
UNIT 13 PARTICIPATION IN MEDIA SYSTEMS

Structure

- 13.0 Introduction
- 13.1 Learning Outcomes
- 13.2 Changing Profile of Audience
 - 13.2.1 Active and Passive Audience
 - 13.2.2 Changing Role of Audience in New Media Landscape
- 13.3 Prosumers and Participatory Culture
 - 13.3.1 Understanding Participatory Systems
 - 13.3.2 Characteristics of Prosumers
- 13.4 Participatory Options of Users
 - 13.4.1 Forms of Participatory Culture
 - 13.4.2 Types of Participatory Media (Citizen Journalism)
- 13.5 Citizen Journalism and Empowered Audience/Users
- 13.6 Audience and Their Changing Relationship with Media
 - 13.6.1 Social Media as a Site for Citizen Journalism
 - 13.6.2 Understanding Social Media Rights and Ethics
 - 13.6.3 Social Media Ethics
- 13.7 Let Us Sum Up
- 13.8 Keywords
- 13.9 Further Readings
- 13.10 Check Your Progress: Possible Answers

13.0 INTRODUCTION

An 'Information society' is one in which information creation, distribution, diffusion, use, and manipulation is a significant economic, political and cultural activity (Webster, 1995). The processes and systems that combine media and information-gathering mechanisms for collecting and disseminating information and ideas are known as media and information systems. On the one hand, we have media such as films, television, newspapers and books to gain information about the world. On the other hand, we have social media and the Internet to disseminate our ideas, exchange our thoughts, and comment on relevant issues. These, along with companies, institutions and organisations engaged in manufacturing, transmitting and exchanging information in all forms (cartoons, videos, printed word, pictures, PowerPoint slides, audio, etc.), comprise our media and information systems.

13.1 LEARNING OUTCOMES

After completing this Unit, you should be able to:

- Understand how audience roles have evolved in media and information systems;
- Describe the characteristics of prosumers and participatory culture;
- Identify different forms of participatory media, such as citizen journalism;
- Analyse the changing relationship between audiences and media, focusing on social media ethics; and
- Summarise key concepts related to participation in media and information systems.

13.2 CHANGING PROFILE OF AUDIENCE

Media and information systems play a vital role in this networked society. They are crucial agents for making sense of one's environment, seeking desired information and facilitating complete participation in activities around ourselves. Social media platforms have recently emerged as a base for obtaining and sharing most of our information. Not only is new media changing the way we interact with our surroundings, but it is also dictating 'how' we do it. It facilitates sharing in several ways, including text, video, pictures, graphs, illustrations, audio, etc., asking users to engage with the online content more deeply and uniquely.

13.2.1 Active and Passive Audience

Once defined as unidirectional or passive receivers of media messages, the audience/user has become an active media content producer. Schäfer (2010) mentions that media and information manufacturing industries have now provided new options to enhance the participation of users taking on the role of 'extended cultural industries'. However, this participation may be explicit or implicit. While an implicit participant merely uses sites for leisure and work, the explicit participant forms a community to co-create content (Schäfer, 2010, as cited in Pistone, pg. 16).

This means they are actively producing content by either creating or forwarding information. A passive audience receives media messages and gets affected by them but does not react to the content in any way. On the other hand, an active audience constantly revisits media content to make new meanings, point out contradictions, express dissent or disagreement, and provide feedback to media content creators. The media content creation and delivery process has become instantaneous, and so can provide feedback. Thus, even users who do not maintain social media pages or are not frequent users of new media interact with content by providing feedback through opinion polls, voting for their favourite reality show contestants, etc.

13.2.2 Changing Role of Audience in New Media Landscape

The traditional media brought an organised gatekeeping and editorial process that demarcated news, opinion, and editorial. With the advent of new media, traditional media began to be considered anti-democratic and non-participatory. This new media offers interactivity, decentralisation, ubiquity,

media convergence, and non-linear representation of information in a non-hierarchical manner.

Though the new media did a good job widening the public sphere and enabling readers to engage with and comment upon information and news coming their way, they have failed miserably in ensuring information's accuracy, credibility, and authenticity.

