CTYPE HTML>
l xmlns="http://www.w3.org/1999/xhtml" xmlns:fb="http://www.facebook.com/
<head>
a http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <title>▬▬▬ ▬▬▬ ▬▬▬ | ▬▬▬ ▬▬▬ ▬▬▬</title>
    <link rel="shortcut icon" href="/ui/images/favicon.ico" />
    <meta property="fb:app_id" content="117195414974706" />
a property="og:site_name" content="▬▬▬ ▬▬▬ ▬▬▬" />
a name="description" content="Publishers of literary, fiction, reference,
a name="keywords" content="▬▬▬, books, Australia, publishers, publish
a name="copyright" content="©2010 ▬▬▬ ▬▬▬ ▬▬▬, a divis
a name="geo.position" content="-37.832579;145.056675" />
a name="ICBM" content="-37.832579,145.056675" />
a name="DC.title" content="▬▬▬ ▬▬▬ ▬▬▬" />
a property="og:type" content="company" />
a property="og:latitude" content="-37.832579" />
a property="og:longitude" content="145.056675" />
a property="og:street-address" content="250 Camberwell Road" />
                              t="Camberwell" />
                              "Victoria" />
                              t="3124" />
                              ="Australia" />
a property og:title content Penguin Books Australia" />
a prop
    <l
k typ
k typ
k typ
k typ
k typ

Contents

Spreading the message: How social networks and paywalls can save publishers

Brett McKeehan

ABSTRACT

Newspaper companies are still finding their feet – and profit margins – in the digital environment. Not bound by the delivery limitations of newspaper products, at its purest level content is now effectively borderless. Naturally this presents new problems for publishers: notably, how to ensure maximum exposure of their product. The further content spreads, the greater the potential audience. Social networks, which hinge on sharing content with ease, are an effective way of maximising audience potential. Using academic sources, this article analyses the challenges newspaper companies face in a digital society now dominated by peer-to-peer communication. It also investigates the strength of weak ties, which is why social networks have such vast potential for distribution. Finally, with many media organisations considering content paywalls, it suggests ways providers can better harness such networks and embrace people as the new distribution power.

KEYWORDS

Newspapers, Social networks, Digital media, Content distribution, Facebook, Paywall

INTRODUCTION

"A good newspaper is a nation talking to itself," said legendary American playwright Arthur Miller in 1961. His words came towards the end of a golden era of print journalism: circulation was soaring as papers set the news agenda for the rest of the media. In 1950, the average daily total paid circulation for United States daily newspapers was 53.8 million (Newspaper Association of America 2010), equivalent to 123.6 per cent of all the nation's households at the time (US Census Bureau, 2011). Yet by 2009 the circulation average had plummeted to 45.7 million, or a mere 36.7 per cent of households once population rises are considered. Echoed across Australia, New Zealand, western Europe and Latin America, the figures make grim reading for publishers.

Although the decay first set in decades ago, this decline has been aggravated in recent years by the rise of the web. The take-up has been blinding: over just 10 years US papers shed a combined 10 million copies a day as more and more readers turned to the internet for their content fix. In Australia, the circulation of our leading newspapers plummeted 2 per cent in the final three months of last year alone (Lee 2010). Publishers now tend to suggest the internet is both the problem and the opportunity — younger people read newspapers less because they get their news online, with the industry benefiting from rapid growth in digital readership. Despite news websites being nowhere near as profitable as the printed product, readers want access to everything, they want it now – and they want it for free. That's a consumer's dream, but eventually it's going to collide with reality: if newspapers' profits vanish, their product will too.

All is not lost, however: focusing on the limitless referral power of social networks as well as limited content subscription systems – known as paywalls – offers serious potential. The word gets out, revenue come in; this is vital as newspaper companies seek to overcome cumbersome publishing methods in a digital age in which local, state and national borders are increasingly irrelevant.

THE MODERN MEDIA LANDSCAPE

It's no surprise that publishers are getting increasingly desperate. In August the *Chicago Tribune*, a newspaper with a 160-year pedigree, offered two years of its Sunday edition for just $US20 – or a loss-making 19c an issue – to secure long-term subscribers (Zorn 2011). Essentially, the *Tribune* is trying to hold on to its critical mass. When its Sunday circulation falls below a certain level, key advertisers will stop using the paper to spruik their product. Given the revenue they generate, the withdrawal of enough advertisers would likely be the paper's death knell. It's a plight echoed at print sites across the world, so much so it has even been predicted papers will be officially extinct by 2043 (Meyer 2004, p.16).

The key advantage publishers have is the actual demand for news appears undiminished. In the US, a recent survey revealed less than a third of 3000 respondents claimed to have read a newspaper the day before – down from almost half a decade earlier (Pew Research Center 2010). Meanwhile, the number of people who claimed to have read news from a digital source including websites, mobile devices, email, social networks and podcasts in the previous 24 hours rose from 11 per cent to 44 per cent. This suggests the appetite for journalism is holding firm, and it is the delivery and revenue mechanisms of existing digital products – combined with flagging interest in newspapers themselves – that are flawed.

While most newspaper companies were quick to join the digital revolution by offering content for free and relying on in-page advertising, their balance sheets struggled with the transition: a print reader currently generates up to 20 times the advertising revenue as an online one (Jenkins 2006). Most media companies established their sites as straightforward extensions of their brand in a format typical of the 'destination web', in which all content is packaged and contained within and readers are expected to visit habitually. But digital readers tend by be transient by nature; 'power users' – those who return more than 10 times a month to any given website and spend more than an hour there in that time – make up just 7 per cent of the total users on the world's top 25 news websites on average (Olmstead et al 2011). This transient quality means online readers are more likely to access content outside their usual channels, and it is therefore worthwhile for publishers to explore other avenues for distribution if they want to grow their audience.

Also, quality digital content cannot be free forever. With online readers used to accessing content without paying, the introduction of a paywall scheme poses natural headaches. But the basic economics of the digital publishing environment means they must be pursued as a revenue source for publishers. The mood is certainly changing – since 2009, at least 50 major newspapers (Janda 2011) around the world have also started charging for online journalism with Slovakia this year becoming the first country to erect a digital 'iron curtain' encompassing nearly all of its main media outlets.

HOW READERSHIP EXPECTATIONS HAVE CHANGED

Historically, publishers combined the processes of content creation, aggregation and distribution. Journalists wrote stories, editors selected where those stories would be placed, advertisers purchased display space and the newspaper was printed and delivered to readers and vendors. But the digital revolution has separated some of these functions. Readers can now get news on one website and sell their car on another – with so many options, they no longer need 'bundled' content arriving as a physical product on their doorstep. As Marshall McLuhan (1964, p.207) predicted almost half a century ago: "The classified ads (and stock-market quotations) are the bedrock of the press. Should an alternative source of easy access to such diverse daily information be found, the press will fold." That time is now approaching – and publishers must adapt accordingly.

Aided by blogs, peer-to-peer communication and user-generated content, the way media is consumed is vastly different online. In particular, younger consumers are not only receiving media from many sources but are also modifying and copying what they receive, and redistributing to others. This represents a fundamental change from the way media companies have operated: for the first time in history, on a mass scale, the means of production and distribution for information and entertainment products are finding their way into the hands of consumers.

This "invigorated folk culture" created by and among individuals and groups, according to Benkler (2006, p.177), "seems to invert the mass-media model in that it is driven heavily by what dense clusters of users find intensely interesting and engaging, rather than by what large swathes of them find mildly interesting on average". For publishers this must be utilised rather than feared, with the public demanding to be recognised as a community that participates in the news rather than an audience that receives it. If publishers expect people to pay for content, a truly engaged audience offers the best hope – and social networks, which feature tools to share and comment about content easily between friends, offer the best mechanism to get the extended exposure necessary to entice those readers.

WHY THE REFERRAL POWER OF SOCIAL NETWORKS IS SO IMPORTANT

Internet communication enables people to share information, opinions and data faster and more easily than ever before. Basic computer hardware and an internet connection means a single click of the mouse can now facilitate the spread of information from one user to many – similar to traditional mass media but without the one-sided distribution system. These connections contribute to the network society, which Manuel Castells defined in 2001 – years before the creation of social networking sites such as Facebook and Twitter – as "a society where the key social structures and activities are organised around electronically processed information networks" (Kreisler 2001, p.5).

If a person possesses information, it is now very simple to pass this on to a wide and diverse group outside his or her immediate circle. Central to this is Mark Granovetter's theory of the strength of weak ties: weak ties differ from strong ties in that they occur with individuals only marginally included in the current network. To illustrate, say Person A is a former work colleague who is friends with Person B on Facebook but not in his immediate social circle; these two share a weak tie. When Person A moves to Uzbekistan, he retains this connection with Person B through Facebook. Granovetter (1983, p.222) suggested a special significance for these weak ties, which have a bridging function that enables referrals – manifested in many forms from shared news and applications to targeted viral marketing –

to continue from one specific subgroup to another section of the broader social system. This connects Person B's small clique of intimate friends with Person A's distant clique. Therefore weak ties are often bridge links connecting two or more cliques.

The modern relevance of such ties through sites like Facebook amplifies the referral potential of digital media in that Person B's referrals are now linked to Person A on the other side of the world. Say you have 100 Facebook friends: sharing a link immediately exposes those 100 friends to content you 'Like'. If they share the same piece of content with their 100 friends, the exposure is magnified again. This highlights the power of the global information cascade – better known as 'going viral' as it applies to content on the web. Duncan Watts (2003, p.229) adds: "Networks of social information … allow things that have caught on in one setting to spill over into another. Since this kind of spillover is critical to the dynamics of a cascade, social networks are central to the notion of little things becoming big."

USING SOCIAL NETWORKS TO DISTRIBUTE NEWS

Undeniably, technology and the pace of innovation in social media are changing the way we communicate. For most young people, using social tools to share and distribute content is now ubiquitous: Facebook's 750 million users are sharing 30 billion pieces of content from around the web every month (Facebook 2011). Rather than relying on the destination web for content exposure, and thereby expecting habitual readers to visit a site, this cascading referral power represents an exciting opportunity for publishers.

 While traditional homepages remain the most popular entry portal for leading news sites, *The Washington Post* (Ososfky 2010) reported a 280 per cent year-on-year rise in referrals from Facebook last year. Even Google, whose referral power is highlighted by its search and news products already accounting for about 30 per cent of all news website clicks (Olmstead et al 2011), recognised the social potential in content distribution by adding a '+1' feature, effectively a Facebook Like button which can be applied to news, search results and advertisements. Combining search and social for the first time without the 'walled garden' approach of Facebook, Google+ has much potential as yet another exposure mechanism.

True, publishers have already begun to harness the referral power of social networks. Most news website pages are adorned with simple share elements like Facebook, Twitter, Digg and Reddit. Yet many publishers do not have teams dedicated to the

social sphere – and herein lies an untapped resource. For example, by constantly posting all stories published on a website to a well-maintained Facebook page – and actively engaging with fans – a publisher exposes content to a willing and vocal audience. In turn, this content is passed on with exponential rebroadcast potential regardless of whether a page is accessed via PC, tablet or mobile device. This must become the norm rather than the anomaly, a medium publishers must harness and conquer. It's simply a matter of drawing in as many readers as possible – and enticing them to pay for more content while they're there.

PAYWALLS: THE CONTENT LOCK IS ACTUALLY THE KEY

The size and scope of existing paywalls differ immeasurably from walled gardens like that developed by Britain's *The Times*, which cuts off all access to non-subscribers, to others offering a mixture of free and paid 'premium' content. These have potential for niche products but generally either alienate transient readers or only offer free content people can get elsewhere anyway. To make the most of the quality content in the hands of publishers as well as the referral power of social networks, a hybrid metred system – in which readers are able to access a certain number of stories in a given period of time for free, and must pay to continue viewing the site – offers the best potential.

This system has worked for Britain's *Financial Times*, with digital income now accounting for almost a third of its revenue after 224,000 registered users became subscribers (Filloux 2011). As it stands, readers can access 10 stories a month before hitting the paywall, after which they must pay up to $11 a month to continue. Interestingly, the model makes no allowances for users entering via social networks – unlike the *New York Times*, whose limited paywall allows readers to view content free if they arrive through a shared Facebook link. Mixing elements of these with a cheap subscription service would give publishers the best of both worlds: stories go viral via Facebook, Twitter and Google+, readers access those stories for free and share accordingly, a limited amount of other content is immediately accessible, and the option exists to pay for more. Even if only a small percentage of people sign up to pay for content – and this is naturally affected by the subscription cost – the pure exposure potential of social networks suggests a far wider and more diverse readership will see a site's contents than in a standard destination web format. Plus, by accessing content for free via social networks, readers are being rewarded for spreading the message. With the average consumer of online news content already sharing 13 stories per week (Dwyer et al 2010), this is an important advantage. It is, after all, how little things become big.

CONCLUSION

The media landscape has changed dramatically since Arthur Miller's infamous musing. With newspapers downsizing or shutting down entirely worldwide, new revenue methods are desperately needed. But free news via the destination web is not the answer. Publishers must reflect the changing appetite for news consumption as readers exploit the capacity of technology to interact with information differently: limited paywalls which harness the social web are a start. People are the new power – let them spread your message and perhaps pay for the privilege. The world is now talking to itself, and publishers must find a profitable way to join the conversation.

