

Mass Media in an Age of Mass Participation

Mass media in an age of mass participation

STRUCTURE OF TALK

1. The good old days
2. The participatory turn
3. Why there is no need to worry, or is there?

The good old days: the magnificent role of the mass media

The media system used to be really simple: Mass media on the one hand and personal media on the other hand.

Mass media as a marvellous source of information and entertainment.

Made us feel part of communities

Facilitates the maintenance and construction of imagined and real communities

Likes nationalism's utopian elements

- I am probably the only one writing about nationalism who doesn't think it ugly, says Benedict Anderson. In 1983 the professor at [Cornell University](#), New York, wrote one of the most read books ever on nationalism, "Imagined Communities: Reflections on the Origin and Spread of Nationalism". At the international literature festival [Kapittel](#) (Chapter) in Stavanger he had a good half-hour free for an interview.



Benedict Anderson: "I have a relationship to my book Imagined Communities as to a daughter who has grown up and run off with a bus driver."
Foto: Chen Cheng-Chang, Taipei Times

One of the main points in Anderson's book is that nations are [imagined communities](#). Imagined because never - not even in the smallest nations - can one know all the members of the nation. A nation is, in a manner, a Utopian community. Anderson attaches importance to modern communication, by way of books, the telephone and more recently radio and TV, as a condition for the existence of a national community. How could we otherwise even know about each other?

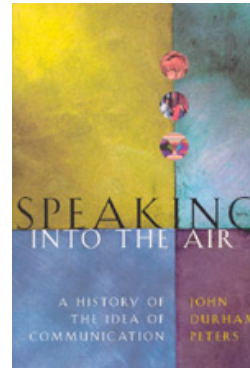
The nation was the main theme for the literature and free speech festival, Kapittel 05. The questions which were posed in the debate were: What does it mean to belong to a nation? In the 21st Century do we still need a national state with which to identify? How deeply ingrained in us is the feeling of nationality, patriotism, chauvinism and nationalism?

The good old days: the magnificent role of the mass media

Adorno and Horkheimer on the one hand: the deception of the masses, or rather people as active agents in their own duping.

The ritual role of mass communication – relies on audience identification and recognition.

Mass communication is not inferior to interpersonal communication!



The participatory turn

Are we approaching the end of the professional mass media system?

NO!

But yes, we are witnessing a participatory turn.

The screenshot shows a web browser window displaying the website 'Aca-Fan' by Henry Jenkins. The page has a blue header with the title 'Aca-Fan' and a subtitle 'The Official weblog of Henry Jenkins'. Below the header, there are navigation tabs for 'Latest Posts', 'Archives', 'About Me', 'Links', and 'Search'. The main content area features a photo of Henry Jenkins on the left and a bio on the right. The bio is titled 'Who the &%&# Is Henry Jenkins?' and describes his role as Director of the MIT Comparative Media Studies Program and his work on media and popular culture. Below the bio, there is a section for 'My Recent Books' featuring the book 'Convergence Culture' with 'Buy at Amazon' and 'Buy at Powells' links. The footer of the browser window shows the SINTEF logo, the email address 'marika.luders@sintef.no', and the page number '7'.

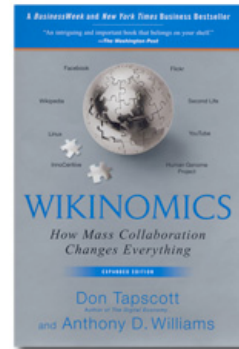
The participatory turn is:

“a story about community and collaboration on a scale never seen before. It's about the cosmic compendium of knowledge Wikipedia and the million-channel people's network YouTube and the online metropolis MySpace. It's about the many wresting power from the few and helping one another for nothing and how that will not only change the world, but also change the way the world changes” (Time Magazine, 2006).