The direction of communication has changed from top-down to both horizontal and vertical. Avenues for individual expression co-exist with space for social representation. This new space is more democratic and is believed to enhance participation from all sectors of society. The content generated by users pushes them from the traditional domain of consumer to 'prosumer' (producer + consumer), where they are generating and consuming information at the same time. They are individuals simultaneously involved in both producing and consuming information and media. Prosumers can now locate, dissect, associate, replicate, co-produce and share media and information with the sender and among themselves.

The consumer must be able to make sense of all this information and the pitfalls of online communication. As more citizens come online and rely on social media for news, it becomes imperative to equip them with the skills to become digital natives. They need skills to deal with demassification, glocalization, hyperreality, fake news, propaganda, misinformation, and post-truth.

13.3 PROSUMERS AND PARTICIPATORY CULTURE

Ideas about the consumer becoming a producer due to the coming of electric technology were first put forward by Marshall McLuhan and Nevitt (1972). However, Alvin Toffler coined the word 'prosumer' in his seminal work 'The Third Wave'. The posts, pictures, texts, videos and information put up by users on the Internet are known as User Generated Content (UGC). The coming of Web 2.0 added functionalities for the users and created avenues for participation, and a new 'participatory culture' has emerged. Jenkins et al. (2009) state that " a participatory culture is emerging as the culture absorbs and responds to the explosion of new media technologies that make it possible for average consumers to archive, annotate, appropriate and re-circulate media content in powerful new ways" (pg. 8).

Participatory culture is the one that encourages all members of society to engage with the media in ways that are comfortable for them. Few barriers exist to artistic expression and civic engagement in a participatory culture. Users are encouraged to share their creations and collaborate with other individuals. The common examples of such a space are sites such as Facebook, YouTube, etc. (and other social networking sites) that rely upon users to create and share information. The creator of Facebook controls the flow, not the content. Wikipedia is another such site where all of the data is created and modified by readers. E-commerce sites rely upon users to sell and buy products.

13.3.1 Understanding Participatory Systems

However, the participatory system has a few characteristics that set it apart from traditional top-down 'culture industries' (Huybrechts, 2014).

- Both makers and participants work with different disciplines, consciously exiting their comfort zone.
- This may not necessarily be true for products made by 'culture industries' because they work in a set paradigm with fixed conventions and rules oriented towards 'mass culture' instead of the 'demassification' that the producers strive to obtain.
- Makers are consciously handing over part of the control, as their ideas can be discussed, adapted and even changed by participants.
- The producers know their content could be replicated as memes, mash-ups, or other forms. However, they are open to experimentation and ideas even if they radically alter the original product. This differs from traditional media, where all information is presented through a structured, rigid, and hierarchical protocol.
- The project is open to a larger group of potential participants, and the best way to address and involve this audience in the process has not been known from the beginning.
- Participatory projects are developed within a network and thus have to deal with the expectations and opinions of several subjects.
- There is no clear separation between makers and participants, as they are all actors in the same process.

13.3.2 Characteristics of Prosumers

As more and more prosumers create content, the old structures of content creation are being challenged continuously. Content, like other things, has moved on from customization to co-creation. Axel Bruns defines this *"collaborative and continuous building and extending of existing content in pursuit of further improvement"* as 'prousage' (2006; 2008). Tapscott and Williams (2006) use the term "prosumption" (production/consumption) to describe the activities of prosumers. Some characteristics are unique to prosumption (Pistone, pg 8).

1) Dominance of User-led content production

With the enhanced capabilities offered by new media, there has been a rapid increase in the number of websites allowing products (Facebook, Twitter, YouTube, etc.). There has also been an increase in collaboration-friendly sites such as wikis and games such as Second Life that permit building upon the original structures.

2) Collaborative engagement

Even new cryptocurrencies such as Bitcoin work on a collaboration model where each participant has significant and unique contributions to

make. Users are encouraged to share real-time information and use open-source software.

