SOCIOLOGY NOTES

COURSE PACK NOTES

Five Things We Need to Know about Technological Change (Postman 1998):

1. Technological change = a tradeoff where culture always pays a price for technology. The greater the technology, the greater the price
2. There are winners and losers in technological change and the winners always try to persuade the losers that they are really winners
3. Every technology has a different philosophy - an epistemological, political, or social prejudice and this bias sometimes advantageous or disadvantageous
4. Technological change isn't additive, its ecological meaning that it changes everything
5. Media tends to become mythic - it's perceived as part of the natural order of things, and therefore tends to control more of our lives than is good for us

Chapter 1 Reading:

- One way that new media has defined involves the combination of the three C's
    - i) computing and information technology
    - ii) communications networks
    - iii) content and digitized media, arising out of another process and convergence
        - Convergent media can be seen as combining computing, communications and media content in a three way venn diagram with internet and world wide web in the middle of all three
- ❏ New media can also be thought of as digital media which are forms of media content that combine and integrate data, text, and images of all kinds
    - ❏ These have characteristics of being manipulable, networkable, dense, compressible and impartial
- The concept of new media is integrally bound up with the history of the internet and the web because it was the emergence and mass popularization of the internet that heralded the rise of the new media (internet referring both to a technical infrastructure of computers and other digital devices permanently connected through high-speed telecommunications networks AND the forms of content, communication and information sharing that occur through these networks
- Packet switching: meant that long messages could be broken down into smaller packets and messages could be rerouted if there was a blockage at one message route connection between two computers
- Another landmark was was the development of a common set of networking protocols, which enabled researchers in various local area networks (LANS) to communicate with one another through the interconnection of these LANS within a wide area network WAN
- The biggest landmark was the TCP/1P
- With internet explorer we saw much more popularization because of the important features like the display of colourful pictures, music and audio. Secondly, hypertext

principles that allow for the linking of information. Thirdly the development of HTTP and HTML
- The existence of easy to use and broadly available services such as facebook and twitter allowed organizations, social media savvy but non-technical people to quickly launch a national movement
- The concept of web 2.0 was circulated in 2003

How Google Dominates:

- Google posses all the information but that doesn't mean they own it - the information is very much in flux

CHAPTER 2 - THE HISTORY OF NEW MEDIA

- Early traces of new Media: the telegraph → Morse code, the system of dots and dashes used to represent the alphabet and it established an approach to the digitization of information that has persisted into the present day. It also prompted collaboration among global institutions for technical standards and payment transfers. It also brought attitudes of appreciation of immediacy to the general public
- Metcalfe's Law: an observation describing the increasing value of a network according to the number of connections it has → the systemic value of compatibility communicating devices grows as the square of their number
- Network neutrality: the network is unbiased in relation to the content that is transmitted

Is Google Making Us Stupid? (Carr 2008):

- Google supplies the stuff of thought but also shape the process of thought
- The internet is subsuming most of our other intellectual technologies by becoming out map, clock, printing press, typewriter, calculator, telephone, TV, radio
- Our attention is scattered and our concentration is diffused when we get continuously get notifications from different applications
- In Google's view, information is a kind of commodity, a utilitarian resource that can be mined and processed with industrial efficiency so the faster we can extract the main ideas the more productive thinkers we become
- If we lose those quiet spaces or fill them up with content, we will sacrifice something important not only in ourselves but also in our culture
- As we come to rely on computers to mediate our understanding of the world, it is our own intelligence that flattens into artificial intelligence

CHAPTER 3 - APPROACHES TO NEW MEDIA

- Dot com crash: a rapid devaluation of the stock prices in technology companies in late 2000 and 2001, especially those that were based on the internet
- Social implications of the internet:
    1. inequality : positive because new access to information based on computer use and availability but negative because patterns of access and availability reflect other social inequalities (the digital divide)

2. Community: positive because new forms of social interaction and community formation through virtual communities that are not space bound but negative because online activities become an obstacle to real-life interactions; declining commitment to locality-based social capital formation
3. Politics: positive because new opportunities for online political engagement, information exchange and deliberation but negative because isolation from others in politically effective geographical locales
4. Organizations: positive because there are flexible organizations and negative because new forms of internal surveillance and online communication remains hierarchical
5. Culture: positive because demassification of access to and use of media content so there are new opportunities for users to become media producers but negative because there is a fragmentation and dilution of a common culture