REFERENCES

Benkler, Y. (2006) *The wealth of networks: How social production transforms markets and freedom*, New Haven: Yale University Press

Dwyer, C. and Inn, E. (2010) 'Shared news matters more', *CNN Power of News and Recommendation Study*. Retrieved September 14 from http://www.cnnasiapacific.com/press/en/content/643/

Facebook (2011) Statistics. Retrieved September 14 from http://www.facebook.com/press/info.php?statistics

Filloux, F. (2011) 'Paywalls: Analysing the metered model', *The Guardian*. Retrieved September 6 from http://www.guardian.co.uk/technology/2011/jun/06/monday-note-paywalls-metered-model

Granovetter, M. S. (1983) 'The strength of weak ties: a network theory revisited' in *Sociological Theory*, Vol 1, pp 201-233

Janda, M. (2011) 'The Australian to adopt paywall in October', *ABC News*. Retrieved September 6 from http://www.abc.net.au/news/2011-06-07/the-australian-to-adopt-paywall-in-october/2749510

Jenkins, H. W. (2006) 'Buy this newspaper!', *The Wall Street Journal*. Retrieved September 3 from http://online.wsj.com/article/SB116476192425635166.html%3Fmod%3Dgooglenews_wsj

Kreisler, H. (2001) 'Identity and chance in the network society' in *Conversation with Manuel Castells*, UC Berkeley: Institute of International Studies

Lee, J. (2010) 'Circulation continues to fall', *The Sydney Morning Herald*. Retrieved September 6 from http://www.smh.com.au/business/media-and-marketing/circulation-continues-to-fall-20100211-nv6m.html

McLuhan, M. (1964) *Understanding Media: The Extensions of Man*, New York: McGraw Hill

Newspaper Association of America (2010) 'Newspaper Circulation Volume', *Editor and Publisher International Yearbook*. Retrieved August 27 from http://www.naa.org/Trends-and-Numbers/Circulation/Newspaper-Circulation-Volume.aspx

Ososfky, J. (2010) 'Making news and entertainment more social in 2011', Facebook.com. Retrieved September 3 from http://developers.facebook.com/blog/post/443/

Olmstead, K., Mitchell, A. and Rosenstiel, T. (2011) 'Where people go, how they get there and what lures them away', *Pew Research Centre's Project for Excellent in Journalism* at journalism.org. Retrieved August 28 from http://www.journalism.org/analysis_report/navigating_news_online

Pew Research Center (2010) 'Americans spending more time following the news'. Retrieved August 27 from http://people-press.org/2010/09/12/americans-spending-more-time-following-the-news/

US Census Bureau (2011) International database. Retrieved August 27 from http://www.census.gov/population/international/data/idb/country.php

Watts, D. (2003) *Six degrees: The science of a connected age*, New York and London: WW Norton

Zorn, E. (2011) 'Ominously good deal', *The Chicago Tribune*. Retrieved September 6 from http://blogs.chicagotribune.com/news_columnists_ezorn/2011/08/ominously-good-deal.html

Are social network websites breeding antisocial young people?

Alanna Bromley

ABSTRACT

The rise of social network websites has generated serious debate in the media over their impact on social behaviours – particularly when it comes to young people. Using social network sites (SNSs) is now the most popular activity on the Internet, with a 2010 Nielsen survey showing one out of every four and a half minutes online is spent poking, tweeting or writing on someone's wall (Nielsen Wire 2010). Some academics suggest this has led to cases where young people struggle to develop non-verbal skills and are more vain and self-obsessed than previous generations (Harris 2011). Conversely, other studies indicate SNSs create an environment where positive self-esteem (Gonzales and Hancock 2011, p. 79) and more meaningful friendships are fostered (University of California - Los Angeles 2010) and desirable traits like entrepreneurship are bred (Uppsala University 2010).

Examining and contrasting these studies explored this relationship between SNSs and social behaviours and demonstrated there has been an identifiable impact on young people in recent years. However, the nature of this influence is unique to the individual user, which is why research in this area has produced conflicting results.

KEYWORDS

Social network sites, Social behaviours, Facebook, Twitter, Young people, Social capital

INTRODUCTION

> I luuurve Facebook. I love it so much I would marry it. Darling Facebook, please marry me so's we can always be together and you can entertain me non stop and I will never be bored. Dora, 17 years old (French 2010, p. 371).

With her hyperbolic declarations of love for Facebook, Dora, though a fictional character, is the perfect stereotype of young people in the Western world – a stereotype that did not exist more than five years ago and that which also speaks to the increasing reliance on social network sites (SNSs) by older generations.

For the purpose of this article I will not define the term 'young people' further than using it to apply to anyone under the age of 25 as the articles reviewed here either limited themselves to people from a certain institution (high school, university etc.) or did not explicitly use age as a controlling factor. As a young person myself I believe the discussion need not be restricted to a specific age group.

SOCIAL NETWORK SITES

Social network sites can be defined as web-based services that individuals can use to construct a public or semi-public profile within a bounded system, formulate a list of other users with whom they are connected, and view and explore this list of connections and those made by others within the system (Boyd and Ellison 2008, p. 211). What makes them unique is that they are used to interact with existing acquaintances, rather than for meeting strangers with similar goals and interests, which is why they are defined as 'social network sites' rather than 'social networking sites' which is a term often used interchangeably in the media (Boyd and Ellison 2008, p. 211).

The ever-growing popularity of SNSs is a force to be reckoned with – the top two most visited websites in the US in August 2011 were Google (which this year launched its own SNS, Google+) and Facebook (Nielsen Wire 2011). These websites have contributed to the world's population now spending over 110 billion minutes on social network and blog websites (Nielsen Wire 2010). This equates to one in every four and a half minutes online, or 22 per cent (Nielsen Wire 2010). These figures are increasing exponentially year after year – between 2009 and 2010 there was a 24 per cent rise in visitors to Facebook, YouTube and Wikipedia, all of which are social media-related. Another popular social network site, Twitter, saw a 400 per cent increase in audience levels in 2009 alone (Nielsen Wire 2010).

These trends have been a source of intrigue and anxiety for academics, commentators and ordinary people alike. The rapid increase in time spent engaging with others through SNSs has caused alarm, particularly for parents and educators of young people, who have been slow to embrace these changes in communication forms themselves and who firmly believe SNSs can have detrimental effects on the psychological and sociological development of young people.

THE APPEAL OF SOCIAL NETWORK SITES

An important aspect of any research into this area should look at why people use SNSs in the first place. For people in the US, the main reason for using an SNS

is to keep in touch with family and friends, but 70 per cent also use them to find new friends (Nielsen Wire 2011). They were less inclined to use SNSs for career purposes, with only 48 per cent using SNSs to find business contacts and only 28 per cent using them to find employment (Nielsen Wire 2011).

Many of the studies examined in this article do not look into the appeal of SNSs, despite the fact that an understanding of why young people gravitate towards them will no doubt lead to a clearer idea of how to avoid such activities having a negative impact on their development.

As mentioned, the general population uses SNSs primarily as a way of maintaining relationships and young people are no different. In fact, for young people, maintaining these relationships might even be considered more important as their relationships with their peers have a far more direct impact on their lives. These friendships are vital for generating social capital and for psychosocial development (Steinfield, Ellison and Lampe 2008, p. 435). Social capital can be defined as "an elastic construct used to describe the benefits one receives from one's relationships with other people" (Lin 1999, cited in Steinfield, Ellison and Lampe 2008, p. 434). SNSs not only provide a means of keeping in contact with family and friends, but more importantly for young people, they provide a space where they can work out their identity and place in society, negotiate life outside of the home and make sense of their culture and community (D. Boyd 2008, p. 120). SNSs can therefore be seen as providing young people with the tools to develop and maintain relationships (Steinfield, Ellison and Lampe 2008, p. 435).

The assistance in maintaining relationships is particularly important for young people after they leave high school. Attending university, moving out of home or travelling overseas are all considered to be the typical route of a teenager who has just graduated from secondary school, and this often involves leaving behind friendships that were maintained through the convenience of sharing classes, sporting commitments or residential areas. Facebook provides an invaluable means of preserving these relationships without having to exert the kind of effort involved in regular telephone or email exchanges.

POSTIVE INFLUENCES

Social capital has been linked to positive developments in the psychological and physical wellbeing of young people (Steinfield, Ellison and Lampe 2008, p. 435) despite being defined as an elastic construct because of the difficulty in finding consistent definitions or even ways of measuring it. Wide-ranging research has

demonstrated that more social capital can lead to healthier, academically successful and emotionally mature young people (Steinfield, Ellison and Lampe 2008, p. 435).

Of all the SNSs, Facebook has been given the most attention and has, as such, been the most widely studied. One 2011 study from the Cyberpsychology, Behavior, and Social Networking journal examined the effects of exposure to Facebook on self-esteem. Using contrasting hypotheses, the study revealed that, in contrast to previous work on Objective Self-Awareness (OSA) from social psychology, becoming self-aware by viewing one's own Facebook profile enhanced self-esteem rather than diminished it (Gonzales and Hancock 2011, p. 79). This was despite an hypothesis predicting that exposure to one's Facebook site will have a similar negative effect on self-esteem as looking in a mirror or watching video footage of oneself (Gonzales and Hancock 2011, p. 80). These stimuli generally have a negative effect because they tend to cause people to view themselves in the way they believe others do, typically resulting in a perception that they fall short of social standards (Gonzales and Hancock 2011, p. 80). This hypothesis was formulated with the reasoning that Facebook profiles present people with similar information that prompts self-awareness, namely photographs, autobiographical information and video footage (Gonzales and Hancock 2011, p. 80). Gonzales and Hancock concluded that Facebook actually enhances self-esteem while ordinarily looking at photographs of oneself does not because Facebook is actually a selective self-presentation, whereby a person edits the information about themselves before presenting it on their profile (Gonzales and Hancock 2011, p. 81).

In a similar vein, a 2010 report from the Swedish National IT User Center (NITA) found that Facebook is beneficial, even when used by those who see it as a measure of popularity and a tool for procrastination. The report, from Håkan Selg a doctoral candidate at the Department of Information Technology at Uppsala University, found that 'friending' distant acquaintances and old classmates is more useful than most people would think and promotes the development of traits like entrepreneurship. Selg stated that despite the seemingly superficial nature of these relationships, a person does perceive a Facebook friend as closer than an acquaintance that they do not have on Facebook (Uppsala University 2010).

More recently, a 2010 study of USA university students by UCLA and Harvard University found race is not as important in determining friendships than has been previously thought due to sociologists long arguing that race is the strongest predictor of whether two USA citizens will socialise (University of California - Los Angeles 2010). The study used Facebook to study a selection of university students and found that it was a useful tool in creating meaningful friendships

between the students – more meaningful than friendships that developed in more traditional ways (University of California - Los Angeles 2010).

NEGATIVE INFLUENCES

All of these studies have been conducted post-2009, when British neuroscientist Susan Greenfield claimed publicly, through various newspapers and websites, that SNSs are responsible for harming the development of young people's brains (Derbyshire 2009). Baroness Greenfield went on to state that she believed prolonged exposure to websites like Facebook and Twitter could effectively 'rewire' the brain and leave a whole generation with poor attention spans (Derbyshire 2009). She even speculated that the increase in time spent on SNSs could be linked to an increase in the occurrence of autism (Derbyshire 2009).

This year, Baroness Greenfield followed up with similar claims that Facebook and Twitter are responsible for creating a generation obsessed with their self-image and who have a childlike need for constant feedback and attention in their lives (Harris 2011). She believes that SNSs are to blame for young people who have developed poor non-verbal skills, such as the ability to make eye contact during conversations, and further, that SNSs have created an environment where people are more concerned with how others perceive them than how they perceive themselves (Harris 2011).

Despite the widespread attention her claims have been given, they are not based on any scientific research and are only backed up with anecdotal evidence. As a result, her sensational claims have been widely criticised by bloggers, academics and journalists alike.

However, the attention her speculations were given could possibly be what has triggered some more scientific research studies in the area in recent years. One study, due to be published in 2012 and presented this year at the 119th Annual Convention of the American Psychological Association, found there are both risks and benefits to young people using SNSs (American Psychological Association 2011). The psychology professor behind the research, Dr Larry D. Rosen from California State University, discussed how Facebook has been linked to young people showing more narcissistic tendencies as well as signs of antisocial behaviours, mania and aggressive tendencies (American Psychological Association 2011). The report also showed that overuse of media and technology has a negative effect on the health of young people by making them more prone to anxiety, depression, and other psychological disorders (American Psychological Association 2011).

In most cases negative effects like these are only found when the heavy Internet use actually replaces face-to-face time spent with family and friends (Steinfield, Ellison and Lampe 2008). Increasing time spent with family and friends in person generally reduced the occurrence of anxiety, depression and stress, even without decreasing the amount of time spent using the Internet (Steinfield, Ellison and Lampe 2008, p. 436). Another negative impact from Dr Rosen's study was that Facebook has been linked to lower grade performances in students who checked the website at least once during a 15 minute study period (American Psychological Association 2011).

However, Dr Rosen also discussed how his research had indicated young people who spend more time on Facebook were better at showing "virtual empathy" to their online friends (American Psychological Association 2011). While the research in this area is ongoing, his preliminary results suggest this virtual empathy could translate into the real world (American Psychological Association 2011).

CONCLUSION

What all these studies show is that there are undeniable consequences of spending more time on SNSs. However, the tendency of the media is to report only on the negative impacts, which is possibly why Baroness Greenfield's claims were circulated so widely.

The fact is that for young people today, regardless of nationality, sex or ethnicity, SNSs have emerged to become the most important media in their lives. Websites such as Facebook help them to maintain large and often diffuse networks of friends, and as a result generally have a positive impact, whether it be developing higher self-esteem or establishing more meaningful relationships.

Further, research indicates that spending time on SNSs only leads to negative impacts on young people's psychosocial development when it replaces more important and more meaningful activities like spending time with family and friends or studying.

REFERENCES

Australia Getting More Social Online as Facebook Leads and Twitter Grows 2010, Nielsen Wire. blog.nielsen.com/nielsenwire/global/australia-getting-more-social-online-as-facebook-leads-and-twitter-grows/ (accessed September 08, 2011).

American Psychological Association 2011. 'Social Networking's Good and Bad Impacts on Kids'. APA. www.apa.org/news/press/releases/2011/08/social-kids.aspx (accessed September 15, 2011).

Boyd, D & Ellison, N 2008, 'Social Network Sites: Definition, History, and Scholarship', Journal of Computer-Mediated Communication vol. 13, no. 1, pp. 210-230.

Boyd, D 2008, 'Why Youth Love Social Network Sites: The Role of Networked Publics in Teenage Social Life'. Youth, Identity, and Digital Media (The MIT Press), pp. 119-142.