3) Palimpsest development

The stories on new media come through with instant updates, allowing users to build a timeline and see the content being developed, modified and represented. This feature is special because, in traditional media, one can only see the story's final form delivered to us. A prosumer is thus more engaged and invested in the information process.

4) Alternative approaches to intellectual property

With new media's expanding and pervading nature, sustaining and ensuring the protection of Copyrights and royalties became difficult. Thus, new types of licences, such as Creative Commons, were created to democratise the new space while simultaneously creating a system to acknowledge the contributions of prosumers.

5) Heterarchical structure

Prosumers across the spectrum are given equal value and importance regardless of the actual worth of their contributions. This system ensures that all contributors are simultaneously leaders and participants.

Activity – 1

Find out and list any four projects/websites that are collaborative/participatory.

List the licences available with Creative Commons.

Check Your Progress: 2

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this unit.

1. What is participatory culture, and what are its characteristics?

.....
.....
.....

2. What are the characteristics of presumption?

.....
.....
.....

13.4 PARTICIPATORY OPTIONS OF USERS

13.4.1 Forms of Participatory Culture

There are many ways in which prosumers can participate as citizens. All prosumers have opportunities to participate in citizen engagement, production of media and creating 'culture' (Schäfer, 2010). Jenkins et al.

mention the following forms of participatory culture:-

- Affiliations — formal and informal memberships in online communities centred around various forms of media, such as Friendster, Facebook, message boards, metagaming, game clans, or MySpace).
- Expressions — producing new creative forms, such as digital sampling, skinning and modding, fan video making, fan fiction writing, zines, and mash-ups).
- Collaborative Problem-solving — working in formal and informal teams to complete tasks and develop new knowledge (such as through Wikipedia, alternative reality gaming, and spoiling).
- Circulations — Shaping media flow (such as podcasting and blogging). (as cited in Jenkins et al., pg. 3)

Participatory culture has significant ramifications for a democratic society. Over the past few years, there has been a significant rise in participatory or citizen journalism.

13.4.2 Types of Participatory Media (Citizen Journalism)

Bowman & Willis (2003) define participatory journalism as the act of a citizen, or group of citizens, playing an active role in collecting, reporting, analysing and disseminating news and information. This participation intends to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires (pg 9). Brown mentions (1997), "In an era when anyone can be a reporter or commentator on the Web, 'you move to a two-way journalism.' The journalist becomes a 'forum leader' or a mediator rather than simply a teacher or lecturer. The audience becomes not consumers, but 'prosumers,' a hybrid of consumer and producer."

Participatory journalism happens when any ordinary person, as a citizen of a nation, takes the initiative to express ideas irrespective of his educational or professional background. It is an act of citizens actively collecting, reporting, analysing, and disseminating news and information.

Lasica (2003) has specified many types of participatory journalism:-

1. Audience participation (such as user comments attached to news stories, personal blogs, photographs or video footage captured from personal mobile cameras, or local news written by community residents). E.g.:- ohmynews.com, CGNet Swara, Gramvaani and the hyper-local newspaper Khabar Lahariya
2. Independent news and information Websites (altnews.in, wikileaks.com)
3. Full-fledged participatory news sites (Citizen Matters, 'Fair Observer')
4. Collaborative and contributory media sites (Slashdot, Merinews, Youthkiawaaz, Newsvine)
5. Other kinds of "thin media" (mailing lists, email newsletters)
6. Personal broadcasting sites (video broadcast sites such as KenRadio)

Activity - 2

Identify presumption activities you do during the day and list them with the type.

Check Your Progress: 3

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this unit.

1. What are the different forms of participatory culture?

.....
.....
.....

2. Explain various types of participatory media.

.....
.....
.....

3. What is citizen journalism?

.....
.....
.....

