

and Business Data: Comparison of User Response to Two Information Retrieval Applications," reaches a somewhat different conclusion, but he misses Dozier and Rice's point (and Stephenson's) by initially equating play with "browsing," i.e., scanning for interesting stories rather than seeking information in a goal-directed fashion. Ettema discovers browsing to be correlated with utilitarian information-seeking behavior, a form of surveillance, hence work-motivated, from which he concludes that "browsing is a characteristic not only of communication play but also information-seeking" (p. 48). Ludenic newsreading, of course, is not aimless, as the term browsing might imply, but instead is highly structured and typically ritualized.

Dozier and Rice's paper is in R.E. Rice (Ed.), *The New Media: Communication, Research, and Technology* (pp. 103-127), Beverly Hills CA, Sage Publications, 1984. Ettema's paper is published in *Telecommunications Policy*, 1985, 9, 41-48.

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For where science is lacking there is ignorance, since ignorance is the opposite of science (St. Thomas Aquinas)