

MEDIA CONVERGENCE AND PARTICIPATORY COMMUNICATION

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LSE

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EVERYTHING AT YOUR FINGERTIPS?

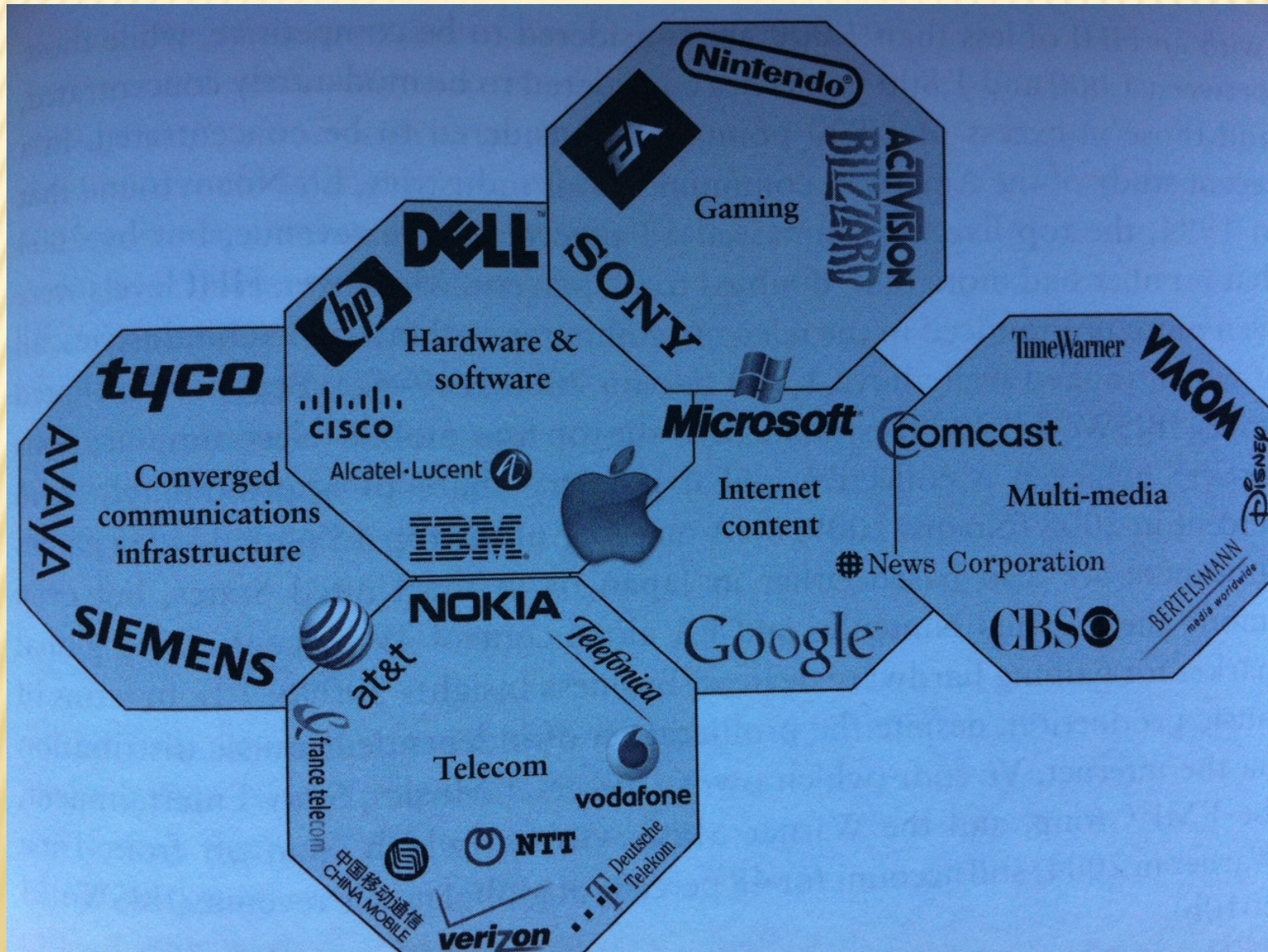


WHAT IS MEDIA CONVERGENCE?

- ✗ A technological transformation?
- ✗ A restructuring of the industries?
- ✗ A regulatory shift?
- ✗ New requirements for media production?
- ✗ New patterns of media consumption?