13.5 CITIZEN JOURNALISM AND EMPOWERED AUDIENCE/USER

The enhancement in technology has facilitated citizens to speak their minds even when traditional media outlets do not support their narratives by giving time to their issues/stories. They use social media to communicate their views and facts using simple technology such as cell phones. Videos/photographs and tweets from citizens have become primetime news topics. This is especially prevalent in remote areas or strife-torn regions that are inaccessible for long periods. The news content is predominantly urban-centric. With the increasing alienation citizens face, they have resorted to using social media to broadcast their views or facts that have been reported otherwise. Mainstream media outlets also rely upon these to compensate for the lack of time, resources, and logistics to cover the last mile in reporting.

Though readers earlier interacted with media through avenues such as Letter to the Editor, those letters were more reactive rather than participative. Today, videos and posts from readers/viewers form the basis of editorial decisions about coverage and airtime. Viewers are quick to refute any false claims and point out misreporting. So, the 'watchdog' of democracy now has a 'watchdog' for itself.

Many features set participatory media apart from mainstream media. While mainstream media has a typical, hierarchical, gatekeeping model for

selection, editing and publishing stories, participatory media does not have any such structure for gatekeeping. Citizen journalism is carried out by untrained participants who may or may not be educated or technically sound, while media persons are often trained in camera, recording, editing, etc. A regular media outlet publishes/ airs only the final version and selected story, thereby not giving information regarding all issues received by the organisation/media outlet and no justification for rejection/omission of certain issues. In participatory journalism, the stories are put in the public domain, where other members annotate, edit, build upon and share stories. The members do not need to choose or omit any stories as they do not have professional constraints.

Media relies upon the packaging of news using videos/pictures/audio and infographics. In contrast, news posted by citizens is raw. It allows users to participate in its production through commentaries, annotations, filtering and editing, fact-checking, grassroots reporting, peer-review and open-source reporting and broadcasting their version of events through tweets, audio and video. Since media outlets work under many constraints, they deal with issues of accessibility and other limitations (e.g.:- inability to contact local authorities and verify claims) at the site of stories (Eg:-floods, riots, etc.) and paucity of resources for coverage such as opposed to the citizen journalist who reports from grassroots as he/she has access to the site of the incident in a much better way. They use any/all technologies present to air the news and reduce the time and complexity of the news presented, as it does not need to go through traditional gatekeeping. The resulting news is not very structured and polished but is 'straight from ground zero'.

Mainstream media outlets have started recognizing the power of citizen journalism and the challenges it poses. Participatory media has brought about deeper democratisation of media, so much so that it is loosely referred to as the 'fifth' pillar of democracy (the fourth being mainstream media). The hegemony of mainstream media is now facing a real challenge. News organisations must now be serious about upholding values such as accuracy, credibility, and story sourcing. The agendas earlier set by mainstream media are now challenged, and members of the public question expert opinions. The skills of journalists need to be sharper and flexible enough to adjust to this new type of participatory journalism ecosystem. Mainstream media must maintain its presence and popularity in real and virtual worlds while remaining competitive, profitable and adaptive.

Activity - 3

Mention four examples of citizen journalism that have created a difference in society.

Check Your Progress: 4

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this unit.

1. How has citizen journalism impacted traditional media?

13.6 AUDIENCE AND THEIR CHANGING RELATIONSHIP WITH MEDIA

13.6.1 Social Media as a Site for Citizen Journalism

In the initial years of news in India, mainstream news outlets were the source of information for social media and other online news portals. However, with technological advancements, social media is fed stories as they are broadcast and even before broadcast most of the time. Breaking news has shifted from TV to the online domain due to the participatory nature of the Internet. Often, unverified stories go viral on social media, resulting in them being picked up by mainstream news outlets. Sometimes, these go on air without going through the traditional newsroom grind. This can be attributed to several factors, such as the absence of the traditional gate-keeping model in the news coming out of social media, the tendency to share information without fact-checking and the lack of responsibility regarding accuracy from the end of readers and content creators. Fake news, misinformation and propaganda are an even bigger threat in this day and age.

