

CONTENTS

1	Introduction	1
	<i>Popular Music Culture and Digital Technology Overview</i>	3
	<i>Innovation and Technological Change</i>	6
	<i>Theoretical Underpinnings: Digital Technology, Culture, and Consumption</i>	8
	<i>Overview of the Chapters</i>	14
	<i>Rationale and Conclusion</i>	16
	<i>Bibliography</i>	17
2	Artist	21
	<i>Kristin Hersh: Background and Strategy</i>	21
	<i>The CASH Music Philosophy</i>	23
	<i>Developing Artist Strategy</i>	25
	<i>Engaging the Active Listener</i>	28
	<i>Organic Community Building Through Interactivity</i>	41
	<i>Bibliography</i>	44
3	Audience	45
	<i>The Logistics of Music Consumption: Who, What, When, Where, and How Do People Consume?</i>	45
	<i>Social and Personal Music Negotiation</i>	48
	<i>Meaning-Making Through Medium</i>	55

	<i>New Music Discovery</i>	63
	<i>Obtaining Music</i>	66
	<i>Bibliography</i>	73
4	Music Culture and Digital Technology	75
	<i>Music Culture and Digital Technology: A Review of Primary Findings</i>	75
	<i>Reception and Negotiation: Audience Response</i>	76
	<i>Technology's Role in the Artist–Audience Relationship</i>	90
	<i>Bibliography</i>	100
5	Artists and Accomplices	103
	<i>Artists and Accomplices in Fair Trade Music Culture</i>	103
	<i>Opportunities and Challenges in Digitally Mediated Music Culture</i>	109
	<i>Experiencing Musical Lives Together: Conclusion</i>	112
	<i>Bibliography</i>	116
	Index	119