



**Convergence is in our lives.
Convergence to the same bestsellers. The same blockbusters. The same hits.
Convergence to the same malls. The same fast-food. The same networks.
Like the convergence of lines to the horizon.**

**La convergence est dans nos vies.
Convergence vers les mêmes bestsellers. Les mêmes films. Les mêmes hits.
Convergence vers les mêmes centres commerciaux. Les mêmes fast-foods.
Comme la convergence des lignes à l'horizon.**

Mediacité, Liège (Belgium)

Week 12

Convergence

<http://www.flickr.com/photos/gilderic/6115336179/sizes/o/in/photostream/>

Henry Jenkins Interview

Theoretical assumption

Based on **the cybernetic tradition**

- The work of such mid-20th-century thinkers as Shannon and Wiener
- Communication in the cybernetic tradition is theorized as *information processing*
- For cybernetics, the distinction between mind and matter is only a functional distinction
 - Like that between software and hardware
 - Thought is nothing more than information processing
 - Individual thought is “intrapersonal”; groups, organization also think, whole societies think

Theoretical assumption

- Cybernetics points out **analogies between living and nonliving systems**, challenges commonplace beliefs about the significance of consciousness and emotion, mind and matter, form and content, the real and the artificial
- Cybernetics **challenges** simplistic **notions of linear cause and effect** (transmission)
 - Processes can be enormously complex and subtle
- It also emphasizes the problems of **technological control** the and **unpredictability of feedback processes**

KEY CONCEPTS: CONVERGENCE CULTURE

Flow of content through multi-media platforms, cooperation between several media industries, “migratory” behavior of an audience ready to go wherever it finds new entertainment experiences



PARTICIPATIVE CULTURE

Rather than speaking of producers and consumers as if they play separate roles, we could see them today as participants who interact according to a new set of rules that none of us really understood



COLLECTIVE INTELLIGENCE

(...) Ability of virtual communities to stimulate the combined expertise of its members

What we can know or do for ourselves, now we may be able to do collectively; what Pierre Levy calls "knowledge communities" allows them to exercise greater power in their negotiations with producers



Arguments

- We are entering an era where media will be everywhere and we will use all kinds of media in relation to each other
- Media convergence is more than simply a technological shift

– Convergence alters the relationship between existing technologies, industries, markets, genres and audiences

Arguments

- Convergence is more than a corporate branding opportunity,

– it represents a reconfiguration of media power and a reshaping of media aesthetics and economics.

- Pierre Levy's "collective intelligence": the large-scale information gathering and processing activities that have emerged in web communities

Arguments:

The role of the audience

- Commodities become resources for **the production of meaning** and peer-to-peer technologies are deployed in ways that challenge old systems of distribution and ownership

If old consumers were assumed to be **passive...**

If old consumers were **predictable and stationary, ...**

If old consumers were **isolated individuals ...**

If old consumers were seen as **compliant ...**

... the new consumer is **active**

(...) then new consumers are **migratory, showing a declining loyalty to media**

(...) then new consumers are more **socially connected**

(...) then new consumers are **resistant**