**From face to face talk to digital mediation**

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This paper is intended as groundwork for a planned project on everyday uses of digital

media in a small village in Botswana. The author did more than one year of fieldwork in

the village during the 1990s. Then there was no electricity in the village and only one tv.

Thus the main medium for extra-village news and other information was the radio, and

to some extent newspapers. However, the population was relatively mobile, many

routinely travelling not only to the capital and other parts of the country but also South

Africa. Today the village has not only electricity but joined the digital media era in the

sense that some villagers are active on the internet – e.g. on Facebook – and obviously

enjoy and take active part in the new, social media. However, it has proved to be

extremely difficult to get reliable information on the extent to which villagers actually

use such media in their everyday life. Thus the main questions for the planned project is

to empirically investigate the extent and types of media use, and to what ends.

This paper will on this basis focus on two issues: First; to outline a proper

theoretical foundation for a study of actual, everyday media practices. I will argue that

to study media practices implies an approach that anchors media use in the concerned

lives of villagers. Thus, media use cannot be studied as a sector of village sociality but as

an ingrained aspect of everyday life. Thus, I will make use of my intimate knowledge of

village life in the 90s (e.g. Helle-Valle 1997) and combine it with my theoretical work on

media practices (Helle-Valle 2010). Secondly, and as a consequence of the first point, I

will outline some methodological implications of such a planned study.

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