

Revision

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Final Lecture

جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

DGM 711

Introduction to Digital Media



جامعة الجميع الذكية
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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 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”**.



CONCLUSION





- **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**.



- **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 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**,”



- **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 for listening

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