

Social Media



A New Era of Communication


- The Power to Publish
- Niche Demand for Information
- Desire to Have Our Say

Online Media Today

➤ Mainstream Media (MSM)

- Print
- TV
- Trade Press
- Online magazines

➤ The Blogosphere

- New trade press
 - MSM blogs and podcasts
 - Citizen journalism
 - Bloggers
- 


What Does Social Media Represent

- Real personal expression in society
- Taking sides in the Internet's biggest intellectual battle
- Should the Internet represent a free forum for ideas and expression or a new opportunity for global capitalism?

Journalism Core Values

- Accuracy
- Speed
- Objectivity
- Pursuit of the Truth?

Is online eroding those values or do they transcend all mediums of journalism?





The Guardian


http://web.archive.org/web/19961105173344/http://www.guardian.co.uk/


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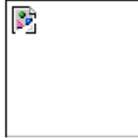
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
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
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The New York Times

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Dot Com Crash and Open Source

- 2000 crash saw the destruction of online advertising dream
- At same time, a new movement gaining popularity - open source programming
- As Big Media gets cold feet about online innovation, tech-thinkers are challenging the “broadcast model” of Net communication

Birth of the Blog Generation

- 2000 Election - covered better online than in print or on TV
- Yet suspicion the Big Media didn't tell the full story.
- 9/11 - a seminal moment in US publishing and citizen reaction - phone service failed but broadband connections worked
- People felt a need to share feelings and information
- Blogs gave them that power and also a sense that everyday people could capture the news

Eroding of Confidence in the Official Story

- Nothing new here - people have always questioned authority and the mainstream POV
- Now though - they had the publishing tools to tell their stories and they could make more choices about which type of media they wanted

Rise of WeMedia

- 2001 Manilla, Phillipines - the anti-Estrada Smart Mob
- South Korea - OhMyNews
- Technology gives rise to User Generated Content/Citizen Journalism

Big Media Has Money Problems

- Print models continue to fail
- Advertising abandons traditional TV
- A huge shift of advertising money online
- Barriers to entry for starting new publications much lower online

Big Media Comes to Respect the People

- 7/7 - the next big moment in online journalism
- Eyewitness cameraphone photos become a major part in the media's coverage of the London bombings
- Citizen media is very messy - but it has value

Big Media Online Today

- The NY Times - blogs, podcasts, video. Is this a newspaper?
- The Guardian - Comment is Free, the most audacious media experiment on the web
- BBC.co.uk - Have Your Say...blogs and comments

The Other Big Media

- Yahoo
- Google
- YouTube
- Wikipedia
- MySpace



Who Gets to Tell History?

- Archiving just got a whole lot more complicated.....and a great deal more democratic
- Those with a voice online now have a stake in current affairs and the telling of history
- Give the billions of people not currently online a voice and things will get even more interesting.....