

Abstract

Alternative Media and Public Action: Organising the Global Alternative Networks

Investigators

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Aims and objectives of the research

This project asks how the global alternative media networks organise non-government public action in four different national contexts. Alternative media is a particularly interesting example of public action because it uses open-sourcing technology to produce and distribute news across the planet.

Key research questions/hypotheses and methods

Our project investigates this exciting form of non-government public action by asking three questions; first, what is the history of the global alternative on the web, second, what are the (inter-)organisational processes involved in alternative media production and, third, what are the labour processes involved in the production of alternative content. For this inter-disciplinary study we will use a mixture of research methods, mainly historical documentary analysis and action research approaches. These methods will allow us to gain a detailed knowledge of the micro-organisational processes at work within the global alternative media.

Relation to the programme

Answering our three questions will help us to generate new theoretical and empirical insights into the organisation of public action.

Relevance of this research to user groups

The outcomes of the research will provide the global alternative media movement with documentation of its short but exciting history, the NGO and activist community with an understanding of the organising processes involved in novel forms of non-government public action, and policy makers with some insights into new methods of public action in the media sector.

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