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Back in the loss column
Harwick loss in sixth inning to Oakland A's after
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User Participation in a Converged Media World: A Model of Media Convergence

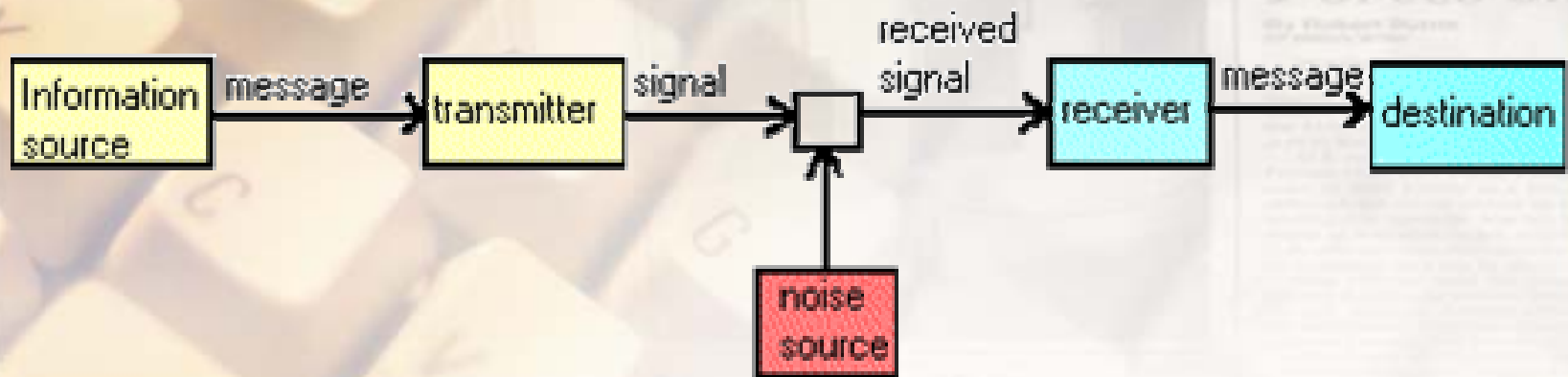
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Drexel Research Day 2005

Abstract

In 1947 Claude Shannon and Warren Weaver proposed a general model of communication. The popular Shannon-Weaver model shows an information source, a message being transmitted, a channel, a receiver, and a destination. This one-way model of communication is principally concerned with technology. Media communication is no longer one-way and it is also no longer just about technology, but also the human experience. This multi-way communication will only be enhanced as newspapers, television, radio, and the internet continue to merge into what has been dubbed by the popular press "converged media." What might user participation look like in a converged media world? The researcher interviewed eight people at six different colleges and universities across the country. Those interviewed have been instrumental in implementing media convergence at their schools. Through conversations with these convergence leaders the researcher proposes a model of media convergence.

Shannon-Weaver Model



Convergence Continuum

- Proposed by Dailey, Demo, and Spillman Aug. 2003.
- Conceptual Framework for understanding convergence.
- Shows interaction among news operations.
- News operations place on the model isn't fixed.

Schools Chosen

- Ball State University
- Brigham Young University
- University of Kansas
- University of Mississippi
- University of South Carolina
- University of Southern California

Interviewees

- Randy Covington, Dir. Of NewsPlex/Asst. Prof., Univ. of South Carolina
- Vincent Filak, Asst. Prof., Ball State
- Quint Randel, Asst. Prof., BYU
- James Gentry, Prof., Univ. of Kansas

Interviewees

- Traci Mitchell, Asst. Dir. Student Media, Univ. of Mississippi
- Rick Musser, Prof. Univ., of Kansas
- Larry Pryor, Asst. Prof., USC/Annenberg School for Communication
- Melanie Stone, Assoc. Prof., Univ. of Mississippi

Users' Media Consumption

- “News organizations tend to have a very one dimensional view of the audience. Humans get their media across different platforms all day long.” -Randy Covington

What is Convergence?

- “When a news organization provides journalistic content outside its traditional delivery platform.”
-Randy Covington
- “Gathering and dissemination of news across a multi-media platform.” -Traci Mitchell
- “Trying to still define convergence in terms of what it means.” Vincent Filak

Importance of Studying Convergence

- “It is important for colleges and universities to be involved in this. If we leave this to the communications industry the potential of what could be, will never be.” -Melanie Stone

News and Technology

- “The focus needs to be on the story...not the production platform.” -Randy Covington
- Different Media have different advantages and different disadvantages. Present the right story for the right medium. Technology will change but content won't.” -Quint Randel

Competition vs. Cooperation

- “Journalism is essentially about competition not cooperation.” -Vincent Filak
- “On good days there’s cooperation, on the other days there’s competition.” -Rick Musser

Advantages of Convergence

- “Technology is so positive, it allows for interactivity-real time-and promotes public discourse.” -Larry Pryor
- “Collaborating in a way that best tells the news.” -Traci Mitchell

Convergence Challenges

- “Getting used to doing things differently.”
-Traci Mitchell
- “Most people say ‘yes’ we want to converge, but when it comes to actually doing it, it can be a painful, difficult, change.” -Randy Covington

Convergence Challenges

- “When news technology like the internet suddenly appears on the scene it’s a major disruption.” -Larry Pryor
- “We’re not at a point where everyone has so much free time that they can put together a story for all of the media.” -Vincent Filak

Is Convergence Here to Stay?