Misleading videos going viral have resulted in brutal mob lynching incidents and have caused communal flare-ups needlessly. In the year 2018, over 12 people died in mob lynching incidents after they were falsely accused of being child lifters, sexual offenders and cow slaughterers on social media. In November 2016, WhatsApp messages regarding salt shortage triggered a four-fold price rise and panic buying, leading to chaos and looting of grocery shops. Videos of two Bangladeshi men being assaulted were re-circulated on Facebook in an entirely new context as the video of a Hindu being killed by Muslims (Sharma, 2018). The accompanying text was false, misleading and directed towards inciting violence. Many such texts have been circulated recently.

Children as young as eight have become victims of deadly suicide games such as the 'Blue whale'. Challenge videos that ask viewers to pull off stunts or do the impossible keep surfacing regularly (Ice bucket challenge, #kikichallenge). Suicides and murders have been live-streamed on Facebook.

The danger of breach of privacy and sharing of our private data by social media companies has presented itself many times, as in the case of the recent Cambridge Analytica- Facebook scandal. Facebook was accused of sharing the private data of its members with Cambridge Analytica without obtaining their consent. The companies often dictate the terms of service and privacy policies per their requirement, and readers have little or no say in changing them. They are also unaware of their virtual identities and how data mining

firms use them.

Similarly, other social networking sites often collect and share information with third-party users. However, we cannot control this since failure to accept these policies often results in the inability to sign up or access these sites and applications. Thus, we reveal much more about ourselves online than planned simply because we do not care to go through the privacy settings or disclosure agreements when downloading apps or accessing social media.

The least users can do is read and understand these carefully, limiting the amount and type of personal information they upload. The increasing cyber disinhibition, or the loosening of social restrictions and inhibitions in the virtual world, is a major cause of ethical and legal violations.

The government has stepped in and is trying to bring accountability by making social media platforms share the responsibility for content posted on them. They are also mulling a Data Protection law that empowers citizens to have complete control over the data they post. This results from unfettered participation opportunities that social media offers its prosumers. However, as the space becomes more and more open for all, the onus of protecting oneself from online crimes while fully participating in the information society also falls upon the prosumer.

Much content is being created online, and it is important that the Internet remains open and transparent and protects the rights of individuals contributing to sharing and exchanging knowledge. This allows them to create content freely and fosters creativity while making knowledge accessible to everyone. The temptation to copy or modify easily available content is difficult to fight. Ownership, privacy, confidentiality, and intellectual property must be respected in virtual life, just like in real life.

Collaborative websites such as Wikis and YouTube and social media sites such as Facebook, MySpace, Weibo, and Twitter all run with the help of user-generated content. Individuals who read the content also share, exchange, add, and publish the data they come across, thus becoming consumers and producers. This is unlike any other medium. For example, we use Facebook to share and 'like' pictures found on our friends' walls, creating data.

Thus, new media users must be protected from ethical violations as producers and creators of information. Let us first try to understand their responsibilities as creators.

13.6.2 Understanding Social Media Rights and Ethics

Digital Rights have become very important in this information age. The rights of the content creator and the consumer or reader must be protected. There are many challenges here, as Internet consumers are mostly prosumers. They must watch out for ethical violations as creators and consumers of online content. Since establishing ownership is easier, the content creator's rights are always discussed more fervently.

Copyright Infringement

Many websites are offering paid content online. This is done to ensure that artists/writers who are contributing content are compensated and motivated to contribute further. However, some file-sharing companies allow illegal downloading and sharing of files, which leads to piracy. The rampant music piracy, or copying digital goods such as audio files, videos, reports, articles, and so on, without the consent of the person who holds the copyright, is a major problem. As users, we tend to become careless about copying and pasting desired information, and sometimes, we inadvertently infringe on fellow netizens' copyrights.

Open Content Vs Free Content

David Wiley has specified that online content can be open or free. It is important to distinguish between the two. Any online content that can be accessed, revised, reused, redistributed, remixed and retained for later use is called open content. This means the online content need not be open even if it is free, implying that free content is not the same as 'open' content. Free means one can access the content free of cost, but 'open' means users are free to download, edit, and share the content without any ethical or legal limitations.

