# Article information:

Making, managing and experiencing ‘the now’: Digital media and the compression and pacing of ‘real-time’ - Rebecca Coleman, 2020  
<https://journals.sagepub.com/doi/full/10.1177/1461444820914871>

# Article summary:

1. The article explores the concept of "real-time" in digital media and how it is made, managed, and experienced.

2. It argues that there are multiple variations of "the now" and that theoretical and empirical research should account for its pliability and changeability.

3. The article highlights the interplay between human and non-human practices in producing "the now" and emphasizes the social, cultural, and affective dimensions of this temporality.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Making, managing and experiencing ‘the now’: Digital media and the compression and pacing of ‘real-time'" by Rebecca Coleman explores the concept of 'real-time' in digital media and how it is made, managed, and experienced. While the article provides valuable insights into the temporality of digital media, there are several areas where critical analysis is warranted.

One potential bias in the article is its focus on UK-based digital media professionals. By limiting the scope to a specific geographic location, the author may overlook important perspectives and experiences from professionals in other regions. This could result in a limited understanding of how 'the now' is produced and experienced globally.

Additionally, the article relies heavily on interviews with digital media professionals as its primary source of evidence. While these interviews provide valuable insights into individual experiences, they may not be representative of broader trends or perspectives within the industry. The lack of quantitative data or broader empirical research limits the generalizability of the findings presented.

Furthermore, there is a lack of exploration of counterarguments or alternative perspectives throughout the article. The author primarily focuses on how 'the now' is produced through human and non-human practices without adequately considering potential critiques or challenges to this perspective. This one-sided reporting undermines the overall credibility and objectivity of the analysis.

The article also lacks a discussion of potential risks or negative consequences associated with 'the now' culture in digital media. While it acknowledges that time is organized differently in contemporary digital societies, it does not critically examine whether this organization has negative implications for individuals or society as a whole. This omission leaves an important gap in the analysis.

Moreover, there are instances where claims are made without sufficient evidence or support. For example, when discussing different senses of 'the now', the author states that there are multiple nows but does not provide concrete examples or empirical data to substantiate this claim. This lack of evidence weakens the overall argumentation presented in the article.

In terms of promotional content, the article does not appear to have any overt biases or intentions to promote specific products or services. However, it is worth noting that the author's focus on digital media professionals and their experiences could indirectly contribute to a positive portrayal of the industry and its practices.

Overall, while the article provides valuable insights into the temporality of digital media and 'the now' culture, there are several areas where critical analysis is warranted. The limited scope of the study, reliance on interviews as primary evidence, lack of exploration of counterarguments, unsupported claims, and omission of potential risks all undermine the overall credibility and objectivity of the analysis.

# Topics for further research:

* Critiques of real-time culture in digital media
* Global perspectives on the production of 'the now' in digital media
* Negative consequences of 'the now' culture in digital media
* Alternative perspectives on the compression and pacing of real-time
* Empirical research on the temporality of digital media
* Challenges to the concept of 'the now' in digital media

# Report location:

<https://www.fullpicture.app/item/80fbc56ddefc967e8be91f37bb5931ba>