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## **Understanding Man: The Extensions of Digital Media**

**Abstract Topic :** Theoretical Information Studies (TIS)

**Abstract Summary :** With digital media not only are media extension of man as McLuhan posited but there is a flip or reversal in which man or the user of digital media becomes an extension of those digital media as these media scoop up our data and use them to the advantage of those that control these media. The implications for this loss of privacy as we become 'an item in a data bank' are explored and the field of captology is described. The feedback of the users of digital media become the feedforward for those media.