The problem of creating ethical guidelines for the Internet has risen because it is a relatively new medium. A vast amount of content is floating around on the Internet, and many conventions define our ethical boundaries concerning using online content. The automatic copyright of the online content lasts 70 years and becomes available for public use. However, new types of online copyright licensing now tell us how a particular content should be used. Creative Commons is one such organisation that works on providing people access to creative work and intellectual property while giving them the right to choose the conditions for making that work available to consumers.

In simple terms, whenever a user posts fresh information online, he/she can specify how it has to be used by mentioning whether the material is free for modification/download/sharing, etc., or partly available/ not available. This is done via symbols and attributions now commonly used on the Internet. Apart from legal considerations, there are many ethical issues that new media users must be aware of.

13.6.3 Social Media Ethics

Ethics are moral codes of conduct. They define how we behave online and help us decide about our 'netiquettes'. Social media ethics can be defined as ethical considerations defining our online conduct. They tell us how to appropriately use the new media without breaching any law or infringing on the online rights of other users. They provide a model code of conduct for creators, distributors and users of online content.

The guideline for good 'netiquette' is very simple. When we post something about a text, we should point to the original text while commenting so that our post is not taken out of context. We must be careful while posting any

data online. Before doing it, one must consider the long-term consequences. We should be mindful of different types of readers online. They may represent different beliefs, sensibilities and cultures. Hence, we should respect that. In case we have committed a mistake, we must immediately apologise and remove the concerned text from where it was posted. We should be gracious in disagreements also. Expressing any negative opinion online on a public forum can be disturbing for any individual. (<http://infosecawareness.in/students/internet-ethics>)

The foremost thing is to double-check the data we post online and be critical, observant, and watchful while sharing content or talking to strangers. We should also encourage our acquaintances and friends to point out any errors or mistakes we might have committed.

As new media users, we must understand the constantly changing online world and learn how to deal with emerging ethical challenges. We must also create policies to ensure no conflict of interest between content creators and online consumers. Users also need to be more aware of new crimes being committed online.

Most importantly, we must be aware of new media ethics and willing participants in making the Internet more productive, responsible, and happy for all users.

Activity – 4
Mention any recent ethical violations on social media and cite ways to prevent or improve the situation.

Check Your Progress: 5

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this unit.

1. What is the difference between Free and Open content? What is Creative Commons?

.....
.....
.....

2. What do you understand about social media ethics?

.....
.....
.....
.....

13.7 LET US SUM UP

An 'Information society' is one in which information creation, distribution, diffusion, use, and manipulation is a significant economic, political and

cultural activity (Webster, 1995). The processes and systems that combine media and information-gathering mechanisms for collecting and disseminating information and ideas are known as media and information systems. Media and information systems play a vital role in this networked society. They are crucial agents for making sense of one's environment, seeking desired information and facilitating complete participation in activities around ourselves.

Once defined as unidirectional or passive receivers of media messages, the audience/user has become an active media content producer. The direction of communication has changed from top-down to both horizontal and vertical. The content generated by users pushes them from the traditional domain of consumer to 'prosumer' (producer + consumer), where they are generating and consuming information at the same time. Participatory culture is the one that encourages all members of society to engage with the media in ways that are comfortable for them. Few barriers exist to artistic expression and civic engagement in a participatory culture. Users are encouraged to share their creations and collaborate with other individuals. As more and more prosumers create content, the old structures of content creation are being challenged continuously. Tapscott and Williams (2006) use the term "prosumption" (production/consumption) to describe the activities of prosumers. Some characteristics are unique to production.

Bowman & Willis (2003) define participatory journalism as the act of a citizen, or group of citizens, playing an active role in collecting, reporting, analysing and disseminating news and information. This participation intends to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires. As new media users, we must understand the constantly changing online world and learn how to deal with emerging ethical challenges. We must also create policies to ensure no conflict of interest between content creators and online consumers. The users need to be more aware of new crimes being committed online. Most importantly, we need to be aware of new media ethics and be willing participants in making the Internet more productive, responsible, and happy for all users.

13.8 KEYWORDS

Ubiquitous: Present, appearing, or found everywhere.