- There are limitations to the new empiricism approach:
    - Empiricism lends itself to statistically based sociology and quantitative, survey based methodologies that are intended to generate advice for government policy makers
    - It tends to have an after the event element that seeks to manage change rather than to make change

- technological determinism sees social change as driven by technological change and is a view that research and development have been assumed as self-generating

- The social shaping of technology approach is the major alternative to technological determinism → it argues that social, institutional, economic and cultural factors shape the choices made about the forms of technological innovation, the content of technological artifacts and practices and the outcomes and impacts of technological change for different groups in society
    - It stresses the need to analyze the socio-economic patterns embedded in both the content of technologies and the processes of innovation
    - Three strands to this theory: 1. The diffusion of innovations model → focuses on social uptake of new technologies and has a “pro-innovation bias” 2. The political economy model → focusses on the politics and power relations embedded in technological development (the role of the state, gender relations etc) 3. Theories of culture and technology
- Defining culture and technology:
    - Common sense definitions define technology as physical objects, tools or artifacts and culture as the arts and aesthetic
    - Contextual definitions define technology as content of software defined by how it is used and culture as ways of life
    - Communicative definitions define technology as systems of knowledge and social meaning and culture an as underlying structural system

Generational Myth (Vaidhyanathan 2008):

- For this generation that google's rather than going to the library, print seems expensive and a waste of time
- College students in america are not as digital as we might think think they are - $$, not good with tech
- Talk of a digital generation or people who are born digital willfully ignores the vast range of skills, knowledge, and experience of many segments of society because it ignores the needs and perspectives of those young people who are not socially or financially privileged
- Once we assume that all young people love certain forms of interaction and hate others, we forge policies and design systems and devices that match those presumptions
- Invoking “generations” demands an exclusive focus on people of wealth and means because they get to express their preferences in ways that are easy to count → this tends to exclude immigrants and non-english speaking Americans, and anyone on the margins of mainstream consumer or cultural behavior
- “Digital Natives” kids who have grown up with the internet, and are accustomed to the entire world being only a mouse click away
- College students are not as digital as we might wish to pretend
- Once we assume that all young people love certain forms of interactions and hate others. We forge policies and design systems and devices that match those presumptions
- Invoking “generations” demands an exclusive focus on people of wealth and means because they get to express their preferences in ways that are easy to count
- The strongest argument against the idea of generations was raised by the first 18th century philosopher David Hume → people are constantly dying being born so political sensibilities tend to change gradually which is why human history has so few revolutions and even when there are revolutions they tend not to separate generations
    - Mannheimien answers Hume by saying that generations are not demographically determined, but historically so big events forge common identities and the proximity to an experience matters more than birth year → he believes generation is a fluid and messy social category like class because like class, members don’t always know they are members
- The concept of born digital flattens out the needs and experiences of young people into a uniform wish list of policies that conveniently matches the agenda of digital enthusiasts and entrepreneurs of all ages
- Americans love thinking in generations because they keep us from examining uncomfortable ethnic, gender and class distinctions too closely

CHAPTER 4 - Mobile New Media

- The mobile phone industry in Canada:
    - Wireless communications generate a total economic value of around 43 billion dollars for the canadian economy
    - 75% of Canadian households have access to a wireless phone

- The most significant vector of harm from the use of mobile devices is not the radiation, rather the tendency of mobile devices to divert users' attention away from what they should be focusing on
- Cell phone towers have an impact on wildlife, especially birds. They also include electronic components manufactured from rare earth elements which are sourced in conflict zones, they are made in factories all over the world so they have a high carbon load in the form of transport energy that goes into moving parts to factors and finished products to consumers. The eventual disposal poses an environmental risk.
- Socially, technology has been linked to anti-social trends, increased freedom which can lead to separations

What Facebook Knows:

- If Facebook were a country, it's 900 million members would it the third largest in the world
- It intimately records the lives of its citizens - private conversations, family photos, and records of road trips, births, marriages and deaths
- Facebook has collected the most extensive data set ever assembled on human social behaviour - it is embedded into modern life
- Data Science Team: they apply math, programming skills, and social science to mine our data for insights that they hope will advance Facebook's business and social science at large
    - Created an experiment based on the theory that our Facebook friends create an "echo chamber" that amplifies news and opinions we have already heard about. He found out that it is out diverse collection of weak ties that most powerfully determined what information we are exposed it
    - The study provides strong evidence against the idea that social networking creates harmful "filter bubbles" which refers to the effects of tuning the information we receive to match our expectations
    - The study also revealed the power facebook has in the way it can control the way the information is disseminated - it controls the way the information is revealed to society
- Blogdex: automatically lists the most "contagious" informational spreading on weblogs, intended as a scientific instrument to uncover the social networks forming on the web and study how they spread ideas
- Facebook can serve as a proxy for examining society at large, an example being: considering the notion that any person on the globe is just 6 degrees of separation from any other. Facebook used their entire social network population which amounted for more than 10 percent of the world's population
- They conducted research on their users "gross national happiness" based on the occurrence of words and phrases used by the users

- Facebook's data could provide cheap and accurate ways to track social trends-methods that could be useful to economists and other researchers
- They encourage us to make the site central to our lives and then use use that knowledge to learn what ads to sell - knowledge that could help it make better guesses about which ads you might be more or less open to at any given time
- Google's revenue is still 10 times better than Facebook because of their ad sales, but eventually, Facebook might be able to guess what people want or don't want it even before they realize it
- The benefit from the short path from an idea to an experiment on hundreds of millions of people ex., the used their influence to increase donor registrations
- By learning more about how small changes on Facebook can alter users' behaviour outside the site, the company eventually "could allow others to make use of Facebook in the same way" e.g,. The American Heart Association wanting to encourage healthy eating
- HIVE is an open source software that is not independent of Facebook and used by may different companies. It acts a translation service, making it possible to query vast request random samples of an entire data set, a feature that's invaluable for companies swamped by data

Weighing Watson's Impact:

- IBM's Watson computer, the latest example in a long series of efforts in this area, made a television appearance earlier this year in a widely promoted human-versus-machine "Jeopardy" game show contest
- It marked a milestone on the path toward achieving the kind of sophisticated, knowledge based interaction that has traditionally been relegated to the realm of fiction
- Watson played more than 50 practice matches against former contestants, and was required to pass the same tests that humans must take to qualify for the show and competed against Jennings, who broke the "Jeopardy!" record
- Watson was built by a team of IBM scientists whose goal was to create a standalone platform that could rival a human's ability to answer questions posed in natural language
- Watson operated as an independent system contained in several large floor housing units
- Watson's intelligence was built from a broad collection of algorithms that would probabilistically and imperfectly interpret language and score evidence from different perspectives and his answers are produced from hundreds of parallel hypotheses collected and scored from contextual evidence
- The key was to develop diverse algorithms independently, but regularly perform rigorous integration testing to evaluate relative impact in the context of the whole system
- Beyond medicine, likely application areas for Watson's technology would be in law, education or the financial industry
- In the ideal future, Watson will operate much like the ship computer on "Star Trek", where the input can be expressed in human terms and the output is accurate and understandable

- Final Jeopardy and the Future of Watson video

Framework/Intelligence - 4 planks

1. Communication → implicitly include the capacity to communicate with others in a manner than is rich in meaning and comprehensive
2. Capacity for self reflection → that underscores the fact that Watson did not know he won the game because Watson is a computer he isn't self aware. Humans have the ability to think about oneself based on the stock of knowledge one has accumulated
3. Capacity for abstraction → the ability to designate one thing for something else that is meaningful. Say one thing but mean something else in a meaningful way
4. The ability to reason → ability to wonder

A Critical Analysis of the "Knowledge Society"