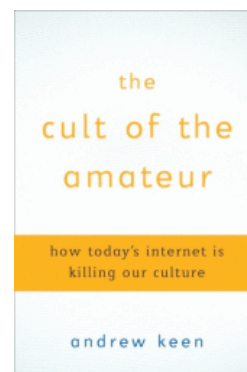
The participatory turn

“These new forms . . . enable firms to harvest external knowledge, resources, and scale that were all previously impossible. Whether your business is closer to Boeing or P&G, or more like YouTube or Flickr, there are vast pools of external talent that you can tap with the right approach. Companies that adopt these models can drive important changes in their industries and rewrite the rules of competition”



The participatory turn

”What the Web2.0 revolution is really delivering is superficial observations of the world around us rather than deep analysis, shrill opinion rather than considered judgment. The information business is being transformed into the sheer noise of a hundred million bloggers all simultaneously talking about themselves. (...) Instead of more community, knowledge, or culture, all that Web2.0 really delivers is more dubious content from anonymous sources, hijacking our time and playing to our gullibility”.



Recommended comment by Lawrence Lessig
http://www.lessig.org/blog/2007/05/keens_the_cult_of_the_amateur.html

Hun snakker som George Bush - Utenriks - Dagbladet.no - Mozilla Firefox

RE: Krigen mot terror = Krigen mot ALLE
 Skrevet av **Lege** 05.05.2008 kl. 08:40
 93 anbefalinger

ALLE disse overskriftene du refererer til har kommet til ETTER at 'krigen mot terror' startet. Det er ingen tvil om at krig mot terror øker nivå av terrorisme.

Du nevner en del tilfeller av terrorisme her, blant annet utført av tyskere og engelskmenn. Hvilket land mener du man bør gå til krig mot?

Per Sandberg og resten av FRP's intoleranse er den største trusselen mot et godt, varmt og inkluderende norsk samfunn.

Nytt innlegg | Svar på innlegg | Varsle

Eklærte krig mot Tyskland
 Skrevet av **Frolic** 05.05.2008 kl. 08:47
 21 anbefalinger

Pussig nok var det Storbritannia og Frankrike som erklærte krig mot Naz-Tyskland også, så de hadde vel også skylden for spredningen av nazismen?

Nytt innlegg | Svar på innlegg | Varsle

RE: Eklærte krig mot Tyskland
 Skrevet av **NEXT** 05.05.2008 kl. 09:13
 15 anbefalinger

DOHI

Storbritannia og Frankrike har ei ikke skyld i nazi spredning!

Selv om de erklærte krig på Tyskland.

hvor i allhverden har du den logikken fra ?

Dessuten er det mye mer komplisert enn slik du fremstiller det.

Det som skjedde var at Tyskland angrep Polen, og UK hadde på forhånd advart Tyskland om at hvis de angrep polen ble det krig.

SINTEF marika.luders@sintef.no 11

The participatory turn – WHY?

- Technological development
- Easy to use social software
- Personal, social and creative desires

twitter marika75

Forteller. Jeg har hjemmeeksamen nå, så jeg vil fortsette å være ganske travlerende online. (FB: @marika75) Kommenter notiss med bakt! :)
 Reply about 5h ago via web

meriksen Zbran: All non-profit organizations are blocked in Saudi-Arabia. In the west, they are often the only ones not blocked!
 Marika Eideen about 5h ago via behiit

meriksen Wides: We try really hard to obey copyrights. We don't like plagiarism either. Most academics just want their work available to masses.
 Marika Eideen about 5h ago via behiit

meriksen Do you see a future for Britannica etc? Wides: They face a huge challenge! The costs of copyrighted pictures is enormous and a challenge.
 Marika Eideen about 5h ago via behiit

meriksen The censorship of the Internet is slipping more on more. It's opening up more, and the future looks brighter, says Zbran
 Marika Eideen about 5h ago via behiit

meriksen @marika75: It's quite interesting. There's a lot of media present, so you will probably find a lot in the media today and tomorrow.
 Marika Eideen about 5h ago via behiit in reply to marika75

daniel_skog @marika75: :)
 Daniel Skog about 100 ago via Twitter in reply to marika75

Bergsmede @marika75: yes, he's gorgeous! Carson is from Queen Eye for the Straight Guy, and a good example of why the US shouldn't do makeover shows.
 Jean Bursetz about 11d ago via behiit in reply to marika75

L.R. @marika75: LOL! What are the deliverables about?
 Luca Rossi about 11d ago via web in reply to marika75

87 total (28 replies, 29 dm, 1 retw)

1524 tweets received

SINTEF marika.luders@sintef.no 12

Participatory turn: Technological development

"Technologies are not mer exterior aids but also interiuro transformations of consciousness, and never more than when they affect the word" (Walter J. Ong).