Derbyshire, D 2009, 'Social websites harm children's brains: Chilling warning to parents from top neuroscientist', The Daily Mail Online. www.dailymail.co.uk/news/article-1153583/Social-websites-harm-childrens-brains-Chilling-warning-parents-neuroscientist.html (accessed August 10, 2011).

French, D 2010, A Tiny Bit Marvellous, Michael Joseph, London.

Friends, Following & Feedback: How We're Using Social Media 2011. Nielsen Wire. blog.nielsen.com/nielsenwire/online_mobile/friends-following-and-feedback-how-were-using-social-media/ (accessed October 19, 2011).

Gonzales, AL & Hancock, JT 2011, 'Mirror, Mirror on my Facebook Wall: Effects of Exposure to Facebook on Self-Esteem'. Cyberpsychology, Behavior, and Social Networking vol. 14, no. 1-2, pp. 79-83.

Harris, S 2011, 'Facebook and Twitter are creating a vain generation of self-obsessed people with child-like need for feedback, warns top scientist'. The Daily Mail Online. www.dailymail.co.uk/sciencetech/article-2020378/Facebook-Twitter-creating-vain-generation-self-obsessed-people.html (accessed August 10, 2011).

Nielsen Wire 2011, 'Top US Web Brands'. Nielsen Wire. blog.nielsen.com/nielsenwire/online_mobile/august-2011-top-us-web-brands/(accessed October 19, 2011).

Social Networks/Blogs Now Account for One in Every Four & a Half Minutes Online 2010. Nielsen Wire. blog.nielsen.com/nielsenwire/global/social-media-accounts-for-22-percent-of-time-online/ (accessed September 8, 2011).

Steinfield, C, Ellison, NB & Lampe, C 2008, 'Social capital, self-esteem, & use of online social network sites: A longitudinal analysis'. Journal of Applied Developmental Psychology vol. 29, pp. 434-445.

University of California 2010, 'Facebook study finds race trumped by ethnic, social, geographic origins in forging friendships'. ScienceDaily. www.sciencedaily.com/releases/2010/10/101028132313.htm (accessed September 15, 2011).

Uppsala University 2010, 'Drivel on Facebook more valuable than we think'. Uppsala Universitet. www.uu.se/en/news/news-document/?id=1173&area=2,3,7,16&typ=pm&na=&lang=en&fromSiteNodeId=40809 (accessed September 15, 2011).

Content curators: The DJs of the web

Claudine Pache

ABSTRACT

The publishing of news and information on the social media site Facebook is presented via their newsfeed and is displayed based on what is (as ranked by Facebook) the 'top news' or information that is 'most recent'. A tweet via Twitter is limited to just 140 characters. These 'snackable' content summaries are making it easy to scan information and news via ranked headlines. As the actual content box for information input shrinks, limitations may occur based on content skimming, with audiences relying on a catchy headline and some clever keywords to gain quick updates to news and information. Longer articles might result in a reply post "TLDR"… which stands for "Too Long, Didn't Read." The result of this is an emergence of digital content curators dedicated to providing a layer of context to the information for key communities and interest groups. This article references opinion leaders in field of content strategy and digital publishing, as well as academic journals on new media with examples of key content curated sites. The goal of this article is to study the emergence of these 'DJ's of the web' and discuss how the curation of content ensures that social skimming is not limiting the quality of information just by reducing the quantity of it.

KEYWORDS

Social media, Twitter, Facebook, Content consumption, Content curators, Information, Communities, Aggregation, Websites, Flow

INTRODUCTION

"There is a trend evolving…that promises to have a remarkably positive impact on what you read, watch, and share on the web: Curation" (Rosenbaum 2009). Curation may be referred to as a trend in this instance; however it is not actually a new concept. It is becoming a category and interest area that is open for exploration (Odden 2010).

Curation is a derivative of the term 'curate' meaning 'to care, to select, to organise and look after' (Oxford Dictionaries). In the 1660s it was the term used to refer to the officer in charge of taking 'care' of a museum and its works, a gallery and the books in libraries (Kissan 2011). Today it is a term used across many different

disciplines; individuals involved in fashion shows can curate, music for the DJ sets at festivals are curated as well as the food that appears on menus in restaurants. It could be said that to "curate is code for; I have a discerning eye and great taste" (Williams 2009).

In a digital context, the curation of information refers to the grouping of content and is concerned with "maintaining, preserving and adding value" (Digital Curation Centre 2010). It is however so much more that than just grouping and preserving. A content curator is the librarian, the editor and the designer with their work can take on many different forms. The content could be a blog, or a Facebook page, it could be information shared on social media sites and can also include video content on portals such as YouTube (Odden 2010). Content curation should not be confused with content aggregation. Curation is not about metadata tags nor does it relate to the techies writing the algorithms. What is does involve is humans and their skill and expertise in carefully sorting, regrouping and displaying content in a way that is appealing to the community it is designed for. Content curation involves presenting contextually relevant content back to a targeted community (Forry 2009). And whilst this may sound like editing, it does have its differences. As Joe Pulizzi, founder of Junta42 describes: "content curation is editing on steroids" (Odden 2010). It is real time, it is two way and it involves both the creation of content as well as its curation. The goal of this article is to research the role that the content curator plays in creating a better, more relevant and meaningful online experience (Forry 2009).

TL...DR* TOO LONG, DIDN'T READ

The evolution of the web and innovations in mobile technology and connectivity provide individuals and businesses with the tools and abilities to author content. Anyone with a device and an internet connection could now be considered a publisher. This is a point illustrated in the volume of content being created; with nearly 80,000 wall posts on Facebook happening every 60 seconds, and close to 100,000 tweets (Go-Globe.com) there is "an overwhelming explosion of content being created" (Rosenbaum 2009).

Managing Editor of The Harvard Business Review and co-creator of Fast Company: Alan Webber, says that "the web is its own worst enemy. Since there's so much stuff on it, it is all mostly unedited" (Rosenbaum). There are aggregation tools that could be used to help decipher contextually relevant information for specific areas of interest to filter this content down. This however is only as good as the algorithm from sites such as Google and Bing. Aggregation does not have a

"discerning eye, or great taste" (Williams). Another way to tackle the overwhelming volume of information online is to scan the topics that are trending online, in effect crowd source for the most popular information to consume. This 'social skimming' of content has led to more short form 'snackable' varieties, something encouraged by the content box limitations on sites such as Facebook and Twitter. Both of these popular sites have a limited number of characters in the content box for posts and tweets. Content that is presented in any long form is receiving reply posts with the acronym TLDR, indicating to the author that the text provided is Too Long, Didn't Read. Content curator Michael Wolff's site newser.com is based around this feedback, and aims to provide bite-sized, easy to digest content. Newser.com claims to help its readers to 'Read Less, Know More' by engaging with his news curation.

These are some of the factors that have seen the emergence of content curators based on the filtering of content. Content curators help to bring together all this information together. To sort it, edit it down, re-order it and care for the words that have been created. Ultimately aiming to "serve a given community within the context that brings that group together" (Forry 2009).

THE DIGITAL DJS

Music festival curator Scott Plagenhoef says that "DJing and mixing are considered an art" (Williams 2010) and that the structure, flow, revelation as well as the juxtaposition are important when putting music festivals and shows together. Words, like music also need a rhythm, a structure and a flow. With the content explosion and great new computing devices like the iPad (a device designed largely for consumption), there is more of an awareness on the content curator to mix information together and to take on a role where they can be DJing the content on the web.

The good content curators online know their audience, and can articulate and re-publish content to this community. "A curator is an information chemist" (Scoble 2010) finding the best content, measuring it out carefully and providing just the right amount to feed out ensuring there is quality information to be re-published.

Examples of digital curation sites that are really leading the way and adding creative curation to content online cover many different areas of interest (see table 1.10). Perhaps the earliest curator was Matt Drudge with The Drudge Report, an online news website. The approach to content on this site is slightly different to the deeper level of content curation offered by others. The approach that Drudge takes is to simply group together similar news items, and then rewrite their headlines; the

purpose being to capture and entice content skimmers. There is no further editing or creation of content, just the headline to rewrite, and the grouping of content into an interesting collection of information and order. This approach does still meet the aim of the curator, that being: to help create a better online experience. It is questionable whether that experience is more meaningful, it is certainly more interesting. Tina Brown, the curator of the website the Daily Beast, explains that curation is "as much about what is not there, as it is about the content that is" (Williams 2009).

CURATING THE FUTURE

"If newspapers are dead tree media, information published online is a live green plant" (Kissan 2011) with the content curators acting as information fertiliser. The ability for content to be re-told and edited is a form of storytelling, despite there being "no consensus on how we might define narrative in new media contexts" (McVeigh 2011). Perhaps the digital curation of content is a suitable definition for this.

Content is ubiquitous across devices therefore opportunities exist for brands as well as for media companies, to define their position within their industry and become the trusted advisor for news and information. Brands content is often created by marketing professionals and can miss connecting with their audience by being too introspective. Curation of content about a brand around their area of expertise could come from the brand itself as well as from other influencers with a large online following forming part of their content strategy and helping to extend their reach and relevance to communities and to their customers.

For the digital media industry, the future of curation looks strong. CEO and President of Readers Digest Eric Schrier refers to the curation of content as integral to their future successes, and said "that the magazine businesses that survive and thrive in this new environment will think of themselves as content companies" (Rosenbaum 2009) where their content can be shared and linked, also helping to prolong their life and reaching out to new audiences not previously covered.

There is also a need for actual curation tools for publishers as they change the way that they work, edit and create content. Gartner Group's Allen Weiner believes that "as more old media companies attempt to do more with less; publishing tools that allow this efficiency without demeaning the product quality…[are] going to be very important" (Rosenbaum 2010). Some of the tools available for helping to curate content include; magnify.net and oneSpot.com: which is an online tool for content aggregation and as well as content curation. These tools can help to gather information (much like an aggregator would) but they also apply an additional layer of filtering. These tools can help to drive efficiency in business; however human engagement and interaction with the content must not be overlooked, as it is this human touch that provides the distinction and real advantage behind content curation.

A topic for debate when looking at the role that content curation and how this will play out in the future is that of the creative creator and actual process where new content is created, not just remixed. The rules and the ethics around re-publishing and re-purposing someone else's original content are still up for debate. If curation is about the 'care' and the re-editing of information, then who is actually coming up with the original ideas and is there enough emphasis placed on this? This has been dubbed by Steven Rosenbaum (2010) as "The Great Curationism Debate". It is concerned with striking the right balance between editing and curating as opposed to actual creating. Traditionally a curator would oversee the coming together of collections in arenas such as art, music and information, with books in libraries; grouped and cared for by their curator. What is different in the online environment is that information is also added, and yes, created: "it doesn't kill anything; rather it adds a powerful new tool" (Rosenbaum 2010). Therefore the "Curationism Debate" is one that should continue on to ensure that this healthy balance is maintained and challenged.

CONCLUSION

This article has looked at what it means to curate, from its origins in the 1660s of caring for collections of art and of books, to how the term is used today in an online environment where it refers to the care and ordering of content. The categorisation of content curators and the growth in their following has been addressed by looking at the amount of information created and shared online. With everyone declared a publisher, there is clutter online that needs more than just aggregation to be turned into something meaningful to digest. The information can exist in many different forms, from traditional websites, to blogs, RSS feeds and social sites, as does the type of content that is curated. Examples are provided of curation sites that illustrate how curation is about community and about generating a meaning and narrative flow for particular audiences.

There is certainly a future for the curation of content online and for media entities as well as for brands and their business model. What this article has also discussed is that there is an underlying need for this editing and care of content online. By filtering, sifting and sorting through information, curators provide a relevance

filter to information that is created and published. Even the simple grouping of collections of content and the rewriting of a headline can help to get information to its audience as illustrated by the Drudge Report.

By caring for created content and crafting it together in a meaningful way to form an information flow, content curators help to disseminate from the large volume of noise and edit this back into meaningful bites for consumption. These DJs of the web are indeed remixing to create new versions of information that will live on as quality sources and provide readers with a better online experience as they do so.

CURATION EXAMPLES

First real content curator: Drudge Report	Viewed 15 September 2011, http://drudgereport.com/
Curating the news: Huffington Post	Viewed 15 September 2011, http://www.huffingtonpost.com/
Social media curation: Mashable	Viewed 15 September 2011, Available at http://mashable.com/
Curation for amusement: Boing Boing	Viewed 15 September 2011, http://boingboing.net/
Curating cute: Cute Overload	Viewed 15 September 2011, http://cuteoverload.com/
Projects and ideas: Pop Tech	Viewed 15 September 2011, http://poptech.org/
Curation of oddities: Oddity Central	Viewed 15 September 2011, http://www.odditycentral.com/
Eclectic Interestingness: Brain Pickings	Viewed 15 September 2011, www.brainpickings.org

Table 1.0

REFERENCES

Forry, C. 2009. 'Content Curation versus Content Aggregation: A Velvet Mr. T Painting' Content-ment, November 10, 2009, viewed 14 September 2011, http://www.content-ment.com/2009/11/curation-versus-aggregation.html

Kissan, E. 2011. 'The Elements of Content Strategy', New York: A Book Apart.

McVeigh, M, K. 2011. 'Making the connection: Lev Monovich's Texas and the challenges of interactive new media narrative.' Digital Creativity, 22:2, 78-90.

Odden, L. 2010. 'Content Curation Definitions & Context' TopRank, June, 2010, viewed 14 September 2011, http://www.toprankblog.com/2010/06/content-marketing-curation-context/

Oxford Dictionaries: Viewed 14 September, 2011 http://oxforddictionaries.com/definition/curate--2?region=us

Rosenbaum, S. 2009. 'Can 'Curation' Save Media?' Business Insider, April 3, 2009 viewed 14 September 2011, http://www.businessinsider.com/can-curation-save-media-2009-4

Rosenbaum, S. 2010. 'Why Content Curation Is Here to Stay' Fast Company, May 10, 2010, viewed 14 September 2011, http://www.fastcompany.com/1643280/why-content-curation-is-here-to-stay

Rosenbaum, S. 2010. 'Fast Company Founder on future of Curation & Magazines' Huff Post Media, January 30, 2010, viewed 14 September 2011, http://www.huffingtonpost.com/steve-rosenbaum/fast-company-founder-on-f_b_443152.html

Scoble, R. 2010. 'The Seven Needs of Real-Time Curators' Scobleizer, March, 2010, viewed 14 September 2011, http://scobleizer.com/2010/03/27/the-seven-needs-of-real-time-curators/

Williams, A. 2009. 'On the Tip of Creative Tongues' The New York Times, October 4, 2009 viewed 14 September 2011, http://www.nytimes.com/2009/10/04/fashion/04curate.html?

