesticated acts which were previously considered purely work related.

Year	Users	Population	% Pop.	Source
2000	784,000	3,755,300	20.9%	ITU
2002	1,319,608	3,780,600	34.9%	Nielsen
2006	2,060,000	4,065,631	50.7%	C. I. Almanac

Table 2.1, Irish Internet usage and population Statistics, Source: <http://www.internetworldstats.com/eu/ie.htm> Accessed Nov 28th 2006

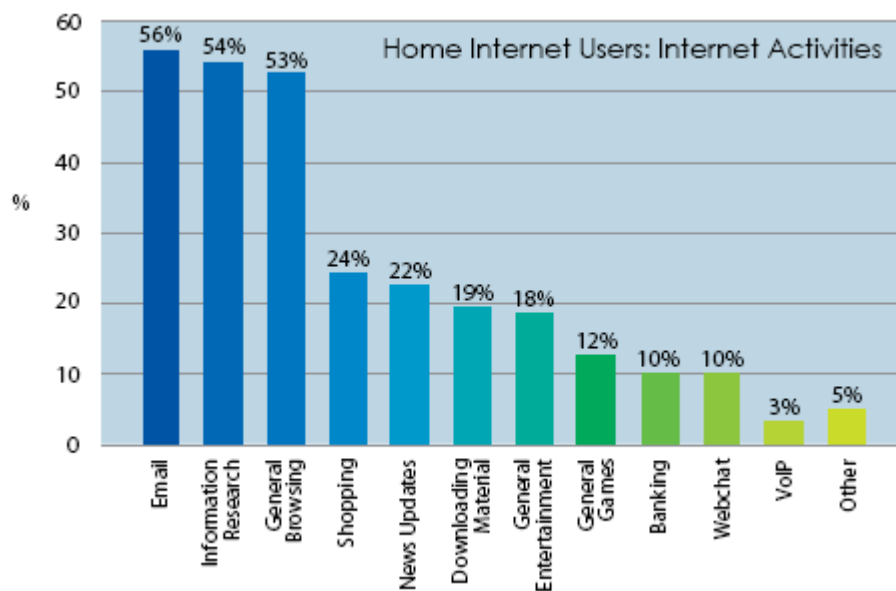


Fig. 2.2, Home Internet Users: Internet Activities
Source: Com Reg, Residential Communications Survey, Oct 2006, Amarach Consulting, as cited in State of the Net, Winter 2006 (www.amas.ie)

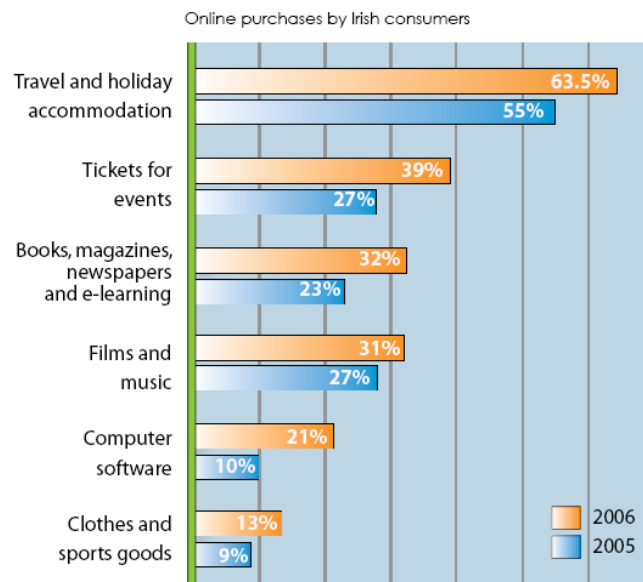
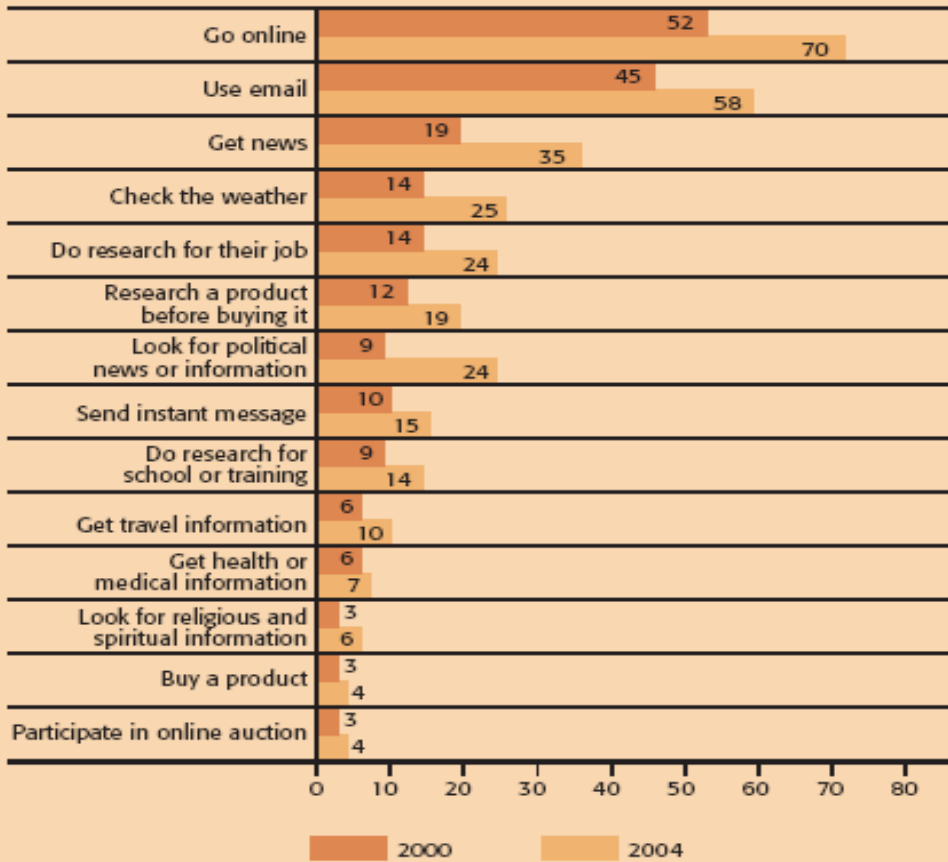


Fig 2.3, Online purchases by Irish consumers
 Source: Central Statistics Office, Information Society and Communications as cited in State of the Net, Issue 4, Spring 2007 (www.amas.ie)

EVER UPWARD: HOW USE OF THE INTERNET HAS GROWN

Growth of Activities on the Internet in Recent Years

ON A TYPICAL DAY, THIS IS HOW MANY ADULT AMERICANS DO THIS ACTIVITY, IN MILLIONS



This is How Many Americans Have Ever Done These Activities

- 97 million Internet users have used government Web sites
- 93 million have used the internet for health or medical purposes
- 84 million got political news and used the internet to participate in the 2004 campaign
- 83 million have bought products online
- 82 million have used the internet for religious and spiritual purposes
- 48 million have used email for spiritual or religious discussion (many were making prayer requests or responding to prayer requests)
- 38 million have sent email to government officials to try to influence policy decisions.
- 36 million have become members of online support groups

Source: Pew Internet Project. Totals are for Americans age 18 or older.

From PEW Internet Project, 2006

Fig 2.4 What is the Domestic Use of Internet in the USA