

# Research

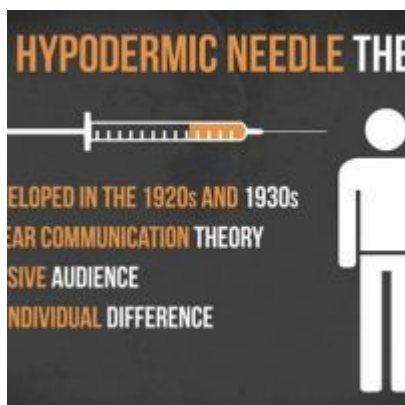
Following are articles I have written as part of my graduate studies and business research.



## Gratification Theory

December 3rd, 2014

Uses and gratifications theory attempts to explain the uses and functions of the media for individuals, groups, and society in general. The theoretical foundation of this theory lies in the social origin of need. I use the media with an active approach, and it is tough to spend time watching television, so usually, I search news online through YouTube, Twitter or blogs or typing the topic into Google and look for the various results. I do sometimes read important international newspapers on my iPad, but then I always try to verify the news from other sources. I[...]



# Theory of Mass Communications (Adorno)

December 3rd, 2014

Adorno and Horkheimer were some of the first scholars to critically engage with the proliferation of new forms of mass communications of the early 20th century. They argued that, in modern capitalist society, the increasing commodification of culture had transformed culture itself into a crucial medium of ideological domination, and a vital means by which the capitalist order itself was maintained.”(Max Klinger) Behind Adorno and Horkheimer’s work, there is a refusal of the modern capitalist society. On the one hand, they support the Marxism framework analysis and identify it as exploitative toward the human being and[...]



## Kickstarter is the way to go?

October 22nd, 2014

I know many crowdfunding platforms, and every day a new one is born. However, Kickstarter is the one with more users by far, and it is the most successful platform– not only for many users but also for projects funded. I will be frank. I don’t like their model. I understand why they are successful, and I will explain in this post: why I prefer other platforms instead and why I personally find little value in using it from an investor point-of-view. There are values may be from a potential fundraiser it but I will need to[...]



## Scan Me Reputation Management

October 15th, 2014

This week all our studies were concentrated on online reputation and its effect on every aspect of a career and business, but also its effect on personal lives. I have not been very active on the Web. I am an investor, and I usually find deals around the world buying shares in companies and installing new management that can produce profits. For me, the Web is not all that beneficial. People want to make me a permanent resident of one country or another so they can claim I owe taxes to them. I do not need[\[...\]](#)



## Zillow's App: a Real Estate App

October 7th, 2014

Being in the Real Estate Industry, I downloaded Zillow's app. Zillow is the most prominent real estate portal in America. Through the Zillow app, there many options to find useful real estate information from decorating your home to renting an apartment or finding professional help. Once I downloaded

Zillow's app, I let the app find my location. It will suggest via the map real estate deals that were in my area. This works for both rentals and sales. Now I am able to filter what I am looking for so this will narrow the search. This is a[\[...\]](#)



## [Second Life - A Digital Community](#)

September 30th, 2014

I began my life in Second Life. At the start, I have to admit I was discouraged and bored. But then I slowly built interest due to the interaction with people made me feel a like an Anthropologist trying to get the essence of that community, learn their language and their behavior. Yes, it was my first ever research into a digital community. I began with a normal avatar. I was trying to stick with an integrated self, but then I went for somebody that was similar but not too similar. The simplicity was due[\[...\]](#)



## [Survey – Acai Berry](#)

September 24th, 2014

I spent a lot of time thinking the topic of this survey. I

guess the topic could have been anything, but I want to make sure that my exercise makes sense to the reader. I did use Qualtrics, and I think it is impressive. I am an entrepreneur, and I have several companies in different fields. I have intentions to invest in a health-food store chain, specializing in serving natural acai berry bowls. When invest in my endeavor I will I will look for more specific criteria mainly related to the city in which I will[...]

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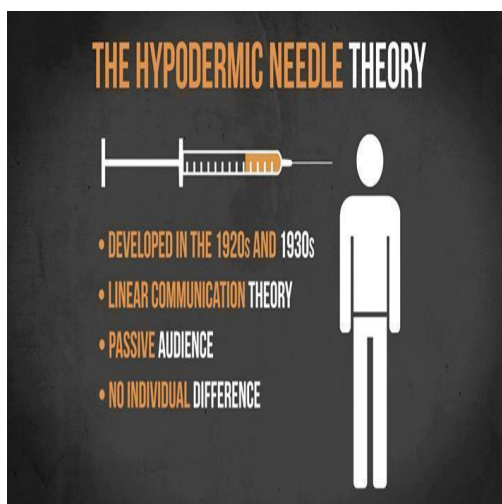
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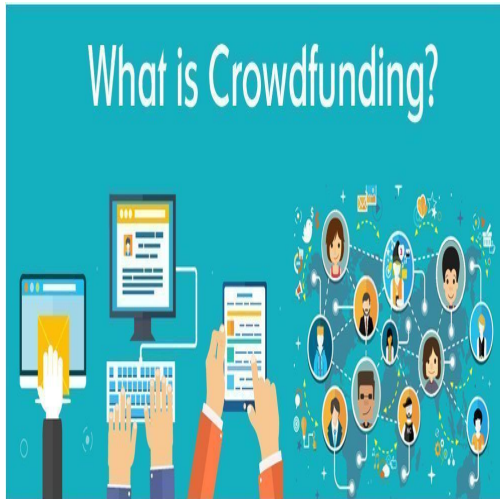
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