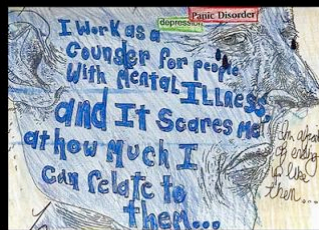
The participatory culture that has emerged over the last few years is inevitably connected to the technological development

← Improvements in capacity
(broadband, storage, speed)



Participatory turn: Easy to use social software

LiveJournal has been online since April 1999, **Blogger since in August 1999**, deviantART since August 2000, blink.no since February 2002, Fotolog since May 2002, WordPress since March 2003, MySpace since July 2003, Piczo since January 2004, Flickr and Facebook since February 2004, MSN Spaces (now LiveSpaces) since December 2004, YouTube since February 2005, Underskog since November 2005, and Nettby since September 2006 .



-----Email Message-----
Sent: Sunday, May 04, 2008 1:28 AM
Subject: Re: mental health counselor postcard 5/4/08

I worked as a mental health caseworker for 4 years. I often wondered if I ended up in the social work field BECAUSE I was a little bit crazy. What scared me the most, I think, was when I ended up with about 3 clients who used to work in social work field... doing the exact same job I was doing at the time.

Participatory turn

Digital network media comply with personal, social and creative desires

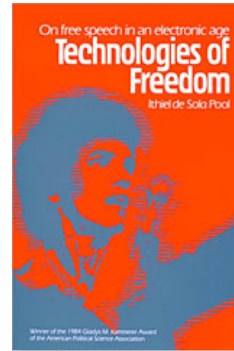


<http://www.kodakgirl.com/>



A participatory turn long predicted

”[t]he technologies used for self-expression, human intercourse and recording of knowledge are in unprecedented flux. A panoply of electronic devices puts at everyone’s hand capacities far beyond anything that the printing press could offer” (Ithiel de Sola Pool in 1983).



stripes

ADD NOTE SEND TO GROUP ADD TO SET BLOG THIS ALL SIZES ORDER PRINTS ROUTE DELETE

photo by Lin.

Comments

arnte pro says:
Striper ruler :-)
Posted 6 days ago. ([permalink](#) | [delete](#))

jeangenie pro says:
i love stripes!
Posted 6 days ago. ([permalink](#) | [delete](#))

Uploaded on August 18, 2007
by **Marika**

Marika's photostream
1,136 photos
[browse](#)

Tags

- marika [x]
- subway [x]
- stripes [x]
- helsinki [x]

[Add a tag](#)

Additional Information
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Why there is no need to worry?

Interaction

Mediated interpersonal forms of communication - "real" interaction

vs.

Mass communication – "quasi-interaction (Horton and Wohl)



Why there is no need to worry?

Interaction

“But quite apart from the dubiousness of its functions, radio is one-sided when it should be two. It is purely an apparatus for distribution, for mere sharing out. So here is a positive suggestion: change this apparatus over from distribution to communication. The radio would be the finest possible communication apparatus in public life, a vast network of pipes. That is to say, it would be if it knew how to receive as well as to transmit, how to let the listener speak as well as hear, how to bring him into a relationship instead of isolating him. On this principle the radio should step out of the supply business and organize its listeners as suppliers. Any attempt by the radio to give a truly public character to public occasions is a step in the right direction.”



Why there is no need to worry?

Participation

Audience participation used to be formatted: non-professional participants expected to meet the requirements of the mass media format.

A participatory turn implies citizens are given a number of opportunities to take part in mass mediated discourses.

Less editing, formatting and control with audience expressions.

Participation ≠ interaction



Why there is no need to worry?

Social integration

Participation ≠ interaction

As the interactional roles and relationships differ between interpersonal and mass mediated forms of communication, the ritual significance is also likely to differ.

