CONNECT UNIVERSUM 2016

МАТЕРИАЛЫ
III Международной трансдисциплинарной
научно-практической WEB-конференции
CONNECT-UNIVERSUM – 2016

ЦИФРОВОЕ
КОЧЕВНИЧЕСТВО
КАК ГЛОБАЛЬНЫЙ
И СИБИРСКИЙ ТРЕНД

24–26 мая 2016 года

Национальный исследовательский
Томский государственный университет
Кафедра социальных коммуникаций

surely or related to lifestyle. The emergence of Travel 2.0 has completely changed the travel industry. The amount of the travel-related content on the Internet is enormous. That type of content is commonly called Travel 2.0 (from "Travel" and "Web 2.0"). Travel 2.0 offers various travel-related and user-generated forms of messages, reviews, comments, posts, and others. This can be considered the most trustworthy and reliable source of information on the Internet now, because the receiver is usually familiar with the sender. Travel 2.0 not only reflects personal interests and hobbies of the bloggers but also has an increasing impact on the formation of public opinions on tourist services and practices.

Due to absence of moderation on the Internet there is an uncontrolled growth of information and the media are overcrowded with myths and legends. Amateur travel journalism is becoming very popular. The general audience considers travel blogging stylish and trendy, even a hip job that travel bloggers would barely think of to describe themselves. Being a travel writer/journalist/photographer requires a lot of discipline and organizational abilities.

Keywords: travel journalism; digital nomadism; blogging; travel; freelance.

INTERACTIVE TELEVISION CONTENT PERSONALIZATION AS A TREND IN THE DEVELOPMENT OF VISUAL COMMUNICATION IN THE NEW MEDIA

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Abstract. Interactive television is one of the types of new media. Personalization of content (focus of personalized content on user needs) is becoming an important trend in the development of new media visual communications, interactive television in particular. Whereas the model of traditional mass communication is one-to-many (the active source), the focus of new media communications is narrower and can be reduced to the many-to-one model (the active recipient model of information retrieval systems). This article covers various aspects of personalization of interactive television content (themes, genres, forms, concepts of geolocation, identification, and individualization). It also examines the phenomenon of the "filter bubble" through which personalization of new media content is carried out. It identifies such important trends in the development of content personalization as the possibility of formation of direct democracy, individual communication of any citizen with the authorities via the new media, electronic voting, and others. The new media and interactive TV will bring many benefits to "prosumers," who will be able to choose any setting or content while viewing, configure filters, and view TV content anywhere. However, personalization will complicate the process of using television, requiring from the viewers at least basic knowledge of new technologies. Despite the possibility of direct democracy through personalized new media, there is a threat of manipulation of public opinion and imposing content by media owners. Thus, it is necessary to raise the level of media literacy of the population and strengthen public control over the creation of the new media content.

Keywords: new media; interactive TV; personalization; visual communication.

Introduction

With the development of information technology, media, particularly television, began to develop rapidly on the Internet as well. Channel websites, their representation in social networks, online broadcast, stream, multi-screen services – all of these make modern interactive TV a typical new media. As the dynamics of the industry show, personalization of new media content, interactive television in particular, is one of the main trends in the development of new media visual communications.

New media are interactive mass communication systems that combine formats of information presentation; they are a variety of digital media. New media content can be video, television broadcast, animation, or text. One of its main differences from traditional new media is user-generated content, as well as active feedback from the audience and the ability to create and modify the con-

tent of messages (Ivanov O 2013: 10). Thanks to the convergence of the media and modern technologies, one can now gain access to the new media from any mobile device anywhere in the world.

What is interactive television?

There is still no common terminology regarding interactive television: it is called online TV, Internet TV, IPTV, or contact TV. However, the common feature of all these terms is their essential characteristic, associated with the Internet, of active interaction with viewers, the ability to view TV channels from mobile devices, and integration with social networks.

Personalization of interactive television content focuses on the personal satisfaction of the viewer's or user's demands. Many researchers call the interactive TV viewer the new media "prosumer" (producer + consumer). This term was introduced by Toffler (1980) in *The Third Wave*, where it was used to describe an economy in which the gap between the producer and the consumer is erased.

