

Limits to the Transmission Model

Modifications to the Transmission Model

- Peters “faith and risk”
- Hall “structured moments”

And now, a few words about the limits of the transmission model

- Exhibit A: Davison's 3rd person effect



A very brief history of the 3rd person effect

- dime novels (1840s-1900s)
- movie theaters (1910s-1930s)
- television (1950s-present)
- rock music (1950s-present)
- video games (1970s-present)
- social networking sites, etc. etc.

3rd Person Effect: Recurring Themes

- Effects of medium
- Narrative of decline

3rd person effect: historical changes

- Sites
- Vulnerable subjects
- Specific moral claims
- Pseudoscientific language

. . . and then there's failure



FAILURE

WHEN YOUR BEST JUST ISN'T GOOD ENOUGH.