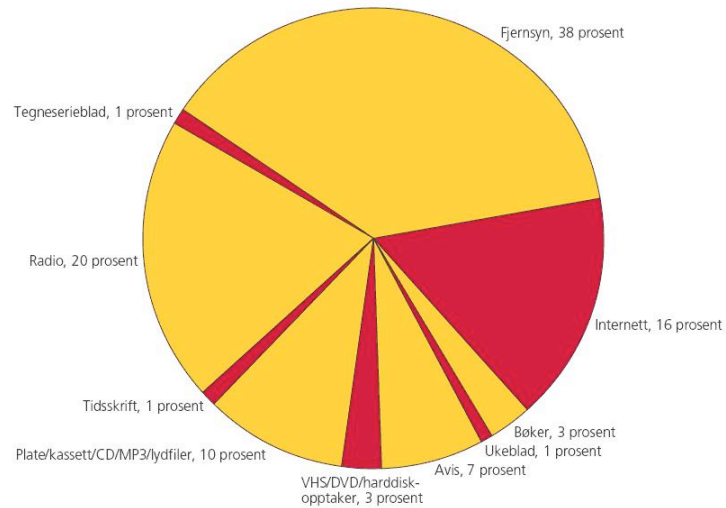
Mass communication is an essential part of the symbolic process of constructing and maintaining reality and the representation of (sometimes illusory) shared beliefs.



Daglig mediebruk: Hovedtall

Norsk mediebarometer 2007

Figur 3. Andel av tid brukt til massemedier en gjennomsnittsdag som går med til ulike medier. 2007. Prosent



Tabell 1. Andel som har brukt ulike massemedier en gjennomsnittsdag. 1991-2007. Prosent

	Avis	Fjernsyn	Radio	Plate/kassett/CD/MP3/lydfile	Ukeblad	Bøker	Tidsskrift	Tegneserieblad	Hjemme-PC	VHS/DVD/harddisk-opptaker	Internett
1991	84	81	71	43	21	24	18	11	..	10	..
1992	84	80	65	38	20	21	14	10	..	10	..
1994	85	82	67	44	22	18	16	9	11	11	..
1995	84	84	66	38	20	19	16	11	9	8	..
1996	82	82	59	37	18	19	16	10	12	9	..
1997	84	84	61	41	17	17	15	9	13	9	7
1998	81	83	59	42	16	18	14	9	17	8	10
1999	81	84	60	44	15	19	15	9	21	9	18
2000	77	82	57	50	17	20	14	9	25	10	27
2001	78	85	56	47	14	22	13	8	33	9	35
2002	77	85	58	49	16	23	14	7	31	10	35
2003	77	84	58	45	16	23	13	7	36	9	42
2004	75	83	58	47	17	23	12	8	36	10	44
2005	74	85	55	45	16	25	11	7	47	9	55
2006	74	83	54	43	16	24	11	7	51	10	60
2007	72	82	53	43	14	23	11	7	56	11	66

Tabell 2. Tid brukt til ulike massemedier en gjennomsnittsdag, 1991-2007. Minutter

	Avis	Fjernsyn ¹	Radio	Plate/kassett/CD/MP3/lydfiler	Ukeblad	Bøker	Tidskrift	Tegneserieblad	Hjemme-PC	VHS/DVD/harddisk-opptaker	Internett
1991	39	114	106	40	8	14	6	3	..	8	..
1992	39	108	91	32	7	13	5	3	..	7	..
1994	39	113	96	38	7	11	5	3	10	8	..
1995	40	124	99	31	6	12	5	3	9	5	..
1996	38	117	84	30	6	12	5	2	11	7	..
1997	36	119	87	36	5	10	4	2	12	6	..
1998	34	119	83	33	5	10	4	2	13	6	..
1999	33	141	93	34	5	11	5	2	18	7	..
2000	34	138	84	46	5	12	4	2	21	7	18
2001	31	156	95	43	4	12	3	2	27	7	21
2002	31	146	87	42	5	14	4	2	27	8	22
2003	32	141	91	42	5	12	3	2	35	8	30
2004	30	142	80	41	5	12	4	2	34	9	33
2005	29	147	84	39	5	15	3	2	46	8	44
2006	29	148	83	41	4	14	3	2	50	9	53
2007	29	152	80	40	4	13	3	2	58	11	62

¹ Spørreteknikken for tid brukt til radio og fjernsyn er endret fra 1999. Se vedlegg 1.

Conclusion

Yes to an increasing focus on user-generated content and initiatives to invite the audience as co-producers of content.

BUT, that is not the only, or not even the most successful strategy for the future:

WHY NOT FOCUS ON WHAT MASS COMMUNICATION HAS ALREADY PROVEN TO BE GOOD AT?

Provide stories for imagining and enacting social worlds.

THANKS