Interactive TV allows prosumers to configure their televisions according to their own needs and wishes. Among its features is the opportunity to archive, record, and pause online TV programs, schedule reminders, and connect these to one's telephone. The user can view selected movies, stories, and transmissions whenever convenient, no matter where the user is. Often, access to interactive TV is obtained via additional TV boxes, or with a computer or mobile device via the Internet (https://ru.wikipedia.org/wiki/IPTV).

In Russia, as well as in Ukraine, interactive TV is just beginning to develop; among the interactive TV channels are Rain, Civic TV, Espresso, and 112. In the West, interactive TV channels have existed for a long time, including such giants as Microsoft TV, Google TV, and Apple TV. Television interactivity techniques are actively employed by channels such as Channel One (Russia), 1+1 (Ukraine), and many others – they actively generate content and traffic in social networks, place videos on the Internet, and integrate with online services. Activity of the so-called streamers, which broadcast an event on the Internet online, is on the rise. There are now a number of multi-screen online services, where one can view multiple channels simultaneously.

On websites of interactive TV channels, Twitter newsfeeds are broadcast; infographics are used; viewer polls are conducted; blogs of program authors are placed; audiences join live broadcasts via Skype; and website channels are integrated with social networks. Sometimes interactive channels are not broadcast over digital, cable, or satellite networks (Rain, Civic TV); they are financed not through advertising, but through voluntary contributions from the viewers of Rain, Civic TV, and TVi, where their advertising is interactive and personally oriented. Direct Internet feeds, even of traditional terrestrial channels with monologue broadcasting, is possible due to Internet services such as spb.tv, seetv.tv, oll.tv, divan.tv, and megogo.

The main topics covered by today's interactive channels are politics, social and public activities, emergencies, music, and sports. The most popular genres among interactive television users are news, reality shows, games, and children's programs – but mainly with entertainment content. By form, they are typically short, succinct stories. China has released a film designed for distribution via mobile devices, which is divided into ten parts for the users' convenience; it gives an opportunity to watch it in parts. "Prime time", instead of the traditional morning and late evening, is extended right up to the middle of the day, as tests of interactive TV in Europe have demonstrated (Torgasheva Y 2006). Hallin and Mancini argue that in order to dominate the communications environment, there are two critical elements that are closely related to each other – personalization and dominance in the media through the voice of an ordinary citizen (Hallin D & Mancini P 2008: 244).

Personalization and interactivity

Personalization (personal orientation) of content is one of the hottest trends in modern interactive television. While traditional television is a uniform program broadcasting network, interactive

television viewers have many ways to choose the content that is of interest specifically to them, to refuse advertising, to vote for one or another program, and to take part in determining the rating of a channel or broadcast.

Personalization and interactivity are also the key concepts for mobile TV, according to the study conducted by Nokia and Dr. Orgad from the London School of Economics. The report suggests that mobile TV will provide viewers with more personal and private television than traditional television, and the users will be able to receive content any time, anywhere and choose what they like, as well as create and upload their own content. The trend of development of user-generated content, which can be seen in the phenomenal growth of YouTube, will be a key feature of mobile TV. Thirty percent of current US TV channels are already user-oriented. The possibility of relating to the users in a more targeted and interactive manner also offers a variety of prospects for advertisers.

In April 2014, the mobile provider MegaFon, together with the online service Imhonet, launched personalized TV in Russia. The creators of the service claim that through their recommendation system, Imhonet is able to determine users' preferences and create personalized recommendations with an accuracy of up to 86%. Working with Imhonet involves the use of readymade solutions in the field of recommendations for film content, as well as research and development of new recommendation algorithms for personalization of video in the media portal MegaFon.TV, say the creators. To better understand user needs, a market analysis of audience perception of the media catalog will be conducted: the user of all the video content will be able to see exactly what he or she wants to see. Imhonet has been engaged in content personalization for seven years, accumulating more than 75 million movie content ratings and more than 1.8 million user reviews. Thanks to the Imhonet technology, MegaFon will be able to automatically recommend video content to users on the basis of an analysis of their individual preferences and values; the more content the user evaluates, the more accurate the recommendations are (Torgasheva Y 2006).

