I became interested in the questions surrounding globalization processes and the European information society when I was a graduate student at The University of Texas at Austin in the latter half of the 1990s. This was a time when the EU was formulating rigorous policies and discursive strategies to enable Europe to catch up with the so-called “information revolution” and its trans-Atlantic and Asia-Pacific rivals. Accelerated progress to achieve a “European Information Society for all” was also expected of the then candidate countries, including Turkey.

In my research, I was interested in capturing the shifting dynamics of global power geometries, and the ways in which the commodification and spatialization of media and communication industries in the old continent were creating new configurations of politics, economy and social structure in response to global forces. I also wanted to go beyond what I considered to be simplistic and descriptive accounts of the digital transformation sometimes seen in policy studies, and to do so using extensive empirical research. I embarked on a project to explore the multitude of social questions from a theoretical, political economic lens.
This book is the result of the research I conducted between 1999 and 2003 as part of my doctoral work, and between 2004 and 2008 when working in Istanbul and later at Karlstad University in Sweden. I am grateful to the College of Communications at The University of Texas at Austin for awarding me the Jesse H. Jones Endowed Centennial Fellowship, which funded the first phase of this project. In the course of producing the research that constitutes the basis for this book, I have benefitted immensely from the support of a number of colleagues and friends. Firstly, my special thanks to dear friend and colleague Nezih Erdoğan for his friendship and support. I would like to thank Joseph Straubhaar, Sharan Strover, Karin Wilkins and John Downing for their friendship, and for the professional and personal support and feedback they provided during my time at the University of Texas.

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