

CCT109H5F

Chapter 1 Concepts

CHAPTER OUTLINE

- Convergence

↳ Process which media technologies, industry and services merge; interlinking of 3 Cs.

- Interactive

↳ Ability to contribute to as well as consume media

- Web 2.0

↳ "Read-Write Web"; any site in which the contributions to and site evolution happens through the web via site users

WHY 'NEW' MEDIA

- New Media

↳ Latest development in technology; rapid rate of change

↳ Involved combination of 3 Cs: Computing and IT, Communication Networks; Content and Digitalized Media (4th C: Convergence)

CONVERGENCE

- 3 perspectives of convergence

↳ Technology, Services, Industry

- Digital Media

↳ Forms of media content that combine and integrate data, text, sound, images etc.

↳ Characteristics: Manipulable, Networkable, Dense, Compressible, Impartial

- Lievrouw and Livingstone's observation on New Media Thinking Approach

↳ Artifacts or devices that enable and extend our ability to communicate

↳ Communication activities and practices we engage to develop and use these devices

↳ Social/Organization arrangements form around these devices

Internet History

- Internet

↳ Technical infrastructures of computers and other digital services permanently connected through high speed telecom networks.

↳ Forms of content, info and communication sharing that occur through these networks

↳ The electronic network of networks that links people and info through computers/devices - Sociologist DiMaggio, Hargittai

- Packet Switching

↳ Long messages could be broken down into smaller "packets", could be rerouted if there is blockages, send in asynchronous mode

- Hypertext Principle

↳ Allows for linking of information

- HTTP

↳ Hypertext Transfer Protocol → Interconnection between websites and HTML (hypertext markup language)

Global Internet

- Digital Divide

↳ The differential access to and use of the internet according to their gender, income, race and location (Important TERM: Globalization)

- Global Divide

↳ Differential internet access between nations based on device access

- Social Divide

↳ Gaps within nations in terms of internet access as means of social engagement

Chapter 1 Concepts

- Globalization

- ↳ Term used to describe and make sense of a series of interrelated processes
 - ↳ Rise of multinational Corporations
 - ↳ International production, trade and financial systems
 - ↳ International Communication flows
 - ↳ Global Movements; Increasingly multicultural nature of societies; Global Social Movements
 - ↳ Developments in international law, governmental organizations
 - ↳ Regional trade blocs
 - ↳ International non-governmental organizations
 - ↳ Global Conflicts
 - ↳ Enable borderless communications

Conduit & Content - Interface

- ↳ Way users experience software or hardware.

Web 2.0 - Web 2.0 (more detailed)

- ↳ Business revolution in computer industry caused by the move to the internet as platform; term coined in 2003
- ↳ 2 Concepts of Web 2.0
 - ↳ Embedded within is a range of features that have been seen as central to the Web as communication infrastructure and positive network effects from harnessing collective intelligence
 - ↳ Some of the fastest-growing websites have been based on Web 2.0 principles:
 - ↳ Many-to-many in connectivity
 - ↳ Decentralized terms of control
 - ↳ User-Focused; Easy to use
 - ↳ Open API (Application Programming Interface)
 - ↳ Expected to evolve and change overtime.