Personalized relations are logically connected with mass communication and differ from them only in the manner, in which the information is adjusted, depending on the interests, desires, sex, age, geographic location and other characteristics of the recipient. According to Mashtakov (2011), it is the ability to personalize information that makes the difference between the new media and the traditional ones. Television, especially digital, is an electronic method of communication, while a phone call that lets someone take part in a TV show is an example of interactivity. Mashtakov considers that personalization has become the essence of the new media (Mashtakov A 2011): Google, by default, opens pages in the language of the country where you are, and Livejournal shows one the feed of one's friends, and not of all users.

In March 2014, the conference "New Media – New Opportunities in 2014", organized by the Independent Association of Broadcasters, was held in Kiev. One of the participants, M. Savanevsky, the founder of the www.watcher.ua portal, noted that the ten sites with the greatest visitor traffic, as of October 2013, included sites with lots of video and multimedia content: Google, VKontakte, YouTube, and Ex.Ua. News sites, including TV channel and program sites, came in much lower (TSN took 82th place, and STB was 120th place). One of the main directions of the new media development, according to the conference participants, is media content personalization, when personal content is chosen for users based on their preferences (Dorosh M 2014).

In the near future, according to experts, the new media, interactive TV in particular, will be geographically localized and totally identified or "tagged". This should contribute to the settlement of copyright issues in the network and of controversial copyright holder-user relationships, providing control over not only the sites that host pirated content, but also the users who place it (Veremchuk T 2012).

According to Vorobyov, deputy general director of ER-Telecom, more than 80% of the audience now is focused on passive viewing of TV (they do not want to think in front of the TV set – this model is popular in America and Europe, as well as in Russia); however, in the near future the situation may change radically in favor of television interactivity and personalization of content (Telekomza 2012).

However, full personalization of content on interactive channels currently does not exist, and is unlikely to emerge in the near future. TV is a media means of mass communication, where content is not produced separately for each viewer. And the narrower the interests of the viewer, the less likely the viewer is to get personalized content, otherwise the customer would have to pay the cost of its production. For example, if one is interested in the life of underwater turtles or creating clay elephant models, one is much less likely to take advantage of personalized content than fans of Britney Spears, who produces a multitude of clips and is featured in many programs. Currently, television content personalization is rather a grouping of content to meet the needs of specific audiences, such as sports fans, fans of news, music, and others. One should also understand that personalization of content may also conceal manipulation of mass consciousness, when a person using content chosen especially for him or her is offered certain information advantageous to one group or another in society.

The phenomenon of the filter bubble

Using personalization factors when working with search engines is called the "filter bubble". Coined by Pariser (2011: 304), this term describes a phenomenon in which websites use selective algorithms to guess what information users want to see, based on information about their location, their previous queries and search history. Examples of implementation of the filter bubble are Google's personalized search results and Facebook with its personalized news feed. Social networks remember what messages the users "Like" in the news and next time gives them the news that they determine are interesting to the user. Even when users exit from their profiles, the filter bubble will be triggered, because apart from the account itself there are more than 50 kinds of personalization or customization parameters that the system handles: computer type, browser type, location, browsing history, and similar factors. The system then outputs personalized information based upon those parameters. Many companies worldwide use personalization, for example, the news giants like Yahoo News, Google News, *The Washington Post,* and *The New York Times.* The trend of personalization can be applied to all Internet services, including interactive TV. Eventually users will be shown just what they are interested in as a result of processing completed by search engines, and not what they really may need. That is, the system itself decides for prosumers what they should watch and what they should not, making them actually quite dependent, helpless, and vulnerable.