- The knowledge society metaphor is an uncritical transposition from the knowledge economy
- It examines three different approaches: the idea of the well informed citizen, the institutional arrangements and social expectations for being knowledgeable, and the role of the internet in providing critical underpinnings of a knowledge society → all of these are deficient. The reading suggests that a knowledge aversive culture may be a better metaphor, as the social processes creating a high degree of knowledge specialization in the workplace may serve to increase ignorance in the broader society
- During WW1: communication was based on a grid of inflexible telephone cables, which were repeatedly cut by artillery fire and could be laid quickly enough to keep up with advancing troops
- During Gulf War: modern communications allowed surveillance, targeting and communication in "real time"
    - An extreme instance of the knowledge gap hypothesis which holds that the prior possession of specific conceptual anchors and tools in an area is critical for processing further information in that domain showing how it is presumptuous to call our society a 'knowledge society' - so far we only have a 'knowledge economy'
- For the most part, whatever can be done by new technological means will be, with the resultant effort to digitize everything
- A strategy beyond constricting areas of specialization is to rely of predigested knowledge packages e.g., physicians often rely on such packages to administer standardized treatments to patients - short videos are used to instruct doctors in problems like antibiotic overuse
- "Knowledge aversion" - this concept is derived from the demands, practices and side effects of the knowledge economy. If knowledge aversion initially stems from the information demands of the workplace, an array of additional factors gives rise to the something akin to a knowledge aversive culture. To more directly tap the idea of knowledgeable aversion, we can examine the social expectations and evaluations that accrue to the display of knowledge in public arenas

- Knowledge economy: instead of generalizing throughout the rest of society, it produces the opposite effect
- The knowledge of society as well informed citizens:
- The knowledgeable society is one in which, more than other societies, its members inquire into their beliefs among man, nature and society; are guided by standards of veridical truth, and at upper levels of education, follow scientific rules of evidence and inference in inquiry; devote considerable resources to this inquiry and thus have a large store of knowledge; collect, organize and interpret their knowledge in a constant effort to extract meaning from it for the purposes at hand; employ their knowledge to illuminate their values and goals as well as to advance them
- The social provision and rewarding of knowledge: the informed workplace typically provides employees with the technology, applications, networks, databases, training and technical assistance required to carry out their specialized tasks. Hence a knowledge economy - and of course society - does not just depend on the efforts of individuals, but on the institutional arrangements and the social expectations for being knowledgeable and using knowledge
- A knowledge society at the institutional level can be regarded as one that provides for the widespread distribution and access to knowledge, provides access in forms that are interpreted as feasible, promotes public discussion of ideas and issues, employs such knowledge in decision making processes
- The stunted provision of knowledge reflects factors including technological influences, profit making and corporate restructuring

  Conclusion:
    - Metaphors are double-edged tools, potential sources of juxtapositional insight that can fossilize into cliche.
    - In place of the knowledge society, the reading turns the metaphor on its head and posits a knowledge aversive culture, at as a sensitizing idea
    - The informational demands imposed by occupational specialization not only help foster a broader ignorance, but are engenerding sufficient overload that knowledge aversion or avoidance is becoming prevalent even in the workplace
        - E.g., the E. coli outbreak in Walkerton, where a number of bureaucrats responsible for overseeing water safety in Ontario did not know that E. coli could kill
        - Even at the level of knowledge economy, therefore, significant questions about information overload, the use of prepackaged information, and
        - blatant ignorance need to be addressed

Yahoo

- Their “impossibility” argument reflected turn-of-century assumptions about the architecture of the internet - the internet was not built with physical geography in mind. Neither internet protocol addresses nor internet domain names, nor email addresses were designed to dependably indicate the geographical location of computers on the internet

- While yahoo thought it would be impossible for a french court to exercise power in the US, yahoo also had assets in france, including income from a sizeable french subsidiary at risk of seizure → yahoo eventually surrendered and pulled all Nazi materias from its auction sites, announcing that it will no longer allow items that are associated with groups that promote hatred and violence
- The yahoo story encapsulates the Internet's transformation from a technology resitis territorial law to one that facilitates its enforcement

Do Drones Undermine Democracy?

