

Collective Memory and Media Innovation: Interdependencies

Indrek Ibrus

Department of Media and Communications, London School of Economics and Political Science

Abstract

This paper is about the relationship between collective memory and innovation processes. It asks the following questions. What is the role of collective memory in the evolutionary dynamics of technology-intense media forms? How does it create a balance between order and disruption and lead to both continuities and discontinuities in media and their productive cultures? How, on the one hand, does it preserve order in production systems that are engaged with the new media development? On the other hand, how does it evoke disruptions that destroy the existing order within systems and establish new points of equilibrium? In order to broaden our understanding of these dynamics of the interdependencies between collective memory and media innovation, this paper suggests the need for further cooperation between these respective domains of academic research.