Demassification Refers to restructuring the media industry into smaller independent operating entities. It means breaking (something standardised or homogeneous) into elements that appeal to individual tastes or special interests, e.g., to demassify the magazine industry into special-interest periodicals.

Media convergence: A phenomenon involving the interconnection of computing, communication, and content—and is a direct consequence of the digitization of media content and the popularisation of the Internet. Media convergence transforms established industries, services, and work practices and enables entirely new forms of content to emerge. It erodes the long-

established media industry and content "silos" and increasingly uncouples content from particular devices.

Glocalization: Products or services designed to benefit a local market while being developed and distributed globally. Glocalization is a mixture of and the result of combining globalisation and localization.

Post-truth: Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief

Misinformation: False or inaccurate information, especially that which is deliberately intended to deceive

Fake news: False, often sensational, information disseminated under the guise of news reporting

Hyper-reality is defined as the inability of consciousness to distinguish reality from a simulation of reality, especially in technologically advanced postmodern societies. It is a state in which real and fiction are seamlessly blended, so there is no clear distinction between where one ends and the other begins.

13.9 FURTHER READINGS

1. Bowman, S. & Willis, C. (2003). In Lasica, J.D (Ed.) *We Media: How Audiences are shaping the Future of News and Information*. Online Journalism Review. The Media Center at The American Press Institute
2. Bruns, A. (2006). Towards produsage: future for user-led content production. In Sudweeks, F., Hrachovec, H., Ess, C, (Eds.), *Proceedings cultural attitudes towards communication and technology*. (pp. 275–284). Perth: Murdoch University.
3. Bruns, A. (2008). The future is user-led: the path towards widespread produsage. *FibreCulture Journal*, p. 11.
4. Huybrechts, L. (ed.) (2014). *Participation is risky. Approaches to joint creative processes*. Amsterdam: Antennae Valiz.
5. Jenkins, Henry, with Purushotma, Ravu, Weigel, Margaret, Clinton, Katie, and Alice J. Robison. (2006) *Confronting the Challenges of a Participatory Culture: Media Education for the 21st Century*. White Paper. The John D. and Catherine T. MacArthur Foundation. http://mitpress.mit.edu/books/full_pdfs/Confronting_the_Challenges.pdf
6. McLuhan, M., Nevitt, B. (1972). *Take Today: the executive as a dropout*. (p.4). Harcourt Brace Janovich.
7. Mihailidis, P. & Thevenin, B. (2013). Media Literacy as a Core Competency for Engaged Citizenship in Participatory Democracy. *American Behavioral Scientist*, 57(11), 1611-1622. <http://dx.doi.org/10.1177/0002764213489015>
8. Pistone, G.(2014). Prosumer in the Arts: how participatory projects are changing cultural productions. Università Ca' Foscari Venezia. Pg. 1-69.

DOI: 10.13140/2.1.5012.2566

9. Ritzer, G., Jurgenson, N. (2010). Production, consumption, presumption: capitalism's nature in the digital "prosumer" age. *Journal of Consumer Culture* 10:13. Sage Publications.
10. Schäfer, M. T. (2010). *Bastard Culture! User participation and the extension of the cultural industries*. (selected parts). Amsterdam: Amsterdam University Press.
11. Sharma A. R. (2018). Promoting Global Competencies in India: Media and Information Literacy as Stepping Stone. In M. Yildiz, S. Funk,& B. De Abreu (Eds.), *Promoting Global Competencies through Media Literacy* (pp. 160–174). Hershey, PA: IGI Global. DOI: 10.4018/978-1-5225-3082-4.ch010
12. Toffler, A. (1980). The Third Wave: The classic study of tomorrow. In *The rise of the prosumer*. (chapter 20). New York: Bantam.