What is Digital Curation? 2010. Digital Curation Centre, viewed 14 September 2011, http://www.dcc.ac.uk/digital-curation/what-digital-curation.

Connecting with a click: Using social media as a new marketing strategy

Xingya Zhou

ABSTRACT

In an increasingly participative and interactive digital culture, businesses are given new channels for reaching and communicating with customers – among which social media is the most popular and effective one. Especially in today's competitive business world where successful corporations are more open to communication, social networking sites such as Facebook, Twitter, Youtube and blogs etc. which construct interactive virtual communities and facilitate conversations, have become potentially useful marketing tools. This article investigates the effective use of social media in Obama's 2008 political campaign and Dell's marketing strategy characterized by cultivating a cross-platform community. These two case studies show that social media plays a pivotal role in building a successful brand.

KEYWORDS

Social Media, Marketing, Brand, Dialogue, Obama campaign, Dell

INTRODUCTION

With the rise of social media, businesses are given new and effective channels for reaching and communicating with customers. In today's competitive business world where "a brand is a dialogue" (Weber 2009, p.99), social networking sites such as Facebook, Twitter, Youtube and blogs, which construct interactive virtual communities and facilitate conversations, have become potentially useful marketing tools.

"A BRAND IS A DIALOGUE" – USING SOCIAL MEDIA TO FACILITATE DIALOGUES

In his TED speech, Clay Shirky (2009) identified an awkward situation in the 20th century media landscape: "the media that is good at creating conversations is no good at creating groups, and the media that is good at creating groups is no good at conversations". He believes this difficulty can be solved with the advent of the internet, because Internet is the first medium in history which has native support for group and conversation at the same time. Just like phone gave rise to one-to-one pattern, and television, radios, magazine and books enabled one-to-many pattern, the internet makes possible the many-to-many pattern.

Social media provide web-based platforms where people with similar interests and backgrounds can easily gather and have conversations with each other in virtual communities. Burke (2006) argues that social media is "…a loose affiliation of people who interact through websites. The web enables any person to build a vast number of relationships with others, regardless of geographical distance."

In an age of the social web, "branding is the dialogue you have with your customers and potential customers. The stronger the dialogue, the stronger the brand; the weaker the dialogue, the weaker the brand" (Weber 2009, p.99). Thanks to the Internet, the dialogue can be active all day long and all year around. By contrast, traditional marketing media including television, radio and print (newspapers and magazines) are essentially a forced type of advertising. In his In The Fall of Public Man, Richard Sennet challenged the role of television: "Its terms are comparable to the technology of modern construction: one sees more and interacts less" (Sennet 1977, p.284). In that sense, traditional media forms' one-way-straight marketing pales in comparison with its dialogic and interactive social media counterparts.

However, early social media did not encourage dialogues as it does today. Blog, as one of the many social networking platforms, "did not allow for comments until about 2002" (Quiggin 2006, p.487). In the wake of more user-friendly blogs which enabled comments and discussion, three of the most popular and well-known social media came into being one after another: the year 2004 witnessed the birth of social networking site Facebook, with video-sharing website Youtube and micro-blogging site Twitter emerging in 2005 and 2006 respectively. One thing these sites have in common is that they all encourage conversations: Facebook is a relatively comprehensive platform where people can not only comment on other's walls, but also conduct continuous conversation using a instant messaging gadget embedded on the page; on Youtube, a dialogue box under each shared video is open for discussion; while on Twitter, with its 140 word limit, messages flow much quicker than other forms, and this unique quality makes it an ideal medium for quick information sharing.

With its dialogic nature, social media subtly creates a certain kind of digital social atmosphere in a virtual community where people who are geographically remote can easily gather, make comments, share contents even participate in further development for a particular products. In this way, audiences of social media platforms can not only see more but also interact more. Thus social media

possesses the great advantage of generating dialogues with and among customers, which cannot be easily achieved by traditional marketing media.

THE MEDIUM IS THE MESSAGE – SOCIAL MEDIA AS THE LIGHT BULB

In his 1964 book *Understanding Media: the extensions of man*, McLuhan introduced to the world a confusing and controversial yet groundbreaking saying "the medium is the message". In his time, many people were sceptical, considering the classical but baffling equation absurd and obscure. Yet behind all the obscurity and enigma in McLuhan's language, the theory's medium-centric quality makes it one of the media theories which are not only insightful but also time-tested. For McLuhan, a message is not only the content of the medium it carries, but also "the change of scale or pace or pattern" that a new invention or innovation "introduces into human affair" (McLuhan 1994, p.8). By giving a newer and broader definition of message, he connected medium to its significant social effects. Particularly, he identified a light bulb as a medium that does not have content, yet it has a social effect. To be specific, when a light bulb creates an environment by its mere presence; by the fact that it is out there shining, it creates a presence where people can easily gather around.

When one was put in a dark room, finding that medium which can light up the dark is the key. Similarly, in nowadays business world where "a brand is a dialogue" (Weber 2009, p.99), businesses should know clearly how to position themselves in the contemporary business context that there will be a platform enabling dialogues smoothly and continuously flow. The one-way straight traditional media as marketing tools fail to evolve to the contemporary business model sufficiently, while social media's dialogic nature and the ability to construct a virtual community should be considered as the light bulb which creates a presence where customers can huddle around, participate and communicate with other customers as well as the businesses, thus ensuring a delightful shopping experience; while businesses themselves can in turn take advantage of the dialogue facilitated by social media for their own development and improvement.

CASE STUDY – SOCIAL MEDIA IN POLITICAL MARKETING

"You sell your candidates and your programs the way a business sells its products" (Hall 1992, p.88). History of American politics has witnessed the important role various media played in the "increasing commodification of politics" (Fasce n.d.,

p.1). "Thomas Jefferson used newspapers to win the presidency, F.D.R. used radio to change the way he governed, J.F.K. was the first president to understand television, and Howard Dean saw the value of the Web for raising money" (Carr 2008), for Obama, social media is the smartest strategy in the whole set of "packaged politics" (Malcolm 2004, p.10) which aims at building a successful political brand.

Obama was not the first politician who applied social media to "market" himself, but as the first post-boomer candidate for president in history, he was the first one who best understood the great potential of new technology and knew how to take advantage of it in new ways. Obama's campaign did not simply create a Facebook fan page and a twitter account and then wait for success to come: "they created an energy of involvement, of participation and a sense of purpose in their supporters" ('How Obama Won with Social Media' 2008). Historically, young people are less enthusiastic to vote than other age groups (Tapscott 2011). Yet with effective use of social media, Obama made young people more active than ever before. Besides MyBarakeobama.com which was user-friendly and easy to navigate, with his more than 2 million supporters on Facebook, 240 times more followers on Twitter and 905% more viewers on Youtube than his opponent John McCain (Magnano 2009), Obama constructed not an ordinary political base, but more of a database - millions of supporters can be connected and engaged by simply a few clicks on the keyboard, dialogues with and among voters can be conducted almost instantly. Besides its unprecedented engagement capabilities and powerful database development, social media enables messages to go viral as easily and quickly. One of the many examples is a campaign theme music video "Yes We Can" featuring a handful of A-list celebrities singing and rapping to Obama's encouraging speech in New Hampshire. Since being posted on Youtube, the video soon became popular with not only people actively giving feedbacks and comments on the page, but also sending the video virally that it hit incredible 26 million views and the number was still growing, Though not officially invited by the campaign group, the charismatic stars acted more like campaign assistants who contribute a great deal to the success of the whole Obama campaign. However, if social media platforms such as Youtube did not exist, it was almost impossible that the star power behind the video and the creativeness of the video itself would reach and engage so many audiences in such a short period of time. Thanks to the internet and social media, the idea of word-of-mouth now has been given a much quicker and efficient electronic alternative which is often coined as "word-of-mouse" (Weber 2009, p.209).

One interpretation of McLuhan's aphorism is that "every new medium of communication creates new possibilities which influence the kinds of messages

that can be transmitted" (Quiggin 2006, p.487). If being a master of television as a new medium in 1960s was a successful political marketing strategy for Kennedy, then it is fair to say that Obama's effective use of social media best exemplifies "the medium is the message" in an age when the whole society is wired and social media is regarded as the light bulb illuminating a shortcut to his voters.

CASE STUDY – DELL'S SOCIAL MEDIA MARKETING STRATEGY

When it comes to ordinary commodity marketing, Dell may be considered as one of the best cases to show how a company can utilize social media as a successful marketing strategy. However, it took some time for Dell to realize how important social media can be in contemporary business world. In 2005, after going through the incident where media consultant and blogger Jeff Jarvis vented his dissatisfaction on his blog about how "Dell sucks" and would not listen to its customers, it soon unleashed a blogs storm where thousands of frustrated customers commenting on and link to Jeff Jarvis's blog. This incident was later known as "Dell Hell" from which Dell learned a hard lesson. It took a year for Dell to take Javier's suggestion to "join the conversation your customers are having without you" ('Dell's Hell' 2007). Since 2006, Dell has developed a comprehensive strategy to rebuild relationship with its customers. Characterized with not only using existing social networking sites such as Facebook and Twitter, but also creating its own sites, Dell reaches wider demographics thus more open conversations and engagements are made possible. As Jeff Jarvis wrote after seeing Dell's endeavour, "in the age of customers empowered by blogs and social media, Dell has leapt from worst to first" ('Dell's Hell' 2007).

TWITTER

Dell has been a very active member on Twitter since 2007. Acknowledging Twitter as a real-time information network which enables quick information sharing, Dell "initially approach Twitter as a listening outpost" (Grove 2010) to listen, learn and engage with its customers directly. Moreover, Dell invented a new way of using Twitter for a corporation. By creating multiple Twitter handles, Dell uses its different Twitter accounts to announce news and offers to various groups who are seeking relevant information. For example, if one is interested in deals, reach @Delloutlet; while breaking news is expected, @Direct2Dell is the right place. According to Dell's Senior Manager for Corporate Affairs, Richard Binhammer, "Dell's goal has always been to be an online leader and connect with customers wherever they are. It starts with listening and connecting with customers across the Web. This has proven to be invaluable to our business through the years. We see

social media connections as a means to further strengthen those direct customer relationships. The added revenue has been a welcome addition to being where our customers are and connecting with them" (Grove 2010). Not only making Twitter a platform for customer service, Dell's Twitter strategy has been so successful that it also turned its Twitter presence into a sales outlet with a $6.5 million in revenues. Apparently Dell has been a master who can make the most out of social media.

FACEBOOK

Dell has three main pages in Facebook: — Dell Home, which focuses on product and service information for consumers, Dell Small and Medium-size businesses, which focuses on reaching business customers out there and Dell Large Enterprise Client which focuses on key business customers. Similar to its multifaceted Twitter handles, Dell's Facebook page was also classified to get various groups of people involved not only with an attempt to offer better customer services, but also get customers to help the corporation grow and thrive.

DIRECT2DELL

Direct2Dell is Dell's corporate blog introducing Dell products, services and customers. It aims at conducting a direct exchange with Dell customers - keeping them informed meanwhile receiving feedbacks from them. As a wire service presenting Dell to the world, it also links to numerous team/departmental blog in many different languages. With 3.5 million pageviews per month, this blog gets people from all over the world engaged and open to communication.

IDEA STORM

Launched in 2007, IdeaStorm site is the most innovative idea Dell introduces to its social media marketing strategy. The site functioned effectively just as its slogan suggested: "Dream it. Share it. Make an impact", because dialogue conducted on this site stands a great chance to be translated into a future product. By so doing, "Dell has converted its customers, non-customers and potential customers into a massive product development team" ('Social Media Marketing at Dell' 2008). Moreover, the site not only encourages customers to share innovative ideas with the company, but also offers a forum called "customer certified solutions" where conversation mainly goes among customers to solve common problems they encounter while using Dell products. Therefore, not only being members of the product development team, but also tapping into the technical team, customers are so highly involved that they actually take part in the process of building successful brand for Dell.

CONCLUSION

Here is what McLuhan said early in 1962:

> The next medium, whatever it is – it may be the extension of consciousness – will include television as its content, not as its environment. A computer as a research and communication instrument could enhance retrieval, obsolesce mass library organization, retrieve the individual's encyclopedic function and flip it into a private line to speedily tailored data of a saleable kind.

Apparently this prediction makes McLuhan not only a media guru, but more of a media prophet: with social media as one of the best representatives for the "next medium" - a "bottom-up" decentralised structure was made possible in an era of internet. This gave rise to new and effective methods for marketing strategies. The contemporary business landscape where "a brand is a dialogue" calls for open conversations with and among customers. While traditional media fail to evolve with the changing business model, social media's intrinsic engaging and involving elements have made it the 'light bulb' which can light up the road to successful brand, either for ordinary commercial industries or the more subtle marketing for political campaigns.

REFERENCES

Burke, K. 2006, 'Network to Drive Revenue', Target Marketing, Vol.29, no.2, pp. 25-26.

Carr, D. 2008, How Obama Tapped Into Social Networks' Power, The New York Times, viewed 12 August 2011,

http://www.nytimes.com/2008/11/10/business/media/10carr.html

Dell's Hell, 2007, Blog Campaigning, viewed 17 October 2011,

http://blogcampaigning.com/2007/10/dells-hell-looking-back-with-jeff-jarvis/

Fasce, F. n.d., Politics as Commodity From Eisenhower to Bush Jr, AISNA, viewed 14 September 2011, http://www.aisna.net/rsa/rsa14/14fasce.pdf

Grove, J. 2010, Want to Make Money on Twitter? Take a Look at How Dell Does It, Mashable Business, viewed 14 September 2011,

http://mashable.com/2010/01/14/money-on-twitter-dell/

Hall, K. J. 1992, Packaging the Presidency, Oxford University Press, New York.

