New media—we are told—exist at the bleeding edge of obsolescence. We thus forever try to catch up, updating to remain the same. Meanwhile, analytic, creative, and commercial efforts focus exclusively on the next big thing: figuring out what will spread and who will spread it the fastest. In Habitual New Media, Wendy Hui Kyong Chun argues that our media matter most when they seem not to matter at all—when they have moved from “new” to habitual. Through habits, Chun says, we become our machines: we stream, update, capture, upload, link, save, trash, and troll. Why do we view our networked devices as “personal” when they are so chatty and promiscuous? What would happen, Chun asks, if, rather than pushing for privacy that is no privacy, we demanded public rights—the right to be exposed, to take risks and to be in public—and not be attacked?

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