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Following the lead of consumers, advertising echoed society's individualistic sentiments by communicating that self-indulgence was not only an appropriate but also a critical element for human development. Personalization was further conveyed through advertising campaigns, which introduced new technologies, including the VCR, video rental, cassette tape, and cable television. Imminent fragmentation characterized the close of what was coined the "Me decade" in the 1970s (Hovland & Wolburg).