How Obama Won with Social Media , 2008, The Dragonfly Effect Blog, viewed 25 August 2011 at http://www.dragonflyeffect.com/blog/dragonfly-in-action/case-studies/the-obama-campaign/

Magnano, A. 2009, Statistics from President Obama's Social Media Campaign, The Web PR Blog, viewed 25 August 2011,

http://whywebpr.blogspot.com/2009/07/statistics-from-president-obamas-social.html

Malcolm, J.2004, The Journalist and the Murderer, Granta Books, London.

McLuhan, M. 1962, The Gutenberg Galaxy: The Making of Typographic Man, University of Toronto Press, Toronto.

McLuhan, M. 1994, Understanding Media: The Extensions of Man, The MIT Press, Cambridge.

Quiggin, J. 2006, 'Blogs, Wikis and Creative Innovation', International Journal of Cultural Studies, vol.9, no.4, pp. 481-496.

Sennett, R. 1977, The Fall of Public Man, Faber & Faber, New York.

Social Media Marketing at Dell: Strategies for Success, 2008. Longhop Blog, viewed 14 September 2011,

http://www.longhop.net/social-media-marketing-dell-strategies-success/

Shirky, C. 2009, Clay Shirky: How social media can make history, Ted Conferences, viewed 16 September 2011,

http://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history.html

Tapscott, D. 2011, Why did we ignore Obama's social media lesson, The Globe and Mail, viewed 25 August 2011,

http://www.theglobeandmail.com/news/opinions/opinion/why-did-we-ignore-obamas-social-media-lesson/article2005991/

Weber, L. 2009, Marketing to the Social Web, John Wiley & Sons, Inc., New Jersey.

Hesitations and difficulties in setting up a corporate wiki

Marie Louisa Althans

ABSTRACT

Wikis have the potential to enhance communication and information distribution within organisations and engage employees in the area of digital publishing, but research indicates that their take up is slower than expected. In this article, the challenges faced by corporations when setting up a corporate wiki as part of their digitisation strategies were explored and discussed. The article revealed and analysed the increasing hesitation of corporations to set up a wiki due to the underestimated workload and amount of time needed for maintaining the quality of the project.

Research was mainly based on journal articles and handbooks for corporations including practical advice on set up and maintenance. Also, research was done on blogs with a technical background as well as on corporate websites in order to examine if corporate wikis existed and were used. With this data, the extent to which corporations used wikis was analysed and if not, what the reasons for this hesitation might have been. Resulting from this, the article proposed some suggestions on how to organise the set up of a corporate wiki as a collaborative tool and a platform for knowledge reuse in order to minimise workload and maximise efficiency.

KEYWORDS

Corporate wikis, Digitisation, Knowledge reuse, Collaborative tools, Network effect, Social software, Digital publishing

INTRODUCTION - DEFINITION AND DESCRIPTION OF A CORPORATE WIKI

While it is now almost normal for a casual internet user to use Wikipedia as a primary resource for our day-to-day life, the idea of having a user-generated pool of knowledge has also been proven to be very attractive for organisations and corporations. According to Swisher (2004), a wiki can "gather, in one place, the data, knowledge, insight and customer input that's floating around a company or other organization". Wikis are often described as knowledge repositories (Qi et al. 2009, p. 36). The setup of corporate wikis as a virtual workplace has shown significant growth in the past few years (Biersack 2008). The workforce and

its knowledge can be used and turned into a valuable network effect, when the organisation is successful in using these positive effects and turning them into a platform for user-generated content as well as engaging their employees in digital publishing activities (Arazy et al. 2009, p. 63; Mercieca 2001, p. 78). This is particularly beneficial as organisations are becoming more and more "knowledge-intensive and knowledge-aware" (Maier 2007, p. 1; Carr 2008), setting a special focus on the asset of information and paying respect to the fact that collaboration has become more important than ever before (Mader 2007, p. 3). Miller (2012, p. 239) sees "Group Decision Support Systems" such as a corporate wiki as a type of "new, emerging organisational communication technology", in cultural aspects seen as a "a symbolic manifestation of organizational culture and as a medium through which cultural values are developed and communicated" (Miller 2012, p. 253). This is based in a human resources approach of organisational communication, an approach that focuses on the importance of the input the workforce of an organisation can contribute (Miller 2012, p. 54).

Arazi, Croituro, Jang (2009) consider a corporate wiki to be a sustainable collaboration tool as well as a generator for extensive advantages in the organisational environment due to effective management of knowledge within the organisation.

This research from different fields shows that corporate wikis are a popular tool for knowledge transfer and knowledge management within corporations. However, recent research has revealed more and more hesitation in the setup of these tools. This article examines the reasons for this and also gives some recommendation how these obstacles can be overcome. Within a corporation, tasks like the maintenance of a corporate wiki are not always distributed efficiently, resulting in major effects on the success of these tools.

Holtzblatt, Damianos, Weiss (2010) conducted a study that focused on the usage and practicability of corporate wikis in a busy organisational environment. This study revealed that the major hurdles for organisations lay in the maintenance of corporate wikis – an issue of delegating responsibility for running and updating the corporate wiki as well as getting employees in the corporate environment to use the wiki.

THE CHANGING LANDSCAPE OF KNOWLEDGE TRANSFER WITHIN CORPORATIONS

Tools such as a wiki have become more and more important in times that some scholars call "the age of the disposable worker" (Miller 2012, p. 268). A wiki

supplies the corporation or organisation with a platform where knowledge can be organised and equally distributed amongst members of the organisation. A wiki can be seen as the advancement or derivative of a corporate Q&A (Questions and Answers) or FAQ (Frequently Asked Questions) website with more structure and tools like an advanced search function, an export-to-PDF function or a entry check (Biersack 2008, p. 11). As a participatory media tool, a corporate wiki has the chance to create a network effect within the organisation as it is upheld by the input the employees themselves give.

The development of corporate knowledge management systems is a prominent case of technological determinism in the recent years, hand in hand with social constructivism and social shaping of technology (William & Edge 1996; Schiltz & Truyen & Coppens 2007, pp. 2, 6). After the emergence of websites such as Wikipedia (http://en.wikipedia.org) with the website being a prime example of social software, a change in technology implemented a discussion about the possibility of an integration of these tools into the corporate world. On the other hand, Wikipedia and wikis in general are also a result of a social movement initiated by the possibilities that the Internet offered (Denning et al. 2005). After the first hype around Wikipedia started in 2001, many corporations tried to participate in the trend to establish their own wiki. By 2004, big players like Walt Disney, Motorola and software giant SAP were using a corporate wiki (Hof 2004).

Also, the question if knowledge production has now turned into an exclusively social process is discussed amongst scholars. Andersen (2005) states that "managing a Wiki is all about turning readers into editors". Its three main types of benefits are considered to be "enhanced reputation, work made easier, and helping the organization to improve its processes" (Majchrzak & Wagner & Yates, 2008).

DIFFERENT TOOLS FOR KNOWLEDGE TRANSFER WITHIN CORPORATIONS

Miller (2012, p. 155) states that organisations "no longer see decision making as an isolated process but rather as an ongoing system that is integrated into structures and behaviours throughout the organization." This process involves saving of information that the organisation holds in different formats – files, systems and programs (Miller, 2012, p. 155). This can be as easy as a table waiter system in restaurants (Miller, 2012, p. 156) or a complicated system in a corporation that combines knowledge transfer, general communication and a database for corporate files such as contract letterheads.

Furthermore, Iverson and McPhee (2002, p. 263) distinguish between two different approaches within knowledge management processes: "information-based knowledge management", which is concerned about keeping general data concerning the organisation at hand and developing processes of how to manage this data so that it is always accessible; and "interaction-based knowledge management", focusing on so called "tacit" and remote knowledge that the organisation holds and how this knowledge can be shared within the organisation.

In this environment, a corporate wiki is an advanced tool that can help and support corporations in both fields described by Iverson and McPhee (2002, p. 263). Its crucial characteristic is the participatory and interactive part in its nature, as it is not only a tool that employees can use to make decisions, get information about a specific topic or prepare presentations, for example. However, these advantages do not apply to all organisations in general. Scholars have defined some obstacles and reasons for hesitations regarding the setup of a wiki.

HESITATIONS AND LAGS WITHIN CORPORATIONS REGARDING THE SETUP OF A WIKI

The most prominent reasons for hesitating in setting up a corporate wiki are a lack of distribution of responsibility for the wiki within the organisation, security provisions and doubts as well as a lack of participation (Biersack, 2008, p. 12).

Bughin (2007) examines that the success of online participatory media using user-generated content like a corporate wiki heavily depend on the "quality contributions of a small core of contributors".

Holtzblatt, Damianos, Weiss (2008, p. 4666) define the following points as the most crucial factors of hesitation when setting up a wiki:

- Extra cost of sharing

- Information sensitivity

- Unwillingness to share unfinished work

- Sensitivities to the openness of information, "I do not want others to edit my content"

- People do not want to learn another tool

- Wikis are not part of the current work practice

Lack of rules and guidelines.In addition to these findings, Coleman (2011) explores that the success of a corporate wiki depends on the following factors:

- Reducing personal, social and professional anxiety

- Balancing egalitarian and traditional culture

- Extrinsic and intrinsic motivation

- Corporate contextual profile.

With these factors, Holtzblatt, Damianos and Weiss (2008) as well as Coleman (2011) point out opportunities and challenges for corporate wiki users. Some hesitations might be easily overcome while other factors deeply lie within an organisation's culture and are harder to eradicate. It is certainly easier to set up rules and guidelines for the corporate wiki as well as providing appropriate training than trying to improve employees' perception of information sensitivity, unwillingness to share unfinished work and the fact that 'wikis are not part of the current work practice'.

In a study, Hasan and Pfaff (2006) examine that the progress of the corporate wiki in organisations is generally going slow. Partly, this is due to the way this tool is "democratising organisational information", a process that not all organisations and their representatives are comfortable with.

In terms of advantages and benefits of a corporate wiki, regression and factor analyses of the study conducted by Majchrzak, Wagner and Yates (2008) show that the positive factors of a wiki have a significant effect on the workforce and their time management. The scholars examine the sustainability of corporate wikis and their findings show that most wikis are in fact sustainable. On the other hand, Arazy, Croitoru and Jang (2009, p. 167) assign these results to the "early hype" stage, referring to the term of "early adopters" and state that wikis often lack this sustainability.

Within successful organisations, benchmark factors like effective and efficient management and maintenance were proven as prerequisites for the successful implementation of a corporate knowledge management tool. The scholars describe and define a wiki as sustainable "based on the length of wiki existence, the number of participants, the number of lurkers, and the frequency of accesses" (Majchrzak & Wagner & Yates 2008, p. 104).

However, Gallaga (2011) states that many scholars fight against the perception that a corporate wiki must be an online encyclopaedia just like Wikipedia. An efficient workflow and sufficient input is desirable and necessary, however the dimension of the tool used always depends on the size and culture of the organisation. In a small organisation, a corporate wiki is often seen as "costly, inappropriate and irrelevant" (Hasan & Pfaff 2006, p. 9).

Regarding the issue of corporate culture, Hasan and Pfaff (2006) bring up an example of a small educational institution with less than 200 employees, where the implementation of a corporate wiki failed after a few months of trial. In this particular case, the management of the institution favoured a traditional management approach, where the democratisation of knowledge within the organisation did not fit in well. Also, the organisation faced "wiki vandalism" - "editing a Wiki in a wilful and destructive manner to deface the website or change the content to include irrelevant content" as Hasan and Pfaff describe it. (Hasan & Pfaff: 2006, pp. 7-8)

RECOMMENDATIONS

A case study presented by Biersack (2008, p. 25) shows that the establishment of a corporate wiki resulted in 75% less email traffic within "Dresdner Kleinwort Wasserstein", an investment bank with 6,000 employees spread over the entire world. Advantages included a fast data entry and time savings for the user who was quickly looking for a small, but crucial piece of information. Results like this should encourage corporations to seriously consider the establishment of a wiki within the organisation.

An anonymous article in The Wall Street Journal (2008) suggests to start small, set some ground rules, designate an ambassador and use security controls to ensure a wiki's success and to get the most benefits out of it. It is important to announce a contact person concerning the wiki – a person all members of the workforce can contact in case there is something to discuss about the wiki (Spors 2008). Furthermore, the organisation should establish incentives that get the workforce to contribute to the wiki. It should be made clear that the purpose of the wiki can only be reached if a significant part of the workforce participates and contributes.

As mentioned in previous parts of this article, the size and the culture of the organisation should always be kept in mind. For some corporations or institutions, a corporate wiki is just not the right tool to use. However, if a wiki is set up, it makes sense to appoint a responsible person or team that looks after the development and maintenance of the wiki. It may be helpful to identify one person who is very enthusiastic about the project to be the "spokesperson" - he could act as the

ambassador for the project and persuade his fellow employees that the setup of the wiki might be a good idea for the company. This person should also be a role model in terms of data entry – a wiki is nothing without quality content (Hasan & Pfaff 2006, p. 7). From the beginning, the wiki should be communicated within the organisation as a beneficial and valuable tool that can help employees on all levels of the organisation, from worker to executive, a great deal in making their own workflow more efficient and saving time. For example, the number of emails and phone calls placed during the day just to get information can be reduced, as a significant portion of this information can now be found in the wiki. In case an individual has something to add to this information, this can also easily be done (Laff 2007).

In terms of security and reliability, the corporate wiki should be communicated alongside a set of ground rules for the usage of the tool. Every employee and user of the wiki should be aware of the significance of the tool and of the repercussions of a misuse or misapplication of the tool.

CONCLUSION

A corporate wiki should only be an option for a corporation or an organisation when there are enough participants willing to work with the tool. To ensure this, a survey amongst employees could be conducted prior to the establishment of tools like a corporate wiki.

