

Social Network or Virtual Labyrinth?

prof. Lorenzo Cantoni
University of Lugano (Switzerland)





User Generated Contents
From a library to a public square
More multimedia

WEB 2.0



My daughter Teresa (and the scooter)



HOW MUCH VIRTUAL IS OUR REAL LIFE?



Back to things themselves!
We depend on so many others

TELL YOURSELF (AND OTHERS) THE COMPLETE MEDIATION STORY

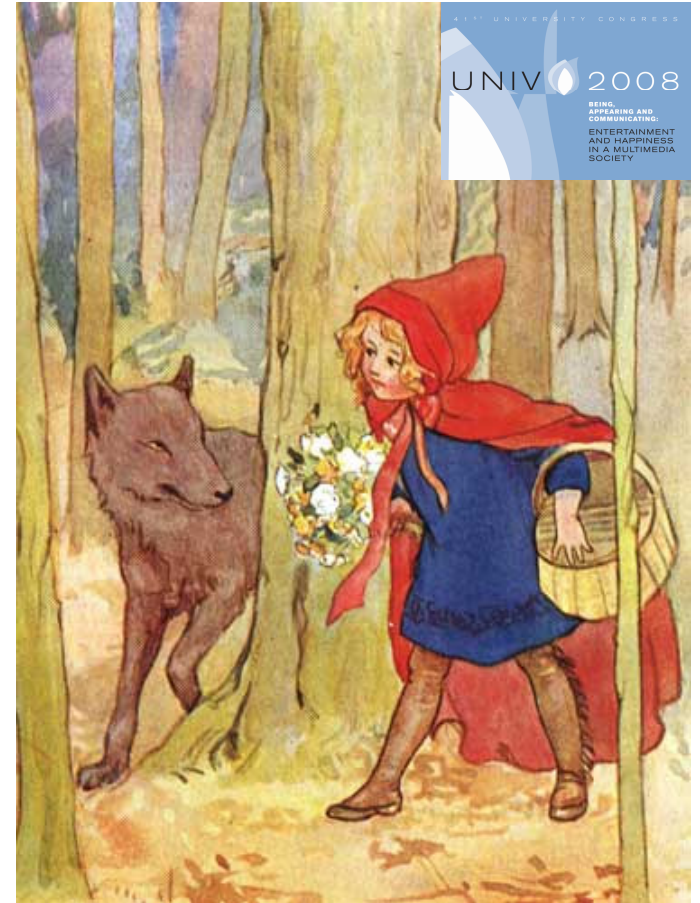


Authority – Accuracy – Currency – Coverage – Objectivity

HIERARCHY OF THE SOURCES



Learn by Little Red Riding Hood
The map is not the territory



**VISIT THE GRANDMOTHER,
AND MIND THE WOLF!**



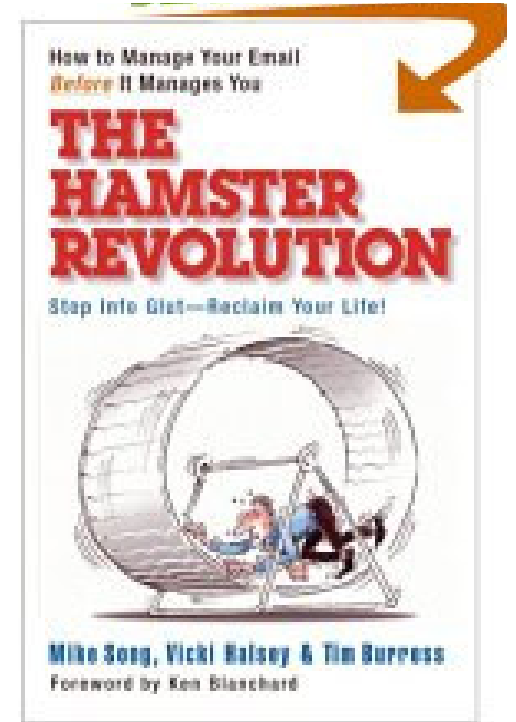
Anonimity
Publicity

TWO RELATED ISSUES



The hamper revolution...

TIME (MANAGEMENT)



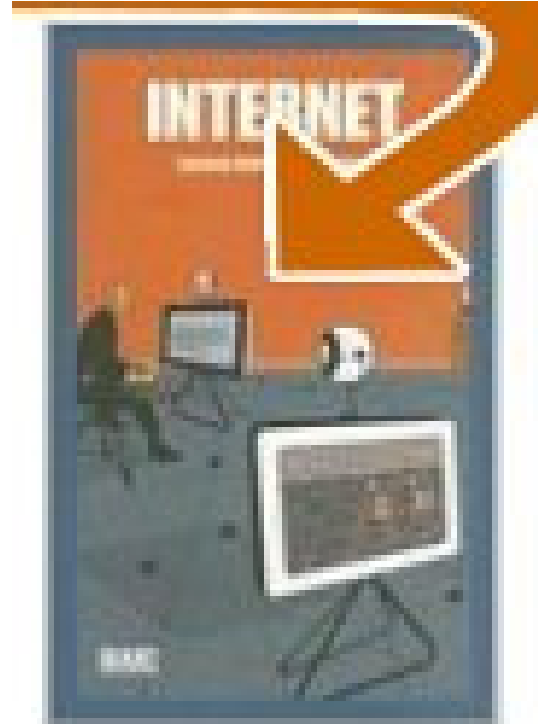


A rich – mediterranean – diet

**TIMEO HOMINEM UNIUS
LIBRI...**



lorenzo.cantoni@lu.unisi.ch



NEWMINE.BLOGSPOT.COM