

Con il contributo del progetto Fastweb-Bicocca *Competenze Digitali e Società*

Mercoledì 21 Settembre 2016 - ore 10.00 - 12.30

Dipartimento di Sociologia e Ricerca Sociale

Aula De Lillo - Edificio U7, II piano

Seminario

Recent developments in cultivation theory: Privacy, social media and authoritarianism



Prof. James Shanahan

(Indiana University)

Discussant: **Prof. Fausto Colombo**

(Università Cattolica del Sacro Cuore di Milano)

ABSTRACT: Cultivation developed as a theory of television in the mass media age which examines the important role played by the mass media in informing and shaping peoples' beliefs and opinions about the world. More recent times have seen the fractionalization of TV viewing and a move away from mass audiences. However, the cultivation idea still retains relevance. This talk reviews some recent findings that matter in the digital age, including how Facebook cultivates notions of privacy and how TV viewing affects authoritarian views.

Introduce **Dott. Marco Gui** (Università di Milano-Bicocca)

Saluti iniziali **Prof. Giampaolo Nuvolati**

(Direttore del Dipartimento di Sociologia e Ricerca Sociale –
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