Don’t Believe the Hype!

ANDERS LARSSON

Mercury Magazine 2012, Autumn (Special Issue on Emerging Markets), Vol. 1, No. 2, pp. 56-59. Copyright © 2012 Department of Business Studies, Uppsala University [ISSN 2001-3272]

Downloaded from www.fek.uu.se/mercury
Since its introduction into mainstream society in the mid-1990s, the Internet has carried with it a number of ideas and preconceptions regarding its potential for a number of different areas of professional activity. Many of us still remember the dotcom bubble just before the burst – enthusiastic consultants, casually dressed, promising easy access to successful online business ventures of various types. Many of us can perhaps also recall what happened as a result of much of this hype surrounding the new medium. Don’t get me wrong – the Internet has indeed played, and continues to play a vital part for many professions and walks of life. But it is also important to bear in mind the inflated hyperbole often surrounding these technologies.

Despite the hype of social media and services like Twitter, they fall short of their promises in professional contexts, argues Anders Larsson.
some low-profile politicians were indeed present in the court.

sent during a one month period before the election

New Media and Social

communication services like Twitter were thought of as a ne-

cessity for politicians to use in order to maintain con-

communication practices studied, do not easily match up with

we must conclude that the values expressed through

interaction, for example through the use of @-mes-

sage, which premiered on

the one described in the two previous cases, tweets

timed and under careful review – even in the IT-savvy nation of Sweden.

As for the profession of journalism, hopes (as we

A quick fact-check might prove me wrong about

indeed, services like Twitter and Facebook are

able from the aforementioned early days. This notion

might have expected much of this high-strung

attention to have diminished a little bit in the post-

of this, while their customer service department has

of this, at all hours of the day, tweets directed at

administered during office hours. As the trains

of what has been labeled as a ‘Web 1.5’ style of social

communicative patterns can be interpreted as traces

of different professions. However, the results pre-

of the Berlin setting. The company

shows unexpected coupling between
techno clubs and high tech companies.

The Berlin setting for creative indus-

tries represents an extreme case of

moe, cultural, political, technological,

and economic forces interact to shape a

creative and economic field. During

the period 1990 to 2010 the setting

how political, cultural, technological,

tries represents an extreme case of

of technology. Ableton is not the only

back to the Berlin electro music scene

the founders, Robert Henke, stands out

back to the Berlin electro music scene

with ties to the techno scene, is Sound-

cloud. The last couple of years their

cloud. The last couple of years their

show the internet. The company

found on the internet. The company

cloud. The last couple of years their

the founders, Robert Henke, stands out

back to the Berlin electro music scene

with ties to the techno scene, is Sound-

cloud. The last couple of years their

show the internet. The company

found on the internet. The company

cloud. The last couple of years their

the founders, Robert Henke, stands out

back to the Berlin electro music scene

with ties to the techno scene, is Sound-

cloud. The last couple of years their

show the internet. The company

found on the internet. The company

cloud. The last couple of years their

the founders, Robert Henke, stands out

back to the Berlin electro music scene

with ties to the techno scene, is Sound-

cloud. The last couple of years their

show the internet. The company

found on the internet. The company

cloud. The last couple of years their

the founders, Robert Henke, stands out

back to the Berlin electro music scene

with ties to the techno scene, is Sound-

cloud. The last couple of years their

show the internet. The company

found on the internet. The company

cloud. The last couple of years their

the founders, Robert Henke, stands out

back to the Berlin electro music scene

with ties to the techno scene, is Sound-

cloud. The last couple of years their

show the internet. The company

found on the internet. The company

cloud. The last couple of years their

the founders, Robert Henke, stands out

back to the Berlin electro music scene

with ties to the techno scene, is Sound-

cloud. The last couple of years their

show the internet. The company

found on the internet. The company

cloud. The last couple of years their

the founders, Robert Henke, stands out

back to the Berlin electro music scene

with ties to the techno scene, is Sound-

cloud. The last couple of years their

show the internet. The company

found on the internet. The company

cloud. The last couple of years their

the founders, Robert Henke, stands out