

Contents

List of Figures 9

Acknowledgement 11

Chapter 1

Introduction 15

Research Focus: New Media, New Publics and Situated Scaling 15

A Valley in the High Atlas or When is Periphery? 18

Doing Ethnography 25

Outline of the Book 30

ethnographic parenthesis A } Mutualities of Arriving 33

Chapter 2

A Computer Club for the High Atlas 37

Cooperation in the Making 38

The Approach and Research Interest of Socio-Informatics 47

In the *Field*, Between Disciplines 51

A Place for Technology 60

ethnographic parenthesis B } Relativity of “Too Much” 77

Chapter 3	
The Scalability of a High Atlas Valley	79
Brokers of Change	96
Demands of the Future	104
<i>ethnographic parenthesis C } Baking or Learning?</i>	123
Chapter 4	
Saints & Segments	125
Ethnographic Approximations of Moroccan Rurality	125
Of Saints and Arbitration	130
Segmentation as Indicator for the Gradation of Publicness	133
<i>ethnographic parenthesis D } Infrastructural Breakdown</i>	145
Chapter 5	
(Un)Making Connections	147
Liquidity of Everyday — Water as Social Medium	152
"Dwla Makaynsh" — Water as Politics	160
Cooperative Self-Government — Water as Public	171
<i>ethnographic parenthesis E } Personal Everyday Water</i>	197
Chapter 6	
Guides of the Atlas	201
Tourism as Political Imaginary of State-Run Modernization	208
Guides, Gear and Guesthouses: Varieties of Tourism Practices	215
Saints of the Atlas?	237
Chapter 7	
Digital Hospitality	241
The Zaouiat Ahansal Ultra Trail	245
Increasing Scope: Publicness and <i>Circulatability</i>	248
Towards Digital Hospitality	261

Concluding Remarks: Creating Connectivity	271
References.....	275