Generally, corporate wikis can be a useful and valuable addition to the set of corporate knowledge management tools, but its efficiency heavily depends on the participation of employees and people appointed to be responsible for the maintenance. Additionally, the wiki should be an integral part of the organisational culture and structure. The openness of a wiki should suit the corporate culture and in general, employees should not be completely refusing and hostile against the use of a corporate wiki. To improve employees' perception of a corporate wiki and further increase the tool's effectiveness, appropriate training might be beneficial.

REFERENCES

Andersen, E 2005, 'Using Wikis in a Corporate Context', in: Hohenstein, A., Wilbers, K (eds.) 2005, Handbuch E-Learning, chapter 5.8, Wolters Kluwer, Cologne

Arazy, O, Croitoru, A, Jang, S 2009. 'The Life Cycle of Corporate Wikis: An Analysis of Activity Patterns', 19th Workshop on Information Technologies and Systems, Phoenix

Arazy, O, Gellatly, I, Jang, S, Patterson, R 2009, 'Wiki Deployment in Corporate Settings', IEEE Technology and Society Magazine, Volume 28, Number 2, Summer 2009, pp. 57-64

Biersack, M 2008, Corporate Wikis – Vorbehalte, Vorteile, Erfolgsstories, Xinnovations 2008, E-Collaboration-Forum, viewed 15 October 2011, http://2008.xinnovations.de/tl_files/doc/download/Dienstag,%20 23.09.2008/E-Collaboration/03_biersack.pdf

Bughin, J R 2007, 'How Companies Can Make the Most of User-generated Content', The McKinsey Quarterly, New York

Carr, N 2008. 'Is Google making us stupid?', Atlantic.com, Washington D.C., viewed 15 September 2011, http://www.theatlantic.com/magazine/archive/2008/07/is-google-making-us-stupid/6868/

Coleman, D G 2011, Corporate Wikis, A Study of Emotion, Motivation and Participation Behavior, Rochester Institute of Technology, viewed 17 October 2011, http://rit.academia.edu/DeborahColeman/Papers/950640/Corporate_Wikis_A_Study_of_Emotion_Motivation_and_Participation_Behavior

Denning, P, Horning, J, Parnas, D, Weinstein, L 2005: 'Wikipedia Risks', Inside Risks 186, CACM 48, 12, December 2005.

Gallaga, O 2011, 'Writer Shows How to Boost Input with Wikis', Austin American Statesman, Austin, accessible at http://www.allbusiness.com/media-telecommunications/publishing-electronic-publishing/15410429-1.html (last accessed 15/10/2011).

Hasan, H, Pfaff, C 2006, Emergent Conversational Technologies that are Democratising Information Systems in Organisations: the case of the corporate Wiki, in Proc. Information Systems Foundations (ISF): Theory, Representation and Reality Conf. (Canberra, Australia), pp. 27–28, Sept. 2006.

Hof, R D 2004, 'Something Wiki This Way Comes', Bloomberg Businessweek, 7 June 2004, p. 128, viewed 20 Septemer 2011, http://www.businessweek.com/magazine/content/04_23/b3886138.htm

Holzblatt, L, Damianos, L, Weiss, D 2010, Factors Impending Wiki Use in the Enterprise, A Case Study, CHI 2010, Atlanta.

Iverson, J O, McPhee, R D 2002, 'Knowledge Management in Communities of Practice: Being True to the Communicative Character of Knowledge', Management Communication Quarterly, 16, p. 259-266.

Laff, M 2009, 'The world according to wiki', Training and Development 61(5), pp. 28-31, http://www.astd.org/LC/2007/0607_laff.htm (last accessed 17/10/2011).

Mader, S 2008, Wikipatterns – A Practical Guide to Improving Productivity and Collaboration in your Organization, Wiley Publishing, Indianapolis.

Maier, R 2007, Knowledge Management Systems: Information and Communication Technologies for Knowledge Management, 3rd ed., Springer, Berlin/Heidelberg/New York.

Majchrzak, A, Wagner, C, Yates, D 2008, Corporate Wiki Users: Results of a Survey, ACM Press, pp. 99-104, viewed 12 September 2011, http://dl.acm.org/citation.cfm?id=1149472

Mercieca, P 2001, 'Digital Publishing – the Current State of Play', in: Cope, B, Mason, D (ed.) 2001 Creator to Consumer in a Digital Age: Australian Book Production in Transition, Common Ground, RMIT University, Altona.

Miller, K 2012, Organizational Communication – Approaches and Processes, 6th edition, Wadsworth Cencage Learning, Boston.

Qi, Y, Pfaff, C, Hasan, H M, Willis, D, Meloche, J A, 2009. 'Co-creating Corporate Knowledge with a Wiki', International Journal of Knowledge Management, 5 (2), 33-50.

Schiltz, M, Truyen, F, Coppens, H 2007, 'Cutting the Trees of Knowledge: Social Software, Information Architecture and Their Epistemic Consequences', Thesis Eleven, No. 89, p.94-119.

Swisher, K 2004, ''Wiki' May Alter How Employees Work Together', The Wall Street Journal, viewed 15/10/2011, http://online.wsj.com/article/0,,SB109105974578777189,00.html?mod=COMPANY

Spors, K K 2008, 'Getting Workers to Share Know-How With Their Peers', The Wall Street Journal, viewed 13/09/2011, http://online.wsj.com/article/SB120717619068384635.html

The Wall Street Journal 2008, 'Four Tips for Managing Workplace Wikis', Wall Street Journal, viewed 13/09/2011, http://blogs.wsj.com/independentstreet/2008/04/07/four-tips-for-managing-workplace-wikis/

Williams, R, Edge, D 1996, 'What is the Social Shaping of Technology?', Research Policy, Vol. 25, pp. 856-899.

Born to be wired: The advantages and disadvantages for Australian children growing up in a digital age

Amanda Nicholls

ABSTRACT

This journal article discusses the impacts, both negative and positive that growing up in a digital era is having on Australian children. It considers what the specific online activities of Australian children are and how much time they are spending online, as well as exploring how being born into a digital culture is going to shape future generations of Australians. It makes recommendations on how to guide children to gain maximum benefit from their internet usage and how parents and teachers can ensure safety and encourage the development of their child's understanding of a digital world.

KEYWORDS

Children, Digital literacy, Digital age, Cognitive development, Advantages, Disadvantages

INTRODUCTION

Children today are better known as 'digital natives'. Online educator Marc Prensky coined this term to describe the nature of today's youth, who have been born into a world where the internet has always been a part of their reality (Carr-Gregg 2007, p.12). How has this impacted Australian children growing up in a digital age? This article will attempt to answer this question by examining how much time Australian children are spending online and exploring their online activities. It will also discuss the disadvantages of internet consumption for children and the advantages. Finally this article will examine recommendations on how to improve the relationship that Australian children and parents have with the internet and how to improve their digital literacy through guidance and education.

THE CHILD'S DIGITAL MEDIA DIET

Ongoing research is being conducted to understand how Australian children interact with digital media, but recent studies have shown that a 'digital media diet' consumes a large portion of the average Australian child's weekly activities, both in the home and at school (Cartoon Network 2009, p.17).

Australian children aged six to twelve years are spending on average, sixteen hours per week online – only one hour less than their weekly television consumption (Cartoon Network 2009, p.17). The top websites children visit include social networking sites such as Facebook, Ninemsn and Skype; game sites including Club Penguin, 101 Games and Poptropica; watching videos online and listening to or downloading music from sites including mini clips, YouTube, iTunes and Google videos; television sites such as nickelodeon.com and cartoonnetwork.com; and as a reference tool frequenting Google for homework and for personal interest (Jigsaw Strategic Research 2010, p.4).

The majority of mothers claim they are aware of their child's online activities, but were surprised to learn that only a small portion of their child's time was actually spent doing homework assignments, which is what they believed to be bulk of their child's digital diet (Jigsaw Strategic Research 2010, p.8).

One in three children reveal their "parents do not check what they are doing online" (Pacific Magazines 2010, p.14). One reason that parents are finding it difficult to monitor their child's online activities is because 40 per cent of children aged between six and twelve years have a computer or access to a laptop in their bedroom (Pacific Magazines 2010, p.13). The increasing portability of the internet also makes it difficult to mediate children's internet use, with internet capable technology like mobile phones and gaming technology such as the Nintendo DS, Nintendo Wii and Xbox Kinect making accessing the internet via wireless technology simple, both inside and outside of the home (Carr-Gregg 2007, p.16).

With research revealing the amount of time children spend consuming online media and their digital activities uncovered, what are the affects on children growing up in a digital age?

THE DISADVANTAGES OF BEING A CHILD IN A DIGITAL WORLD

The internet has come a long way in a short time, leaving some key areas of concern for experts in early childhood development. Professor Susan Greenfield, a specialist in brain degeneration, cautions that the new generation of children growing up in a digital age will have altered cognitive development to previous generations due to the nature of the digital environment in which they are being raised. "The brain has plasticity: it is exquisitely malleable, and a significant alteration in our environment and behaviour has consequences" (Cornwell, 2008).

This is an effect that is not exclusive to children. Nicholas Carr (2008) explores the impacts of increased exposure to the internet for adults in his article, 'Is Google making us stupid?' stating that, "I'm not thinking the way I used to think. Now my concentration often starts to drift after two or three pages [of reading]. The deep reading that used to come naturally has become a struggle" (Carr 2008). This logic becomes even more concerning when applied to the cognitive development of children.

One such concern is that over-exposure to the internet is likely to negatively impact children's personal communication skills because instant messaging sees a sacrifice of proper spelling and grammar as a trade-off for immediate communication (Greenfield 2011). Another cognitive process that is under threat is the way in which our ability to 'think abstractly' has been reduced thanks to search engines such as Google providing answers for us with immediacy, negating the need to problem solve for ourselves (Greenfield, 2011).

Browner and Sears (2000, p.169) attribute the internet's ability to maximise searchability due to the presence of hypertext, making the search for information instantaneous and easier than physically searching for printed texts in a library. However the internet should never be used as a sole resource, as it opens up the possibility of accessing incorrect information, as information found online is not always credible (Browner & Sears 2000, p.169). Statistics show that 84 per cent of children have used Wikipedia to gather information despite it being a user-generated website (Flanagin & Metzger 2010, p.84) These issues are concerning in regards to children's online use as they have been born into a digital way of thinking as opposed to adults who are aware of the benefits of a combination of physical and digital research.

Besides the change in children's cognitive processes, Greenfield (2011) makes the alarming argument that "the modern world could well be altering our human identity." Our ideals of human identity used to be driven by family and where we were born into society, however, today people choose to be defined as individuals. We all want our own individual status, perhaps driven by the lure of celebrity and by the immediacy and public nature of being online. "This games-driven generation interpret the world through screen-shaped eyes. It's almost as if something hasn't really happened until it's been posted on Facebook, Bebo or YouTube" (Greenfield 2011).

Which leads directly to one of the more obvious dangers of the internet for children; social networking requires personal information to be entered online. Websites such as Facebook request users to provide personal data including birthdates, addresses and personal photographs, increasing security risks for users (Greenfield, 2011).

For this reason, in 1998, the United States Congress enforced digital sites that collect personal information to implement the 'Children's Online Privacy Act'. This was in order to protect children from security risks and the reason that social networking websites such as Facebook require members to be a minimum age of thirteen years before registering for an account (Behrman & Shields 2010). However the average age of children interviewed for Pacific Magazine's tween tracker study (2010) was ten years old, and 44 per cent admitted to having an account on Facebook despite the age limitations (Pacific Magazines 2010, p.14).

Regardless of the fact that social networking sites provide a recommended minimum age, children are still gaining access to these sites. This can lead to 'anti-social' behaviour, with an increased risk of cyber-bullying (Mesch & Talmud 2010, p.122). Research from Canada and Britain into the incidence of cyber-bullying amongst youth online showed that up to a quarter of young people surveyed had experienced some form of cyber-bullying. Cyber-bullying constitutes as "receiving mean messages, being threatened with bodily harm, being called names and having others tell lies about the victim online" (Mesch & Talmud 2010, p.124). The reason that cyber-bullying has become so problematic for children is because the internet provides the aggressor with a form of anonymity (Mesch & Talmud 2010, p.126).

As with cyber-bullying, online anonymity makes children susceptible to being exposed to online predators (Dixon & Weber 2007, p.227). But it's not just the risk of exposure to online predators that parents need to be aware of; children also are at a high risk of being exposed to adult content when online. Whether children actively seek the information or it appears on the screen as a pop-up advertisement, children can be exposed to violent, sexual or adult content when playing online (Dixon & Weber 2007, p.228).

Finally, websites have commercial agendas, and children's websites are no exception. Marketers have recognised that children are fast becoming a valuable demographic to target with their campaigns and are prepared to spend in order to reach these "consumers in training" (Montgomery 2007, p.13). Older children have learned how to navigate their way around digital advertising (Dixon & Weber 2007, p.247), but younger children are more likely to buy into advertising, not recognising that it is strategically placed to catch their attention. But online advertising has evolved into new, 'grey' areas known as 'advergaming' or 'game-vertising', combining one of the top online activities children enjoy, 'gaming', with advertising. Marketers are cleverly interweaving their messages into the context of digital game play, making it even more difficult for children to distinguish when they are being targeted as consumers (Montgomery 2007, p.130).

Whilst this research can seem quite alarming, there are also distinct advantages to integrating digital content into the lives of children. Digital experiences also have the ability to be beneficial to the development of children, both intellectually and socially (Behrman & Shields 2000).

THE ADVANTAGES OF GROWING UP IN A DIGITAL PLAYGROUND

Research shows that parents believe the internet has played a positive role in children's lives. They equate the "equality of digital opportunity" with the "equality of educational opportunity" (Behrman & Shields 2000). Adding to parents' belief that online exposure is beneficial to their child, statistics show children who have grown up with access to a computer and internet in their household, have shown slight increases in academic achievements (Haddon & Livingstone 2009, p.71).