- “Three or four years ago you may have been asking faculty to make a leap of faith. Now it’s to the point of being undeniable.”

-Larry Pryor

Future of Convergence

- “Things are going too well. Down the line there’s gonna be hell to pay. Hell to pay in terms of increasing government controls of the internet, technology that’s so outside of journalism that journalism no longer is relevant and the university no longer has reason to make it work.” -Larry Pryor

Information Needs

Publish:

Actively creating content for existing media



Information Needs

Produce:

Actively organizing content that may already exist

Information Needs

Edit:

Actively evaluate content with the intent to change it

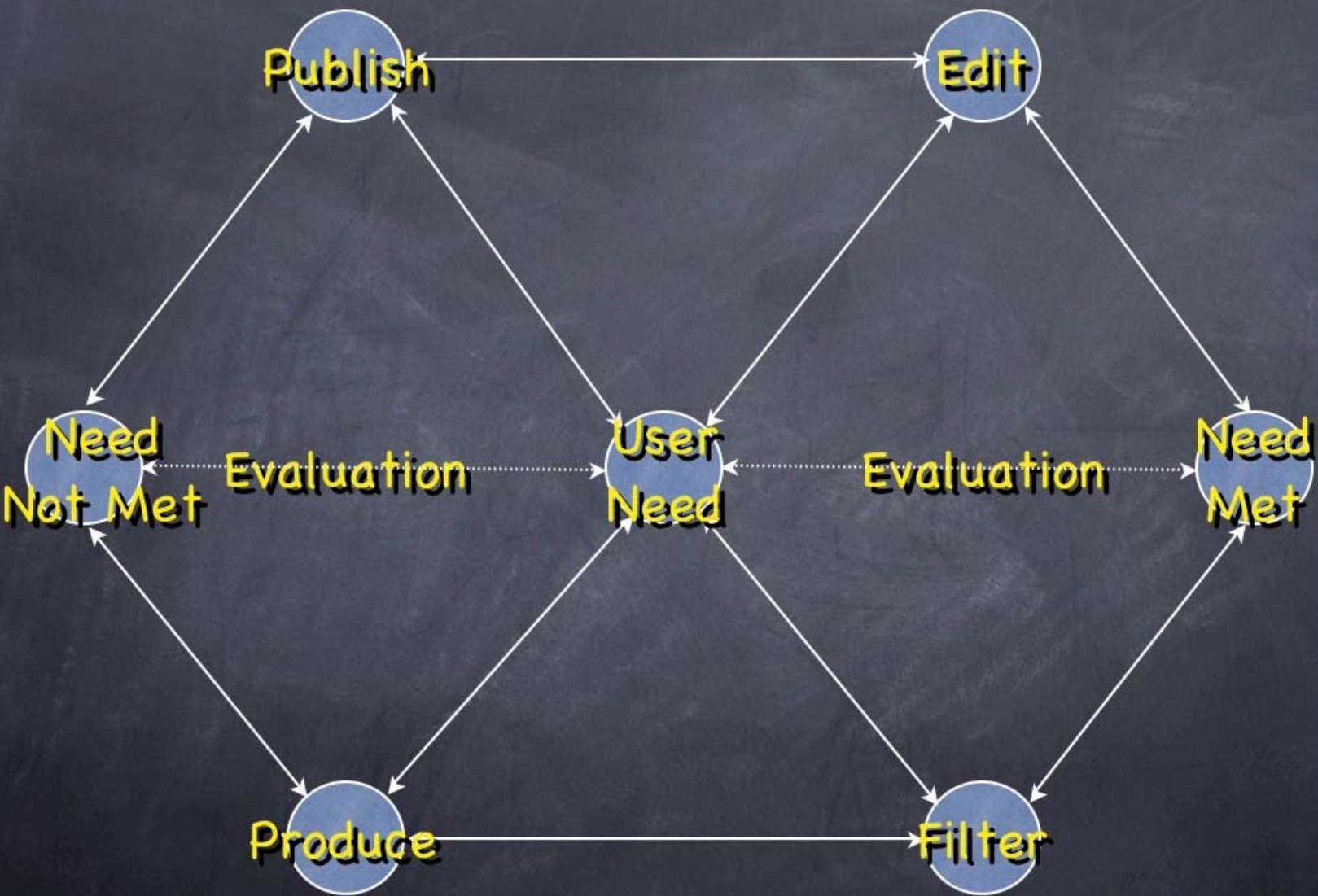
Model Explanation

Users are at the center of this media convergence model. Users have an information or entertainment need so they seek the media. In this model no distinction is made between the different types of media (television, newspaper, radio, internet). In the future the lines between the media will become blurred, thereby creating a world where users no longer care about what type of media they get their information from or are creating information on, but only that their information needs are fulfilled.

Information Needs

Filter:

Passively sorting needed content from
unnneeded content (couch potato)



User Centered Model of Media Convergence