- The way democracy deliberates and engages in what we used to think of as war is changing - the US military has more than 7000 drones which have carried out hundreds of covert and overt strikes, we also don't have a draft anymore
- less than 0.5% of Americans over 18 serve in the active-duty military
- We do not declare war anymore, don't buy war bonds or pay war taxes
- The US now possesses a technology that removes the last political barriers to war - the strongest appeal of unmanned systems is that we don't have to send someone's son into harm's way
- For the first 200 years of American democracy, engaging in combat and bearing risk - both personal and political - went hand in hand. In the age of drones, that is no longer the case
- The operation of drone strikes has never had a vote in congress against it or for it
- It is conducted by the CIA - this shift affects everything from the strategy that guides it to the individuals who oversee it (civil political appointees) and the lawyers who advise them (civilian rather than military officers)
- It is troubling that this new technology is short-circuiting the decision making process for what used to be most important choice a democracy could make - something that would have previously been viewed as a war is simply not being treated like war
- Unmanned operations are not "costless", as they are too often described in the news media and government deliberations → Shahzad (the Times Square Bomber) was drawn into terrorism by the very Predator strikes in Pakistan meant to stop terrorism

TEXTBOOK NOTES:

- Chapters 5,8,9,7,10

Chapter 5:

- How social networks enable a culture of mass participation - a participatory culture

- How social networks enable and enhance many social processes
- Until recently, the ability to create and take advantage of networks was limited to professional and commercial settings, due to the high cost and relatively complex nature of the required infrastructure
- The computer era reduced the costs dramatically in comparison the printing press, and has enabled an enormous outpouring and sharing of media works by professional and non-professional users e.g., uploading songs
- You can use computers to make it easier to see how computers are affecting social networks

The Nature of Networks:

- The first electronic networks - the telegraph and the telephone - provided important enhancements to those social networks by speeding up and extending the reach of our connections to one another → as a result, communications networks are a central factor in social theories
- A key feature of networked electronic communication, in contrast with earlier forms of communication, is the ability to directly connect with almost any person in your various social networks
- Communications networks are central to the organization and operation of 21st century society and culture
- The speed and reach of these networks gives up the ability to connect directly into rules and systems → we do things without intermediaries and rely on a tightly coordinated system on interconnected networks
- Social networks such as family, kinship, culture, ethnicity and nationality have greatly affected human affairs since the dawn of civilization → even with the telegraph, connections sped up greatly and expanded the number of people one could connect with at the same time → but the power of those connections was mitigated by the lack of interactivity in broadcast media (so while the number of connections could increase, the depth of engagement was moderated/there was a lack of sociability in telecommunication networks (e.g., you could engage with only one person at a time on the telephone
- Online networks have both sped up and expanded these existing social organization to an unimaginable degree and created entire new possibilities, such as the online support group
- A computer network is part of our social network: both individuals and organizations socialize into communities through networks rather than groups so there are many advantages that the internet and related ICT's provide for sustaining both geographically specific community ties and enabling new global networked ties
- A distinguishing feature between a network and a group is that everyone knows everyone in a group, but you might "know someone who knows someone" in a network → there are indirect connections, which are seen as part of a general process of modernity "away from place based inter-household ties toward individualized person-to person interactions and specialized role-to-role interactions

Networking amid Politics and Terrorism:

- Rise of network campaigns pursued by social movements through loosely organized representative agencies and coalitions, outside of traditional political channels, and how new media enables this: network campaigns allow a diverse grouping of organizations and individuals to participate through commitment to a shared purpose, while remaining autonomous individual agents
- Groups called Anonymous are a loose collection of online hackers
- Groups as diverse as Anonymous, the Occupy movement and the Tea Party have taken advantage of this new form of "organization without organization"
- These organizations have a shared goal: being "structure-light"; mobilizing a diverse coalition of skills and resources around shared goals; making advanced use of new media technologies; embracing diversity and openness; cultivating the ability to draw upon and develop media celebrity; exploiting media spectacle around specific targets; using time-limited strategies; maintaining high levels of media visibility; and being ready to act quickly and cheaply
- In recent years, the internet has given rise to a form of protest and attack that is not just coordinated over the network; but it also takes action through the network and is often entirely focused on the network
- Anonymous was the hacker group known for its role in defacing government and corporate websites, for participating in the Occupy Wall Street movement is emblematic of this new form online activism → for Anonymous, not only just mode of coordination but both the target and the means of attack are all online
- Anonymous has been successful in raising the profile of a broad range of issues, ranging from Ugandan government treatment of gays to the protests over the Stop Online Piracy (when the perceived harm or activity is originating online like in the case of internet pedophilia websites, the actions taken by Anonymous have been directly responsible for the closure or disabling of those sites and the exposure of responsible