One academic area to benefit from online exposure is children's literacy levels. The use of digital technology is encouraging more forms of communication and literacy through online use including verbal literacy via websites such as Skype to communicate with their peers, written literacy by use of email, blogs and chat-based websites, and visual literacy through playing games and accessing picture-based websites (Mesch & Talmud 2010, p.72).

Even activities including using search engines such as Google, downloading music, movies and video games and playing games online all contribute to children's digital literacy. Children apply their interests to make the internet function, and through extended exposure, they are learning the basic functions of what a digital world has to offer (Dixon & Weber 2007, p.248).

Although this article outlines the disadvantages of relying on the internet as a research tool for children, it is undeniable that the internet is also an invaluable research tool, when used correctly. If children are guided by parents and teachers on how to access information rich resources online, the internet can become a powerful learning tool for children and their future studies. Browner and Sears (2000, p.169) argue that conducting digital research online has three key benefits: searchability, links and accessibility. The internet provides access to an infinite amount of data that is readily available at the click of a mouse. This is due to the way in which information is already linked for the user, assisting the researcher in a much more efficient way as opposed to manual research of print texts. This changes the way in which we engage with the information presented. Rather than just being a consumer of a text, the internet allows the researcher to become a

'user' of the text, navigating their way through electronic archives and empowering the researcher to create their own 'pathway' (Browner & Sears 2000, p.169). Children are a part of this new phenomenon and their digital research skills are being developed by way of interacting with sites such as Google. Even if it is to conduct a search for a topic of personal interest to them, children are still learning how to make digital research tools function in a meaningful way, and with digital literacy training, this disadvantage is fast turned into an advantage for children (Browner and Sears 2000, p.169).

The internet also offers children the opportunity to exercise self-expression. The freedom to communicate in a public space with their peers and continue to build a profile of their interests, hobbies, likes and dislikes, as well as opportunities to connect with other children and to express their feelings, moods and thoughts through an online forum have become a part of children's social currency. Their online persona becomes just as important as building relationships offline (Montgomery 2007, p.111).

As well as using the internet at home, children are also required to use the internet at school due to digital subjects increasingly becoming a part of the Australian educational curriculum (Carr-Gregg 2007, p.140). There has even been an advance in schools embracing the digital culture that their students are immersed in, with some schools opting to join their students online in forums such as Facebook. The benefits include that teachers are opening alternative communication channels with their students and parents, they are showing support for their students' personal and social interests and it allows them to have "a better experience in the classroom due to a better ability to reach every student" (Burt 2011). It also allows teachers to "model appropriate online behaviour" for their students as well as the opportunity to close the digital divide by 'learning right alongside students' (Burt 2011).

RECOMMENDATIONS FOR THE FUTURE

There is no doubt that a digital future for children is inevitable, and the quantum leaps that are being made with digital technology means that online access will be available anywhere, any time of day. This means that parents and teachers will have greater responsibility when it comes to "positive regulation of online media" (Livingstone 2009, p.228). Parents should communicate with their children and discuss their online activities and where possible, parents should also pay a visit to the websites their children are engaging with and check that they feel the content is age appropriate and safe (Livingstone 2009, p.229).

Digital media literacy education for both parents and children is highly recommended.

> Online media literacy programs should emphasise a structured but graduated approach to guiding children's use of the internet, which stresses the accumulation of personal experience online, early parental involvement, and the sharing of positive and negative online experiences at an early age (Flanagin & Metzger 2010, p.108).

Because the internet is becoming so prominent in the lives of children, digital media literacy classes should be worked into the school curriculum, at both a primary and secondary school stage. In addition teachers should be provided with media literacy training in order to educate the children properly on how to "strengthen their critical understanding of the motives underlying much of the software and content found on the Web and to empower children to make good choices about their computer use" (Behrman & Shields, 2010).

Parents would also be advised to monitor the amount of time their children spend online rather than allowing them to roam freely for hours (Behrman & Shields 2010). Also having the computer set up in a family space rather than allowing children to interact with the internet in a private space such as their bedroom is advisable. In addition, parents should teach their children good internet practices such as not giving out personal information online, including real names, addresses, telephone numbers, email addresses, passwords, school location or date of birth (Carr-Gregg 2007, p.30). Carr-Gregg also encourages parents to set parameters for online use and teach children which sites are suitable, and which ones are not. Setting ground rules for online use gives the child boundaries and helps to develop their understanding of what sort of content is appropriate for their use (Carr-Gregg 2007, p.31).

In building a world of endless digital possibilities, it is also important to include children in the process, and to not view them as just 'consumers' of online media, but to realise their potential as the 'producers' and 'contributors' who have helped to shape the internet today (Montgomery 2007, p.222).

These recommendations will go a long way towards minimising some of the digital disadvantages children are currently faced with and nurture their ability to interact with the internet in a way that is safe whilst encouraging their digital abilities (Dixon & Weber 2007, p.247).

CONCLUSION

The internet plays a huge role in the everyday lives of Australian children. "At both ends of the age and access spectrums, girls and boys exhibit a genuine interest and desire to participate in cyber culture" (Dixon & Weber 2007, p.245). Children visit websites for five main reasons: social networking, playing games, watching videos and downloading music, visiting TV websites and to conduct online research (Jigsaw Strategic Research 2010, p.4). While not all activities can be deemed educational, they do contribute to children's overall digital literacy by teaching them basic internet functions such as how to search for a topic of personal interest via an online search engine (Dixon & Weber 2007, p.117).

With statistics revealing that children between six and twelve years are spending up to sixteen hours online each week (Cartoon Network2009, p.17), there is sufficient reason for parents to take a vested interest in their children's online activities. "Further action will be required if we hope to not only protect children, but to empower them to use computer technology effectively and appropriately as tools throughout their lives" (Behrman & Shields, 2010).

Digital literacy education for parents and children will assist children in understanding the negatives of an online world and how to interpret meaning from online content such as marketing and advertising aimed at children (Flanagin & Metzger 2010, p.108). Whilst protecting children from the disadvantages they are faced with in a digital age is important, it must also be considered that it is important to nurture children's participation online in order for the growth of digital media in the future (Montgomery 2007, p.223).

REFERENCES

Behrman, RE & Shields, MK (2000), 'Children and Computer Technology: Analysis and Recommendations', The Future of Children, 10 (2) Fall/Winter, viewed 4 September 2011, http://www.princeton.edu/futureofchildren/publications/journals/article.htm

Best, AL (ed.) (2007), Representing Youth; Methodological Issues in Critical Youth Studies, New York University Press, New York.

Bremer, J (2005), 'The Internet and Children; Advantages and Disadvantages', Child and Adolescent Psychiatric Clinics North America, 4 (3), viewed 5 September 2011, http://www.sciencedirect.com/science/article.htm

Browner, S & Sears, R (2000), Literature and the Internet: a guide for students, teachers and scholars, Garland, New York.

Burt, R (2011), 'The Why and How of Using Facebook for Educators – No need to be friends at all!', The Edu Blogger, viewed 14 October 2011, http://theedublogger.com/2011/05/11.htm

Carr, N (2008), 'Is Google making us stupid?', The Atlantic, viewed 4 October 2011, http://www.theatlantic.com/magazine/archive/2008/07.htm

Carr-Gregg, M (2007), Real Wired Child: What parents need to know about kids online, Penguin Group, Victoria.

Cartoon Network (2009), 'New Generations Research'. Viewed 2 September, 2011.

Cornwell, J (2008), 'Is Technology Ruining Children?', The Sunday Times, 27 April, viewed 4 September 2011, http://women.timesonline.co.uk/tol/life_and_style/women/families/article.htm

Dixon, S & Weber, S (2007), Growing Up Online; Young People and Digital Technologies, Palgrave Macmillan, New York.

Flanagin, A & Metzger, M (2010), Kids and Credibility; An Empirical Examination of Youth, Digital Media Use, and Information Credibility, The MIT Press, London.

Freeman, M & Mathison, S (2009), Researching Children's Experiences, The Guildford Press, New York.

Greenfield, S (2011), 'Modern Technology is changing the way our brains work', Mail Online, 16 May, viewed 4 September 2011, http://www.dailymail.co.uk/sciencetech/article-565207.htm

Haddon, L & Livingstone, S (ed.) (2009), Kids Online; Opportunities and Risks for Children, The Policy Press, Bristol.

Jigsaw Strategic Research (2010), 'The Tween Magazine Category'. Viewed 2 September, 2011.

Livingstone, S (2009), Children and the Internet, Polity Press, Cambridge.

Mesch, G & Talmud, I (2010), Wired Youth: The social world of adolescence in the information age, Psychology Press, Sussex.

Montgomery, K (2007), Generation Digital; Politics, Commerce and Childhood in the Age of the Internet, The MIT Press, London.

Pacific Magazines (2010), 'Tween Tracker Research'. Viewed 2 September, 2011.

Wee Sew, J (2010), 'Beyond Technology; Children's learning in the age of digital culture', Teaching and Teacher Education, 26 (5), viewed 5 September 2011, http://www.sciencedirect.com/science/article.htm

Every tool is a weapon if you hold it right*

The role of social media in the pro-Democratic uprisings of the Arab Spring

Cobie Dellicastelli

ABSTRACT

The digital revolution has seen the dissemination of political messages progress from hand distributed paper pamphlets, to websites and online social media tools. This article will examine the role Twitter and Facebook played as broadcast and logistical tools during the uprisings of the Arab Spring. Specifically, the revolutions in Tunisia in 2010 and Egypt in 2011. This article will also provide a discussion of governments' use of these same social media tools as ant-democratic weapons.

INTRODUCTION
"What time should we be in the streets tomorrow #jan25?" monasosh (monasosh) 21:51:18 Jan 24

In 1999 political scientist Jeffrey Ayres joked that "the Internet has been widely credited with sparking a revolution in everything from consumer shopping habits and the management of stock portfolios to the practice of popular democracy" (p. 132). Ten years later, online social media tools are being praised for the success of popular uprisings across the Arab world. So, were social media tools such as Facebook and Twitter responsible for the revolutions of the 'Arab Spring', or are technological optimists and political activists getting overly excited? This article will briefly review the historical relationship between new media and revolution and examine the role social media played in the Arab Spring, looking specifically at Tunisia at the end of 2010 and Egypt in the beginning of 2011. Finally, this article will contrast and compare how authoritarian governments have responded to their people's deployment of social media tools as weapons of political activism.

REVOLUTION AND NEW MEDIA
"The Tunisian revolution is being twitterized…history is being written by the people! #sidi-bouzid #Tunisia" Gsquare86 (Gigi Ibrahim) 17:28:11 Jan 14

Many observers hold that the impact social media tools have had during the Arab Spring is not unusual and that the emergent press have always been a powerful tool in political uprisings (Sreberny & Khiabany 2001, p. x). In the American and French revolutions, revolutionaries made use of the printing press to publish political pamphlets. In the 1979 uprising that gave birth to the Islamic Republic, activists disseminated their message via audiocassette tape (ibid) and in 1989 photocopy machines were smuggled behind the Iron Curtain to assist in the illegal spread of dissidence (Crovitz 2011; Shirky 2011). In 1962, German philosopher Jürgen Habermas said that the printing press, the original piece of information technology, had helped to democratise Europe by providing a tool for discussion among citizens (quoted in Shirky 2011). Manuel Castells suggests that as communication is responsible for the production of meaning, power relations are "increasingly shaped and decided in the communication field" (2007, p. 239).

In none of the revolutions mentioned above was the emergent technology the catalyst for the uprising. To argue such would constitute "technical determinism [and would] obfuscate the preceding social and political forces at work" (Cottle 2011). This was also the case for the uprisings in Tunisia and Egypt.

BACKGROUND TO THE UPRISINGS
"#jan25 protestor's demands; increase in minimum wage, dismissal of interior ministry, removal of emergency law, shorten presidential term" adamakary (Adam Makary) 10:15:08 Jan 25

In the Tunisian and Egyptian revolutions, social media didn't cause the uprisings, the underlying issues had been there for decades: poverty, high unemployment, high prices, government corruption and extreme class division. The trigger for the Tunisian uprising was the death of Mohamed Bouazizi, a 26-year-old college educated street vendor. In December 2010, after being harassed by police and having his fruit stall destroyed, Bouazizi went to the local government building to complain. When no one would see him, he set himself on fire. In June 2010, 28-year-old blogger Khaled Saeed was pulled from a cybercafé by Egyptian security forces, arrested and beaten to death. Days earlier Saeed had filmed two of the policemen divvying up drugs ceased as part of a police operation. Shortly afterward, Egyptian Google executive Wael Ghonim started the Facebook page 'My Name is Khaled Saeed' to increase awareness of the incident.

There also exists in many Arab nations, specifically Egypt, a culture of young, tech-savvy digital activists. One of the most common critiques of the role of social media in the Arab Spring is that the social media tools employed are largely the domain of younger generations. But what is important to remember about Arab nations is that they have principally young populations. In Yemen, Oman, Saudi Arabia, Jordan, Morocco and Egypt, more than 50 per cent of the population are under 25 (Dubai Press Club 2008 quoted in Ghannam 2011) and of Egypt's 80.5 million population, 65.5 million use mobile phones.

REVOLUTION AND NEW MEDIA
"The Tunisian revolution is being twitterized…history is being written by the people! #sidi-bouzid #Tunisia" Gsquare86 (Gigi Ibrahim) 17:28:11 Jan 14

Social media was used in the Arab Spring as either an organising or logistical tool or as a broadcasting platform (Moore 2011). The concept of a broadcasting platform refers to both communication to other activists and as a replacement for traditional journalism. For social media to be affective in either of these ways, there needed to be a pre-existing culture of digital activism. In Tunisia, there was a strong culture of dissident bloggers and it was, in fact, posts on a popular blog that contributed to the beginning of that uprising (ibid). Jillian York of the Electronic Frontier Foundation (quoted in Moore 2011) said:

> Egypt had longstanding digital activists, who for a long time were using these platforms for their own causes… They already [knew] what they were doing and how to use these platforms for activism, so when the time came, they knew exactly where to turn.