The consequences of the filter bubble are primarily of a social nature. Users will receive much less information contradicting their worldview and interests, becoming intellectually isolated in their information field. For example, one user enters a query "Coca Cola" and, as a result, receives only investment news about the company, while another will receive only current news items. That is, personalized TV content will differ dramatically even for two similar users. A potential drawback of filtering of search queries, according to Pariser, is that the filter bubble becomes a microcosm of each individual Internet user, based on his or her professional and personal interests (Pariser E 2011: 304). The main problem is that it is not the individual who decides what information to receive from the Internet, and the individual will not even see the information that is filtered out. Social psychologists have concluded that such information disrupts the normal information diet by displaying only the information that entertains the users. Research by Netflix has shown that people are more willing to opt for mass consumption products like talk shows, reality shows, popular comedy, gossip, intrigue, scandals, and investigations, than for information about science, politics, culture, education, and medicine. Therefore, considering the main factors of personalization, if one wishes to avoid the negative impact of the filter bubble, one should hide one's personal data on Facebook. If one wants to avoid tracking of the information one reads, do not click "Like" on Facebook, because thereafter the information becomes public. One should hide one's date of birth (or at least year of birth) and use an alias, as personal data helps companies collect personal data for accurate identification; exclude targeted advertising in social networks and use the incognito mode in the browser to help avoid the use of cookie files, resulting in the issuance of

nearly depersonalized information; and use an anonymizer when surfing the Internet, such as www.anonymizer.com, which lets traffic pass through its own servers, because there is data that is impossible to hide even when using the incognito mode (Fisenko T 2014: 149).

The new media versus the traditional media

Traditional media are not experiencing the best of times – modern human beings are receiving all the important information from the network. At the same time, more and more interesting and quality content is not created by professional writers but by ordinary people through the new media. For some time past humans have generated more data than in all previous history. In this regard, the first problem becomes that of information overload.

Obviously, navigating the vast flow of information that is available to users at the moment is becoming more and more difficult for them (Web Content 2011). In addition, some abstract information is no longer of use to anyone – everyone wants to read exactly what he or she likes or may like, while spending the least amount of time doing so. To this end, there are various solutions for curating and aggregating information. The main task is defined as saving time and saving money: therefore many media are currently trying to limit access to their content by means of paid subscriptions, because it is unprofitable to pay everyone but easier to use an aggregator, which has already resolved all issues with copyright owners.

The Estonian researcher Matsulevich (2014) states that individualization, being asynchronous, and having mass character and interactivity, falls within the basic characterization of the new media. In most of the world's constitutions it is written that power belongs to the people, whereas authorities are just persons to whom power is temporarily delegated by the people; therefore, communication with the authorities can and should be individual, rather than through intermediaries. Direct, personalized communication with senior officials of a country used to be technically impossible, but now has become a reality thanks to social networks and the new media. In Estonia, there is no politician who does not have a profile in Facebook: you do not exist if you are not available to communicate with the voter. Internet and social media narrow communications enough both in time and in space. "For decades, we had been talking about mass consciousness, TV, media, and now is the time of personalized communication, 24/7, with any person in the world" (Matsulevich T 2014). Technical safety identification and surveillance are negative factors of personalization in new media, and now leading scientists around the world are struggling to solve those problems. "With the help of new media it is possible and necessary to establish control over the government and to provide public access to information, including financial. The press must be a social force; public organizations need to communicate with the power and to control it" (Matsulevich T 2014).

"Why do we need mediators and parties in parliament if one can ask any politician any question in the Internet?" Matsulevich (2014) asks rhetorically. New media, particularly visual, make it possible to build direct democracy, which philosophers have dreamed about for millennia. In the eighteenth century, Jean-Jacques Rousseau spoke of the people as an assembly that cannot be placed in a single spot, so they were forced to elect representatives. Nowadays, thanks to advancements in technology, direct contact becomes possible, and therefore channels of influence are changing. The technology "Obama in your home" has been made possible by new media. This instant democracy, with constant observation of the mood of society, reflects trends of new media visual communications. Direct democracy is certainly a positive development, but one should be wary of manipulation of mass consciousness. This is possible with the rigging of electronic voting through the imposition of a particular content type. The question of security is also resolved through Organization for Security and Co-operation (OSCE) observers, the development of a democratic system, promoting a competent attitude for electronic voting, and monitoring and auditing servers by leading programmers.

In business, people establish direct communications, so there is no need for a broker; the dealer and buyer communicate via the Internet; they do not use the new media and social networking.