An ongoing process that reconfigures the relationship between media industries and the 'collective intelligence' of media users

THE ECONOMIC IMPLICATIONS



THE POLITICAL IMPLICATIONS



THE CULTURAL IMPLICATIONS



MEDIA INDUSTRIES: CONVERGENCE AND INSTABILITY

- ✖ Convergence involves a change in the way of both how media is produced and how it is consumed
 - + Activities of media, telecommunication and computer industries are increasingly the same
 - + The migratory behaviour of media audiences across different platforms

- ✖ Convergence has created greater uncertainty for media companies
 - + using merger and acquisition to build protective armour
 - + how to keep the audience?
 - + Retraining the work force?

MEDIA USERS: CONVERGENCE AND EMPOWERMENT

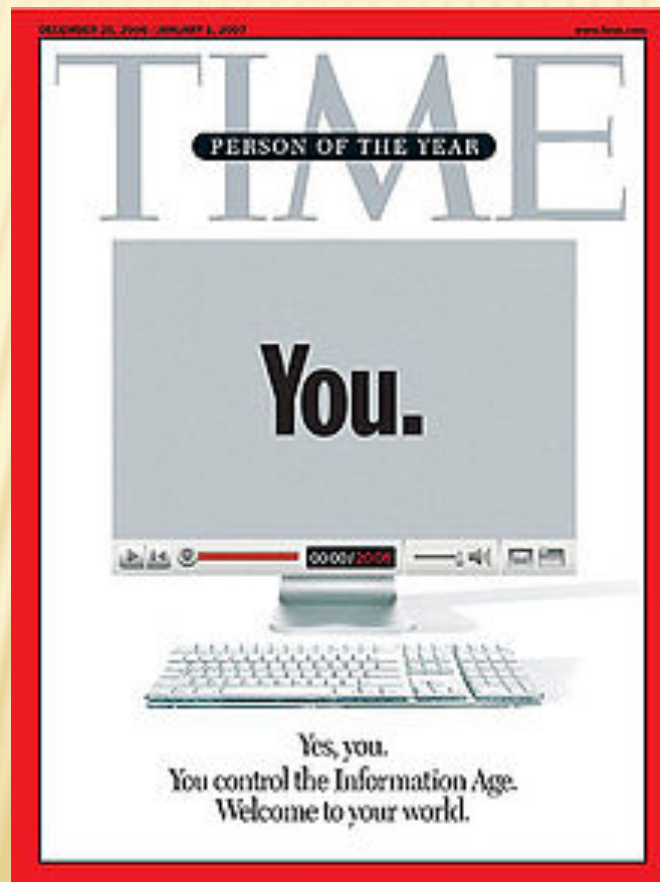
- ✕ New model of information production
 - + Wikipedia
 - + Free and Open Source Software (FOSS)
 - + Zimuzu in China



- ✗ Social political mobilization on converged platforms



- ✗ User generated content as digital story telling



MAINTAINING CONTROL ON A DECENTRALIZED PLATFORM

- ✗ Commodifying user generated content
- ✗ Interactivity and surveillance
the labor of being watched?
- ✗ Social media and digital profiling
- ✗ Copyright regulation as a form of censorship



Imagine a World Without Free Knowledge

For over a decade, we have spent millions of hours building the largest encyclopedia in human history. Right now, the U.S. Congress is considering legislation that could fatally damage the free and open internet. For 24 hours, to raise awareness, we are blacking out Wikipedia. [Learn more.](#)

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CENSORED

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PROTESTS AGAINST THE SOPA (STOP ONLINE PIRACY
ACT) AND PIPA (PROTECT IP ACT), TWO BILLS WHICH WILL
ALLOW THE UNITED STATES GOVERNMENT TO CENSOR
THE INTERNET, WITH GLOBAL IMPACT.**

These two bills can have a disastrous effect on the Internet as you know and use it right now. Find out more at americancensorship.org or the video below.

PROTECT IP / SOPA Breaks The Internet



TOWARD A MORE PARTICIPATORY COMMUNICATION ENVIRONMENT

- ✕ Moving beyond technological determinism
- ✕ Changing mechanism of control
- ✕ Various forms of censorship
- ✕ Improving information and media literacy

Internet is what we make it!

THANK YOU!