13.10 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress: 1

1. A passive audience receives media messages and is affected by them but does not react to the content in any way. On the other hand, an active audience constantly revisits media content to make new meanings, point out contradictions, express dissent or disagreement, and provide feedback to media content creators.
2. Traditional media brought an organised gatekeeping and editorial process that demarcated news, opinion, and editorial. With the advent of new media, traditional media began to be considered anti-democratic and non-participatory. This new media offers interactivity, decentralisation, ubiquity, media convergence, and non-linear representation of information in a non-hierarchical manner.
3. They are individuals simultaneously involved in both producing and consuming information and media. Prosumers can now locate, dissect, associate, replicate, co-produce and share media and information with the sender and among themselves.

Check Your Progress: 2

1. Jenkins et al. (2009) state that " a participatory culture is emerging as the culture absorbs and responds to the explosion of new media technologies that make it possible for average consumers to archive, annotate, appropriate and re-circulate media content in powerful new ways" (pg. 8). The characteristics are:
 - Both makers and participants work with different disciplines, consciously exiting their comfort zone.
 - Makers are consciously handing over part of the control, as their ideas can be discussed, adapted and even changed by participants.
 - The project is open to a larger group of potential participants, and

the best way to address and involve this audience in the process has not been known from the beginning.

- Participatory projects are developed within a network and thus have to deal with the expectations and opinions of several subjects.
- There is no clear separation between makers and participants, as they are all actors in the same process.

2. Presumption Characteristics:

- Dominance of User-led content production
- Collaborative engagement
- Palimpsest development
- Alternative approaches to intellectual property
- Heterarchical structure

Check Your Progress: 3

1. Forms of participatory culture:-

- Affiliations — formal and informal memberships in online communities centred around various forms of media, such as Friendster, Facebook, message boards, metagaming, game clans, or MySpace).
- Expressions — producing new creative forms, such as digital sampling, skinning and modding, fan video making, fan fiction writing, zines, and mash-ups).
- Collaborative Problem-solving — working in formal and informal teams to complete tasks and develop new knowledge (such as through Wikipedia, alternative reality gaming, and spoiling).
- Circulations — Shaping media flow (such as podcasting and blogging).

2. Types of participatory media

- Audience participation (such as user comments attached to news stories, personal blogs, photographs or video footage captured from personal mobile cameras, or local news written by community residents). E.g.:- ohmynews.com, CGNet Swara, Gramvaani and the hyper-local newspaper Khabar Lahariya
- Independent news and information Websites (altnews.in, wikileaks.com)
- Full-fledged participatory news sites (Citizen Matters, 'Fair Observer')
- Collaborative and contributory media sites (Slashdot, Merinews, Youthkiawaaz, Newsvine)
- Other kinds of "thin media" (mailing lists, email newsletters)
- Personal broadcasting sites (video broadcast sites such as KenRadio)

3. Citizen journalism is the act of a citizen or group of citizens playing an active role in the process of collecting, reporting, analysing, and

disseminating news and information. This participation intends to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires

Check Your Progress: 4

1. Impact of Citizen Journalism on traditional media – Mainstream media outlets have started recognizing the power of citizen journalism and the challenges it poses. Participatory media has brought about deeper democratisation of media, so much so that it is loosely referred to as the 'fifth' pillar of democracy (the fourth being mainstream media). The hegemony of mainstream media is now facing a real challenge. News organisations must now be serious about upholding values such as accuracy, credibility, and story sourcing. The agendas earlier set by mainstream media are now challenged, and members of the public question expert opinions. The skills of journalists need to be sharper and flexible enough to adjust to this new type of participatory journalism ecosystem. Mainstream media must maintain its presence and popularity in real and virtual worlds while remaining competitive, profitable and adaptive.

Check Your Progress: 5

1. Open and Free Content:- David Wiley has specified that online content can be open or free. It is important to distinguish between the two. Any online content that can be accessed, revised, reused, redistributed, remixed and retained for later use is called open content. This means the online content need not be open even if it is free, implying that free content is not the same as 'open' content. Free means one can access the content free of cost, but 'open' means users are free to download, edit, and share the content without any ethical or legal limitations.
2. Social media ethics can be defined as ethical considerations governing our online conduct. They tell us how to appropriately use new media without breaching any law or infringing on the online rights of other users. They provide a model code of conduct for creators, distributors, and online content users.