Social Network Analysis:

- Social network analysis is a methodology developed in the social and behavioural sciences to map interpersonal linkages using statistical and graphical techniques. It can be expressed as patterns or regularities in relationships among interacting units. 4 key elements:

1. Actors and their actions are viewed as interdependent - formed through relationships to others
2. Relational ties, or what are referred to as linkages, are channel for the flow of resources, which may be material (capital, commodities etc.) or immaterial (power, influence, information etc.,) in nature
3. Network models view that network structural environment as providing opportunities or, or presenting constraints upon, individual behaviour
4. Network models conceptualize structure (social, economic, political, etc.,) as lasting patterns of relations among actors

- Social network analysis works from the bottom up, in that it aims to identify relationships that exist in a particular place and time, the mapping of which can contribute to wider hypothesis about social structure

- 7 Core Concepts:

1. Actor 2. Relational ties 3. Dyad (the information used to establish a relational tie between two actors, so that they can be seen to constitute a pair 4. Triad: this identifies probabilities of relationships between three actors based on knowledge of dyadic relationships 5. Subgroup 6. Group 7. Relation

- Interpersonal networks are a second area of inquiry that uses social network analysis: researches who are interested in the linkages that the internet creates between our various forms of personal or face to face social networking using the interconnections established through technology often draw on the tools and techniques provided by networks
- Soft infrastructure: the system of associative structures and social networks, connections and human interactions that underpins and encourages the flow of ideas between individuals and institutions" e.g., a club/association

Networks and the Economics of Social Production:

- Much of the work on the socio-economic role of communications networks has focused on the ways in which they transform organizational relations
- 3 subsidiary conditions for the explanation for the rise of the networked information economy

1. The rise of information, knowledge, and creative industries - needed to be more flexible and more reliant on non-market motives than traditional manufacturing industries
2. The existence of the internet itself has given a major boost to all non-market forms of production and distribution of information, knowledge and culture because the internet provides coordination for the millions of individual actions that greatly enrich the networked information environment e.g., when someone selects a particular item from a list provided by a search engine, that selection is retained as a bit of information relating to those search terms and thereby increasing the quality of future searches by moving that selection up higher
3. There is increased "peer production" of information, knowledge, and culture through large scale cooperative efforts. Peer production is the basis for the business model used in notable sites such as youtube

- Social production has gained prominence in the networked information economy from the confluence of two factors 1: the fact that knowledge as a uniquely valued input to production is always possessed uniquely by individuals and 2. The majority of these individuals have the threshold level of material capacity required to explore the information environment they occupy. Two factors of these projects that can more successfully harness the human resources necessary for effective social production: modularity, granularity
- Modularity: the properties of a project that determine "the extent to which it can be broken down into smaller components that can be independently produced before they are assembled into a whole
- Granularity: the size of the modules, in terms of the time and effort that an individual must invest in producing them

- The combination of the internet and the network marks a seismic shift in the socio-economic order of the 21st century as compared to the 20th
- Visible hand: where the combination of corporate control over resources on a large scale and scope, the capacity of planning to enable control over the external environment, and the identification over time, made the corporation the superior form of organization

Participatory Media Cultures

Key features of earlier models of mass communication:

- The use of media technologies which enable large-scale production and distribution of the informational and symbolic content to reach the largest audience possible
- Institutional separation of the producers/distributors and receivers of media content, arising from both the costs of access to technologies of production and distribution
- An asymmetrical power relationship between producers/distributors and receivers of media
- The mass communication paradigm rested on the transmission model of communication, saw communication primarily in terms of a one-way flow of messages from senders to receivers. The break from this had two arguments: one relating to the capacity of new media to enable a greater participation in politics and political communication, the other relating to new media's potential to enable more people to become media producers and distributors as well as consumers
- Second difference between participatory media and earlier forms of mass communication is their capacity to promote DIY media production

Participatory Media:

