Appendices

Appendix 2.1  Domestication of the internet
Appendix 8.1  Consumer challenge to marketplace structures – anything sells
              (An Empty Gum Wrapper, Yup)
Appendix 8.2  Brand deconstruction on eBay (Argos ProAction Tent)
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Users</th>
<th>Population</th>
<th>% Pop.</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>784,000</td>
<td>3,755,300</td>
<td>20.9%</td>
<td>ITU</td>
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<td>2002</td>
<td>1,319,608</td>
<td>3,780,600</td>
<td>34.9%</td>
<td>Nielsen</td>
</tr>
<tr>
<td>2006</td>
<td>2,060,000</td>
<td>4,065,631</td>
<td>50.7%</td>
<td>C. I. Almanac</td>
</tr>
</tbody>
</table>


![Home Internet Users: Internet Activities](image1.png)

Fig. 2.2, Home Internet Users: Internet Activities
Fig 2.3, Online purchases by Irish consumers
Figure 2.4 - What is the Domestic Use of Internet in the USA

From PEW Internet Project, 2006