

Introduction to Digital Media

Revision

DGM 711
Final Lecture

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- **Mediatization** is the increasing presence of media in all aspects of life .
- **Computer networks** have become “the key **infrastructure** for all aspects of life in the digital environment.
- “**Digital Media**” are “the means that they carry information represented by a numeric code and then transform it into human language”.
- **Digital media** is sometime called **multimedia**.
- **Digital media** can carry information very **efficiently** than **old media**.
- The introduction of **new media** has **not caused** the **disappearance** of the **old media**.
- A practice, content, or format can be **re-mediated** by a new technology .

- **Digital media** have common **characteristics** that distinguish them from **Analog old media** (Convergent, Hypertextual, Distributed, Pervasive, Algorithmic, Asymmetric, Ephemeral & Permanent) .
- The **architecture** of the **digital networks** is **not neutral**, but rather has the **power** to shape the behaviors of their users.
- The **internet** is an **open system** , based upon a **global governance system**.
- **Digital media** and network technologies are composed of different “**layers**,” (physical, logical, content & Legal).
- There are **three generations** of the web (**Web 1.0 - Web 2.0 - Web 3.0**).

The Information Society

- The concept of **information society** refers to a form of society characterized by the importance of the production and management of **information** and knowledge.
- The ability to produce, manipulate, and distribute **information** becomes one of the main factors related to **wealth** and **power**.
- The birth of the **information society** was described as a **third industrial revolution** .
- The **economic system** of the information society is characterized by being **informational, global, and networked**.
- In an information society, **intellectual property rights** are divided in three main types: **(copyright, trademarks , patents)**.
- A **globalized economy** is characterized by **multinational companies**, which own **digital media**, and foster the emergence of a **global consumer culture** .

- **Technological determinism** approach understands technology as an **independent force** that can determine the development of a **society**.
- **The social construction of technology** approach suggests that the development, structure, and significance of a **technology** depends on the **strength, needs, and values** of the **social groups** that promote and design it.
- **Technologies** are **not neutral** but rather have a “**politics**.”
- Similar approaches also recognize the active role of **users** of technologies repurpose, modify, and resist technology.
- Scholars have also noted the existence of “**superusers**” with specific technical skills and professional positions.
- Electronic media were destined to transform humanity into a “**global village**”.

- **Digital media** foster **new forms of interaction** and enrich the **social life** of individuals.
- Therefore, **social relationships** seem to always be **mediated**.
- Yet the **social relations** these technologies mediate are **not neutral**, but rather depend on uneven power dynamics, as well as on cultural and identity factors.
- Social media are “**coding relationships** between people, things and ideas into **algorithms**.”
- This means that it **analyzes past interactions** in order to **predict future behavior** .
- These companies have developed **business models** that allow them to extract **profits** from the **information** they manage.
- The **information** collected by **social media** platforms can be **sold to third parties**.

- **Digital media**, and **social media** platforms in particular, are important instruments through which individuals implement active strategies of **identity building**.
- **social media** are one of the “**stages**” from which individuals represent their own **identity**. individuals perform the continuous work of **identity construction**
- The so-called “**digital afterlife**” can create a kind of “**immortality**” in which the **digital identity** of the deceased **survives** his **death** .
- The use of digital media as **social spaces** is **not neutral**, but rather influenced by **social factors** such as **age, gender, ethnicity, or class**, Like “**digital natives**” and “**digital immigrants**”.
- **Algorithms** reinforce **inequalities**.
- The “**algorithmic identity**” based on algorithmic evaluations of our **online behavior**.
- Forms of **sociality** mediated by **digital technologies** have been faced with many **critiques**.

Collaborative Digital Media

- **Digital technologies** facilitate the active **participation** of **individuals** in media **production**.
- **Digital collaborations** rely on the **culture of participation**.
- **Digital platforms** offer possibilities for **users** to become **content producers** or contribute to **assessing** and **improving** the **content** provided by a service.
- **Wikipedia, social media and mashup services** are examples of **digital collaboration**.
- **Legal systems** have adapted **copyright laws** to facilitate the spread of **self-publishing platforms** such as **YouTube**.
- **Digital media users** contribute only **marginally** to **decision-making** processes.
- The work of users is **aggregated** for **profit purposes** by private **companies**, removing **power and decisions** from the **users**.

The Digital Public Sphere

- **The public sphere**, a fundamental component of modern **democracies**, where **individuals** are **free** to **discuss politics** without being subject to an external **authority**, and can thus form a **public opinion**.
- **Media publics** can successfully become **politically active** thanks to the emergence of an **information-rich digital environment** and its related **communication tools**..
- **Digital technologies** also favored the emergence of **new kinds of players** in the contemporary **public sphere** , such as **WikiLeaks** and “**Panama papers** .
- The **networked public sphere** is not inherently **democratic** in nature.
- The **algorithms** that underpin digital platforms shape **political and social interactions**.
- These are new forms of “**algorithmic gatekeeping**,”

The Digital Media & Politics

- **Power relations** are now also systematically organized around **digital media** and the **networked public sphere**
- There has been an **increase** in the number of **citizens** who **access information and participate in political debates through digital media**.
- **Digital divide** is the **difference in access to network technologies** that occurs **between rich countries and poor countries**, which depends on **the type of society** **Policies** related to **access to and transparency of information** .
- Several **Western governments** operate **surveillance systems** that allow them to **record all phone and online interactions**.
- **Web corporations** capture **users' data** to **improve their services** or provide **personalized advertising**.
- **Individuals** can choose specific **strategies** to **resist surveillance**, such as **encryption** or **refusal** of participation in the commercial web services

- The **information economy** is a dynamic economic sector, dominated by **new players**.
- **Microsoft's Bill Gates, Amazon's Jeff Bezos, and Facebook's Mark Zuckerberg** are among the **wealthiest** individuals in the world.
- They **influence the development of global capitalism** through their **investments**.
- The **global market** supports the **economies of areas** that produce **hardware** components, such as **East Asia** , and others that manage **innovation and marketing** processes, such as the **United States** .
- Some **web companies** simply **sell content** distributed through digital networks.
- Most **services for user-generated content** are **free** to the **user** and rely on **advertising** .
- **Startup economy** is based on new emerging companies often pass through an **incubator**.
- **Prosumer**, which combines the words "**producer**" and "**consumer**," has been used to define individuals who have an active role in processes of both creation and consumption of goods .



Thank You