- Serves a forum for the exchange of comment and criticism
- Condition of license included the need to set up and fund a community channel, complete with studios, cameras, and a few paid staff to support the volunteer-run community television activities. These stations were designed to promote access, participation, and openness to perspectives not covered in mainstream media, and such activity was at the cornerstone of PBS

Visible and Invisible struggles:

- The struggle over media content is visible when community members take video from popular films and mash it up with their content
- Less visible: if people start to ignore the mainstream media and create their own media content and culture, they are being just as subversive than when they repurpose existing content
- Blog: refers to both the online artifact created adn to the act maintaining an online resource
- Significance of blogging: bloggers overwhelmingly have a home broadband network connection, consume a large amount of other online media content, are highly engaged with other forms of technology based social interaction and tend to source material more widely that other media users
- The third age of social software has evolved around the principles of web 2.0, which place a particular emphasis on collaboration, community building, simplification of software and access point for users

- We are entering what may be a fourth age, with a form of blogging that is more about references to other material than is about creating anything of substance

Participatory Media, Social Software and Social Capital

- Social capital is defined as “feature of social life” - networks, norms and trust that enables participants to act together more effectively to pursue the shared norms and trust
- Promoting and maintaining social capital is critical to overall economic performance, to the avoidance of adverse social consequences (crime, drug abuse), and to the emergence of new forms of social entrepreneurship that fill gaps between market-led solutions and government driven reform programs. 3 types of social capital:

1. Bonding social capital, characterized by strong social bonds between individuals, e.g., members of a family, a local community, or an ethnic community
2. Bridging social capital, characterized by weaker, less dense but more cross-cutting ties e.g., with business associates, links across ethnic groups, links between families and communities
3. Linking social capital, characterized by connections between those with differing levels of power or social status e.g., between political elites and the general public, policy makers, and local communities and individuals from different social classes

CHAPTER 7

- Creativity is a famously slippery concept: assumptions that “creative people” need to be protected from commercial realities, that budgets and deadlines might interfere with the ccentric, child-like world of pure inventiveness
- Domains of creative practice and the role of information technology: scientific practices, business practices and cultural practices all point to and from information technology
- 4 core characteristics of creativity, associated with creative problem-solving:

1. The ability to formulate new problems, rather than depending on others to define them
2. The ability to transfer what one learns across different contexts
3. The ability to recognize that learning is incremental and involves making mistakes
4. The capacity to focus one’s attention in pursuit of a goal

- Vernacular creativity: both an ideal and a heuristic device to describe and illuminate creative practices that emerge from highly particular and non-elite social contexts and communicative conventions. The concept of of the vernacular is used to “distinguish everyday language from official modes of expression
- Creativity in the commercial creative industries is represented through the branding, packaging of individual talent and the personality cult fostered around celebrities. Behind the scenes there is a more realistic unit of analysis for creative products. Creative thinking, like football, depends upon a union of contrasting abilities and styles of thinking of playing

The Rise of Creative Industries

- The rise of creative industries is related to several trends: the growth in cultural production and consumption; the increasing significance of knowledge and creativity to

all aspects of economic production, distribution, and consumption; and the growing importance of the services sector

- The rise of creative industries is commonly measured in economic terms
- 4 models of the creative industries:

1. The welfare model: where creative industries are a net drain on the economy i.e., they consume more resources than they produce, but they receive public subsidy on the basis of their non-economic public good benefits
2. The competitive model: where the creative industries are like other industries and have a neutral effect on the overall economy, albeit with different industry dynamics to other sectors
3. The growth model: where the creative industries are experiencing above average growth in the economy, and are growth drivers in the way that manufacturing was in the 1950's and 60's
4. The creative economy model: where complex new economy dynamics are evolving in the creative industries that have wider resonance throughout the economy, so that they not only evidence above average growth but also prefigure wider changes in national and international innovation systems

3 overlays on the concept of culture that have significant implications for thinking about the creative industries:

1. Culture as mediated symbolic communication, or the interaction between systems of mass mediated representation of social reality and the everyday reality of lived experience
2. Culture as resource or the tendency for culture to be increasingly wielded as a resource for both socio-political and economic amelioration across a range of fields
3. Culture as policy discourse or the role for culture as policy discourse for intersecting governmental priorities into every conduct

Economic Drivers of Creative Industries