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third section of this
chapter.

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Fidler identifies six principles of media-morphosis – coexistence and coevolution of media forms, gradual metamorphosis of new media forms from old ones, propa-

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Evolution of dominant traits in media forms, survival of media forms and enterprises in a changing environment, merits and needs for adopting new media, and delays from proof of concept to widespread adoption of new media.

Roger Fidler

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Understanding New Media remains the perfect guide to the past, present and future of the new media world. It is a vital resource for students across media and communication studies and sociology,

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media in

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New media refers to “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” (R. Logan Understanding New Media.)

According to
Professor Lev

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of new media include:
websites virtual
worlds and virtual
reality, multimedia
computer games.

New Media is
something most of
use and largely take
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