



Cultural Industries

Digital Optimism; Digital Culture



Transformations, Expansions, Borders

- Smartphone
- Digitalization, Digital Networks, Neophilia
- Claims
 - Greater control/participation
 - Transfers of power (decentralization, democracy)



Claims

- The internet will transform business, bring prosperity, rejuvenate democracy, inaugurate a new era of cultural vitality, empower the weak, topple autocrats, shrink the world, encourage intercultural dialogue
- Web 2.0 – the architecture of participation
 - Enhanced interactivity; prosumption
 - Second Life
 - Citizen journalism (user-generated content)
 - Crowdfunding
 - The Long Tail
 - Big Data
 - Algorithms
 - Q: How is cultural work organized/rewarded; centrality of distribution/circulation



Digital Culture: Problems

- Unequal access; skillsets
 - Class, gender, age, international
- (Continued) Concentrations of power
 - Search engines (logics/affordances)
- Intensification of commercialism
 - Beholden to advertising (advertainment/advertorials/tabloid journalism/clickbait)
- Information capture (power/surveillance)
 - Gathering/selling our data vs. social control/privacy
 - Datafication (sentiment analysis); dataism
- Unpaid Labor
 - Market research/advertising (Generation Like); commodification of social relations
 - Questions related to freedom/ideology rather than simple exploitation
- Growth and power of IT industries (in society, in our lives)
 - Lobbying, threat to Public Service Media idea
 - Extending their reach over our experience of the world, capturing huge amounts of data about us (and using it) to help structure our understanding/values/critical awareness related to our reality



The Effects on the Industries

- The Music Recording Industry
 - File-sharing, p2p, copyright, publishing, streaming
- Newspapers
 - Legacy media transformations, paywalls (Impact: practices vs. professional standards)
- TV
 - YouTube, VOD, Non-linear TV, Audience (fragmentation/autonomy), quality (serving societal needs?)
- Book Publishing
 - Printed text, e-books, Amazon
- Digital Games
 - Publishing/flow logic, contemporary growth/impact, forms/synergies



Summary

- Positive & Negative
- Change & Continuity