"New media did not lead to greater equality, on the contrary, the gap between rich and poor is growing, and the gap in social networks too", says Matsulevich (2014), "New Media are a black box – we don't know how and where to spread information, they do not depend on time, place. Traditional media have the image of man, they have a beginning and an end; mainly, there are contents. New media are faceless, they have no restrictions. Human essence has remained the same as a thousand years ago, the driving forces (money, power, fame, love) are also the same, it is only technologies that have changed. If new media are able to balance these forces – they will carry out their task, if not – the debate is still open" (Matsulevich 2014).

Conclusion

Therefore, based on the latest trends in the new media visual communications, interactive television in particular, there is no doubt that they are moving toward increasingly customized and personalized content, adjusting it to the viewer's interests, age, gender, and geolocation. This will have benefits for viewers and prosumers, who will be able to choose any setting or content while viewing, configure the filters, and view TV content anywhere in the world. There are also some disadvantages: personalization will complicate the process of using television, requiring the viewer to have at least basic knowledge of the new technologies, which far from satisfies everyone, as research demonstrated. Also, despite the possibility of direct democracy through personalized new media, there is a threat of manipulation of public opinion and of media owners imposing content, so it is necessary to raise the level of media literacy of the population, as well as to strengthen public control over the creation of new media content, interactive channels in particular. Still, personalized interactive television has many more advantages than shortcomings, so it is certain that in the near future it will continue to grow towards further personalization and meeting users' personal needs. Alongside this, the providers of traditional passive-audience TV will continue to provide a standard service package for a long time to come.

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NETOКРАТИЯ – ИЛЛЮЗИЯ ВЛАСТИ?

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Аннотация. В статье рассмотрена неолиберальная повестка дня, в которой рынок предстает как оптимальный способ производства капитала. Прослежена взаимосвязь неолиберальной системы с инновационной экономикой. Показаны нетократический идеал, кибернизация трудовой среды и имматериальность новых практик.
Ключевые слова: нетократия; нетократическая глобализация; неолиберализм; постфордизм; медиакратия.

Узловой точкой нашего анализа станет концепт «нетократия». По своей внутренней форме слова «концепт» и «понятие» выступают как синонимы (лат. conceptus – «понятие»), однако в исследовательской среде они довольно четко разграничены: принято различать «объем» и «содержание» понятия. Термин объем означает определенный класс предметов, термин содержание – совокупность признаков, соответствующих этому классу. Иными словами, объем понятия – это *значение* слова, содержание понятия – его *смысл*. В русском языке именно термин смысл синонимичен термину концепт [8]. Поскольку смысл задается контекстом, **в фокусе нашего внимания будут** те значения искомого концепта, которые характерны для неолиберального дискурса.

Неолиберальный контекст. Контекст – это «собирательный термин для всех тех событий, которые говорят организму, из какого набора альтернатив он должен выбрать» (Г. Бейтсон). В 70-х гг. XX в. мировая экономика вступила в фазу острого и затяжного кризиса, следствием которого стало изменение стратегии экономического развития: на смену кейнсианству пришел неомонетаризм. Суть кейсианства – стимулирование *спроса* (что обусловило высокий уровень материального обеспечения среднего класса), суть неомонетаризма – стимулирование *предложения* (поощрение крупного капитала). Идеологическим обеспечением нового экономического курса стал неолиберализм. Основоположники неолиберализма (Л. фон Мизес, Ф. фон Хайек, М. Фридмен и др.) постулировали неограниченную конкуренцию как наиболее эффективный механизм роста общественного благосостояния. Неолиберальные реформы предполагали создание «общества равных возможностей», или «общества собственников», однако на деле решалась противоположная задача – «накопление через изъятие», или «накопление путем лишения прав собственности». Публично озвученные цели маскировали истинный политический смысл – восстановление доминирующей классовой власти, существенно ослабленной «кейнсианским консенсусом» [10].

В условиях «сжатия» социального государства, начался процесс «приручения» гражданского общества. В конвенциональных определениях оно стало рассматриваться как третья сила, взаимодействующая с государством, с одной стороны, и экономикой и частной сферой – с другой стороны. Для развитых капиталистических стран «новое открытие» гражданского общества свелось к тому, что оно стало определяться как «третий сектор, предлагающий новый способ производства благосостояния» [7]. Неправительственные организации росли и множились, заполняя «вакуум социального обеспечения, оставшийся после ухода из