



Key Sentences of Henry Jenkins's Interview

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✚ Explain the concept of media convergence

- Every story (etc.) plays itself off against every information channel
- That's being shaped
 - Top down ... by board rooms
 - Bottom up ... by teenagers in their rooms
- Integrated by companies owning interests in all media platforms
- Consumer wants it / where, when, how, they want, legal or not

✚ Convergence is cultural not technological

- Rapid tech change, + more rapid social + cultural change
- If you want to know where tech is going, look at what people are struggling to do...
- Predict technical needs by watching what consumers are trying to do
- Early adapters (this becomes more widespread) / lead users
- Culture precedes tech, tech amplifies culture

✚ What is participatory culture?

- Everyone is a potential producer
- People have always struggle with limits of technology
- Toy printing presses mid-19th = put out You Tube video
- Success of Obama based on value of participatory culture
 - People wanted to connect through Obama

✚ Collective intelligence + role in media

- Network society,
 - 1) No one knows everything
 - 2) Everyone Knows something
- Broader access to (2) to develop knowledge
- Based on deliberation not aggregation
- Wisdom of crowds = averages of knowledge / experience of masses
- Wikipedia is collective / a process