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Chapter 2 Concepts

- New Media in historical context
 - ↳ Drawing connections between current network technologies, convergence trends and prior inventions
 - ↳ New capabilities → New Institutions & social arrangements proven to be foundational and influential
- Early Traces of New Media
 - ↳ Although new media are profoundly different from old media, there are aspects of old media that still remain
- Telegraph
 - ↳ Sends coded messages (Morse Code) long distances over wires (later radio waves); Served as pivotal technology
- Morse Code
 - ↳ Systems of dots to represent the alphabet
 - ↳ Sends short pulses of electricity that trigger a buzzer at the other end/system
 - ↳ Reading: Dash = 3 dots; Space between parts of same letter = 1 dot; Space between 2 letters = 3 dots
Space between 2 words = 7 dots
- Telegraph as Scanner
 - ↳ Scanner - Method of breaking a picture into discrete elements for encoding a transmission to a remote location
- Telegraph as Storage and Pricing Pioneers
 - ↳ "Punching" - small device that creates holes in paper tape to represent code and run tape through machine to generate morse code
- Telegraph as Network Pioneers
 - ↳ Metcalfe's Law (Robert Metcalfe: 1980/George Gilder: 1993) the value of the network lay in the number of possible connections between the members - or nodes - in the network
- Telegraph and Early Signs of Comm. Media Monopolies
 - ↳ Telegraph spread rapidly and became dominated by large monopolies; importance & practice led to call for regulation
- Telegraph and Newspapers
 - ↳ Information was received using telegraphs for newspaper industries
- Telegraph and Telephone
 - ↳ Wireless adopted form of communication in early 20th century
- Network Neutrality
 - ↳ Company agreeing to carry goods cannot discriminate between customers who wish to transport similar goods
 - ↳ Regulations in place to prevent charging different rates to different companies; giving unfair advantage to some
- Radio
 - ↳ Brought forth number of key developments important for Internet + New Media: Key among importance of hobbyist, identification of new business models, content regulation
- Broadcasting
 - ↳ Practice of sending a signal from one transmitter to many receivers

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Chapter 3 Concepts

- Social Shaping Perspective
 - ↳ Groups and individuals are understood as able to influence how media is used
- Getting Perspective
 - ↳ Wide range of ^{to new media} approaches ranging from technical, artistic, social, political, economic & historical
- Cyberspace
 - ↳ Online networks and virtual worlds: first in fiction then in mass media
- Dot Com Crash
 - ↳ Rapid devaluation of the stock prices in technology companies
 - ↳ Many attributed this decline to rationalization in a market that had become inflated by outlandish expectations
- Powerful qualities that will result in ultimate triumph for the empowering nature of digital
 - ↳ Decentralizing and Globalizing (reduce necessity), Harmonizing (Harmonizing aspects of digital media) and Empowering
- Optimizing & Prediction
 - ↳ Development of the internet could lead to death of other technologies of digital media
- Luddite
 - ↳ Blanket term for someone who opposes all new things
- Libertarianism
 - ↳ Political and economical theory that posits the primacy of freedom; economic freedom to allow markets to regulate human affairs.
- Empirical Approaches
 - ↳ Speculative Media Theory - Approach in interaction between technology and culture in more future oriented programs
 - ↳ Critical Political Economy - Question whether policy-making organizations possess sufficient distance from public & private interest
 - ↳ Online Ethnography - looks at the use of new media and the internet in everyday life
- Social Implications of the Internet (POSITIVE/NEGATIVE)
 - ↳ Inequality - New access to information based on availability | Patterns of access, availability reflect other social inequality
 - ↳ Community - New forms of social interaction & community formation | Online activity becomes an obstacle
 - ↳ Politics - New opportunities for political engagement; virtual public sphere | Isolation from others in politically effective geographical locales
 - ↳ Organization - Flexible organizations; network interactions; horizontal communication | New forms of internal surveillance; low-trust comm. environment
 - ↳ Culture - "Demassification" of access & use of media content; new opportunities | Hyper segmentation; fragmentation and dilution of culture
- Methodological Considerations
 - ↳ 1 - Any approach lends itself more readily to some research and theoretical traditions
 - ↳ 2 - An empirical approach to new media tends to have an "after-the-event" element; seeks manage change not make change
 - ↳ 3 - Consider the recurring significance of optimism about new media as a form of myth that is historically grounded
- Technological Determinism
 - ↳ An approach to technology that posits unmediated outcomes from the use of technology and its internal logic to evolution
 - ↳ A pervasive way of thinking about relationship between new technology and society

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Chapter 3 Concepts

- Social Shaping of Technology

↳ An alternative approach to technological determinism. Argues that social, institutional, economic and cultural factors shape the choices made about forms of technological innovation, content of technological artifacts, practices/outcomes, impacts of technological change

- Diffusion of Innovators Model

↳ Spread of innovations within a society

- Political Economy Approach

↳ An examination of society that regards law, economy & political environment being interrelated and help to establish & sustain ^{social} order

↳ Typically focuses on examination of the regulation and ownership of media

- Critical Theory of Technology

↳ An approach to study of technology that emphasizes the importance of understanding how power has and continues to influence the operation and evolution of technology in society