



Apropiaciones comunitarias del teléfono móvil en los indígenas shuar [

2015

text (article)

Analítica

The purpose of this paper is to analyze mobile usage by the Shuar people of the Ecuadorian Amazon as a tool to strengthen their sense of community. Mobile phones remediate attitudes, values and previous speeches (Bolter and Grusin, 2000). The Shuar people have survived the Inca and Spanish invasions by their warrior spirit, pivoted on a strong community feeling. Today, acculturation threat to this ethnic group, which looks for new tools to defend their traditions and idiosyncrasies. In this context, the mobile provides support for translate their worldviews to digital language. The methodology, conducted between March and July 2014, is qualitative. Combines participant observation, semi-structured questionnaires, interviews and dynamic ad hoc. The results indicate the main strategies for community use of cell phone by this indigenous community

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Título: Apropiaciones comunitarias del teléfono móvil en los indígenas shuar [electronic resource]

Editorial: 2015

Tipo Audiovisual: Teléfono móvil indígenas usos comunitarios remediación cultura Mobile phone indigenous communitarian usage remediation culture

Documento fuente: Revista Internacional de Comunicación y Desarrollo (RICD), ISSN 2386-3730, Vol. 1, N°. 1, 2015, pags. 41-49

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Revista Internacional de Comunicación y Desarrollo (RICD), ISSN 2386-3730, Vol. 1, Nº. 1, 2015, pags. 41-49

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