

1. From chapter 4 on the first page 31, they learned from their research that when companies made advertising more specific, the Super Bowl in 2010, they made the commercials to make the people think that they need to buy something to make their life better in some way.
2. In chapter 4, I find it confusing and complicated to understand what they are doing. They analyze the commercials and try to understand or identify how they may be for a specific target or audience.
3. In Chapter 9, I see in the first pages that they are starting to recognize how phones affect social interaction with the public. It depends; it is a way to connect with the outside world view and talk with people all over, not just people from your town or state.
4. I found their research on chapter 9 very interesting. They tried to recreate carefully preserved files from the past. The film, taken from a distance, lets them gather information about people in public, whether alone, interacting with others, or just using their phones.
5. One surprising finding from the phone research was that people are less likely to use their phones when interacting with others; they found that people must use their phones when they are alone.