There are a number of features that make social media tools such as Twitter and Facebook perfect for starting a revolution. Firstly, the barriers to access are incredibly low. The technology is not difficult to use and access is inexpensive (in some cases free). All that you need is something with a screen and an internet connection and it's possible to have an immediate impact (Ayres 1999). Chebib and Sohail believe that it is this easy access that has shifted the power from the authorities to regular citizens (2011).

It is what makes social media so perfect for use in revolutions - ease of access and its decentralised model - that also make it difficult for any central authority to control (Grossman 2009). Twitter in particular is difficult for authorities to shut down given it is also accessible via mobile phone, or application (Sollow-Niederman 2010). Yahoo! research scientist Duncan Watts says that social media

tools can create an "instantaneous phase transition" - a fast change that would take much longer without it (Greg 2011 quoted in Chebib & Sohail 2011, p.7). To achieve such change, only a small proportion of the populous need be reached. Scientists at Syracuse University theorized that it would take only ten per cent of the population, connected to social media networks in strategic places to radically change public opinion and behaviours (Howard 2011).

SOCIAL MEDIA AS A BROADCAST TOOL
"Dear people watching Arabs Got Talent, there's a better show going on called Tunisia's Got Freedom. Watch that." Mosaaberizing (Mosa'ab Elshamy) 21:02:46 Jan 14

During the Arab Spring social media tools were used primarily for two types of broadcasting: sharing information between activists and disseminating news to the outside world. In many authoritarian regimes, where the mainstream press is primarily (or wholly) owned or controlled by the government, social media has been used to broadcast news as a substitute for traditional journalism or to assist traditional journalists outside the country to gather and publish news without authoritarian intervention (Crovitz 2011). Blogs have substituted for mainstream journalism under authoritarian regimes for a number of years. Last year, Sreberny and Khiabany wrote that in Iran blogging has become "short-hand" for political expression and journalism (2010, p. vii). During the Egyptian revolution twenty eight per cent of Internet users said they got their news online. This number jumps to sixty three per cent for Egyptians who participated in the uprising (Chebib & Sohail 2011).

The Facebook page 'My Name is Khaled Saeed' started by Wael Ghonim, was shut down by Facebook in early 2011, despite its popularity. A spokeswoman for Facebook said that the page was removed because of a "violation of [Facebook's] terms and not because of contact from any government" however she refused to elaborate on the nature of the violation (Coker, et al. 2011). Shortly afterward another page 'We Are All Khaled Saeed' was created and this one published photographs of Saeed's savagely beaten face post-mortem in opposition to police claims that his death was an accident (ibid). Riyaad Minty, head of social media services at Al Jazeera said that social media, such as this Facebook page made it easier for journalists to locate contacts and interact with one another (Chebib & Sohail 2011).

At the beginning of the Tunisian uprising, government-run media outlets reported that protests consisted solely of criminals looting and vandalising property. It was through sharing videos, pictures and witness accounts that netizens could tell

the truth to the world (Elkin 2011; Zuckerman 2011). In fact, Tunisian bloggers hold that the majority of information broadcast by mainstream journalists outside Tunisia during the uprising came from the independent blog Nawaat that aggregated information from Tunisian Facebook pages (Cottle 2011). Similarly, after Mahmoud Ahmadinejad's suspect victory in the 2009 Iranian election led to an uprising among the Iranian people, the Iranian government put in place a complete media blackout. As a result, International audiences and activists alike turned toward Twitter to stay informed. So important was Twitter to the broadcasting of information that on June 16th 2010 the US State Department asked Twitter to postpone scheduled maintenance to the site to avoid losing such a crucial communication tool at such a critical time (Gaffney 2010).

But the strengths of social media tools are also their weakness. The decentralised model and ease of use by any and all mean that information broadcast can potentially be "chaotic, subjective and totally unverifiable" (Grossman 2009). As noted by Ayres, "[i]mpressions, fears, opinions, and conclusions are all traded equally on the web" (1999, p. 141).

The "We Are All Khaled Saeed" page crossed from broadcasting tool to logistical tool toward the end of January when it was used to organise protests across Egypt, including the focal January 25th protest in Tahrir Square. The day chosen, January 25th was a national police holiday, a direct reference to Saeed's death.

SOCIAL MEDIA AS A LOGISTICAL TOOL
"I still haven't decided from which place I will be tweeting live coverage on #jan25, if you have a suggestion DM me" Gsquare86 (Gigi Ibrahim) 22:26:57 Jan 21

"For any mass movement to take place, a space for communication is needed" (Mainwaring 2011 quoted in Chebib & Sohail 2011). A few decades, or even years ago, these spaces were physical, they were universities, homes, bookshops and the offices of underground newspapers. In the last few years these spaces have become digital. 'Ahmed', an activist interviewed in Tahrir Square, said that planning protests online is much more efficient, and much safer. Meetings held via social media cannot be broken up by police in the same way physical meetings can and those who provide spaces (bookshops owners etc.) cannot be targeted (ibid). Meeting via social media has also allowed activists to more rapidly spread ideas and plans, quickly change strategies and disseminate information almost instantaneously. This has helped activists overcome the "problems historically associated with mobilization" (Sollow-Niederman 2010).

During the Egyptian revolution Twitter and Facebook were used to discuss and implement all aspects of the uprising from the hash-tag to be used to identify revolution related tweets (#jan25), to the colour shirt to be worn, to the direction of supplies and medical assistance to the wounded. There was even a Facebook event asking people to RSVP to the revolution (Idle & Nunns 2011). Wael Ghonim was largely responsible for this. Chebib and Sohail argue that "the revolution was pre-arranged just like the launch of successful brand" (2011).

REACTION OF GOVERNMENTS TO THE USE OF SOCIAL MEDIA
"Back on Twitter via Proxy. Fuck you hosni! #Jan25" 3arabawy (Hossam) 18:34:18 Jan 25

"I said one year ago that the Internet will change the political scene in Egypt and some friends made fun of me:)," . Wael Gnomin, posted this on Facebook on January 27th 2011, one day before he was kidnapped and detained by the Egyptian police for twelve days (quoted in Coker et al., 2011).

Government reactions to online activism generally, and social media specifically have varied across the Arab world. Many have reacted with the traditional force they have used against traditional foes, as was the case in the Egyptian government's arrest of Wael Ghonim and the murder of Khaled Saeed. The Egyptian government didn't know how to react to this new kind of online warfare, so they reacted as they always had, with brute strength. Egyptians were "blessed with a government that didn't know a tweet from a poke" (Morovoz 2011). They completely ignored the online battlefield instead of moving the war to the Internet. The Director of the Tunisian Internet Agency believes that Tunisian leader Ben Ali did not realise the full extend of how the Internet was being used in that nation, and if he had he would have tried to shut it down. (Elkin 2011).

Over the years a number of governments have shut down Internet communication networks to control populations. This happened in Myanmar in 2007, Iran and China in 2009, Tunisia in 2010 and Egypt in 2011 (Rhoads 2011). But governments can never afford to do this for very long because of the economic implications. When the Egyptian government blocked the Internet on the second day of protests, they left a connection open so that the Egyptian stock exchange could continue to operate (Elkin 2011). Other nations have made crude attempts to block access to communication networks that have either backfired or simply been circumvented.

Egyptian protesters were prepared for the government's attempt to blockade social media and had collected thousands of follower's email addresses in advance. When Twitter went down, they communicated via bulk email. They also had a Twitter

account set up by supporters in Lebanon collecting messages sent via voicemail and aggregating these for distribution to the outside world (Chebib & Sohail 2011). At this time Google launched an application called 'Speak2Tweet' which allowed users to leave voicemails that were posted directly to Twitter (Crovitz 2011). In Bahrain, when the government banned Google Earth in an attempt to hide a map that showed the extent of the royal family's land holdings, the result was a dramatic increase in the number of citizens who were aware of the map (Shirky 2011).

Andrew Keen has argued that all media technologies can be subverted for use by the political establishment and he points to Stalin's use of television and the Nazi's use of radio as examples of this (2009). Certainly other Arab nations have been quick to realise the value of social media tools as weapons. In Iran in 2009 the government used Twitter to track and collect information on activists and infiltrate and spread dis-information (Grossman 2009). In Bahrain, the government used Twitter to spread propaganda and discredit the medium (ibid). In contrast, Langdon Winner's (1980) theory of technology suggests authoritarian use of social media was doomed to fail due to the political properties intrinsically contained in the technology. A complement to social determinism, Winner's theory holds that some technologies have politics. In this case, social media is intrinsically democratic and its use as a tool for authoritarian control would always have been unsuccessful.

No matter the outcome of the uprisings of the Arab Spring, it is clear that governments now view social media as a weapon with which they must engage. When Egypt's interim Prime Minister stepped down, the announcement was not made by press release, or on television broadcast but as a post on Facebook (Bossone 2011) and since 2009 Iran's Revolutionary Guard have been forcibly drafting internet-savvy youth (Leyne 2010).

CONCLUSION
"Good morning Egypt! Today you are free!:) #jan25" Sandmonkey (Mahmoud Salem)
09:14:10 Feb 12

An activist in Tahrir square said "we use Facebook to schedule the protests, Twitter to coordinate, and YouTube to tell the world" (quoted in Chebib & Sohail 2011). Social media tools don't cause or create revolutions, but they can provide the means to make them happen, and make them happen more rapidly. The popular uprisings of the Arab Spring, specifically those in Egypt and Tunisia in the later part of 2010 and early part of 2011 would not have happened so rapidly without the use of Facebook, Twitter and YouTube to broadcast news across the country and to the outside world and as tools for the planning and management of logistics. The

role of social media tools may not have been so large in the political uprisings of the Arab Spring had the populations of these countries not been predominately young, and relatively tech-savvy. Social media didn't cause or create the revolutions of the Arab Spring, but they did "strengthen civil society and the public sphere" (Shirky 2011) to a point where revolutionary goals could be realised.

REFERENCES

Ayres, J. M., (1999), "From the Streets to the Internet: The Cyber-Diffusion of Contention" in The ANNALS of the American Academy of the Political and Social Science, Vol. 566.

Bossone, A., (2011), "Social Media's Influence on Revolution" in National Geographic, 14 March, available online, URL: http://newswatch.nationalgeographic.com/2011/03/14/social_media_influence_on_revolution/ (accessed 30 August 2011).

Castell, M., (2007), "Communication, Power and Counter-power in the Network Society in International Journal of Communication Vol. 1.

Chebib, N. K. and Sohail, R. M., (2011), "The Reasons Social Media Contributed to the 2011 Egyptian Revolution", in Computer Science Journal, Vol 2. No. 3.

Coker, M., Malas, N., and Champion, M., (2011), "Middle East Google Executive Emerges as Key Figure in Revolt" in The Wall Street Journal Online, 7 February.

Cottle, S., (2011), "Media and the Arab Uprisings of 2011: Research Notes" in Journalism, Vol. 12, No. 5.

Crovitz, L. G., (2011), "Egypt's Revolution by Social Media" in The Wall Street Journal Online, 14 February.

*DiFranco, A., (1993), My IQ, Righteous Babe Music.

Dubai Press Club, (2008), Arab Media Outlook 2008-2012, available online, URL, http://www.pwc.com/gx/en/entertainment-media/pdf/arabmediaoutlook.pdf (accessed 13 September 2011).

Elkin, M., (2011), "Exclusive: Tunisia Internet Chief Gives Inside Look at Cyber Uprising" in Wired, 28 January, available online, URL: http://www.wired.com/dangerroom/2011/01/as-egypt-tightens-its-internet-grip-tunisia-seeks-to-open-up/ (accessed 30 August 2011).

Ghannam, J., (2011), Social Media in the Arab World: Leading up to the Uprisings of 2011, 3 February, available online: URL: http://cima.ned.org/publications/social-media-arab-world-leading-uprisings-2011-0 (accessed 29 August 2011).

Greg. (2011), Social Media and Revolution, 9 February, available online, URL: http://www.digitaltonto.com/2011/social-media-and-revolution (accessed 16 March 2011).

Grossman, L., (2009), "Iran's Protests: Why Twitter is the Medium of the Movement" in Time, 17 June.

Habermas, J., (1962), The Structural Transformation of the Public Sphere, Germany: Polity Press.

Howard, P., (2011), "The Upside Downside of Social Media" in Reuters, 23 August, available online, URL: http://blogs.reuters.com/great-debate/2011/08/23/the-upside-downside-of-social-media-protests/ (accessed 30 August 2011).

Idle, N. and Nunns, A. (Eds), (2011), Tweets from Tahir, New York: OR Books.

Keen, A., (2009), "Social Media and the Internet Do Not Spread Democracy" in The Telegraph, 18 August, available online, URL: http://www.telegraph.co.uk/technology/social-media/6049066/Social-media-and-the-internet-do-not-spread-democracy.html (accessed 30 August 2011).

Leyne, J., (2010), "How Iran's Political Battle is Fought in Cyberspace" in BBC News, 11 February available online, URL: http://news.bbc.co.uk/2/hi/8505645.stm (accessed 30 August 2011).

Mainwaring, S., (2011), Exactly What Role Did Social Media Play in the Egyptian Revolution?, 14 February, available online, URL: http://www.fastcompany.com/1727466/exactly-what-role-did-social-media-play-in-egyptian-revolution.html (accessed 16 March 2011).

Moore, J., (2011), "Social Media Day: Did Twitter and Facebook Really Build a Global Revolution" in The Christian Science Monitor, 30 June.

Morovoz, E., (2011), "Smart Dictators Don't Quash the Internet: Mubarak Had No Idea How to Counter the Power of Social Media. China, Russia and Iran Know Better" in The Wall Street Journal Online, 19 February.

Rhoads, C., and Fowler, G. A., (2011), "Egypt Shuts Down Internet, Cellphone Services" in The Wall Street Journal Online, 29 January.

Shirky, C., (2011), "The Political Power of Social Media" in Foreign Affairs, January/February 2011, available online, URL: http://www.foreignaffairs.com (accessed 29 August 2011).

Solow-Niederman, A. G., (2010), "The Power of 140 Characters? #IranElection and Social Movements in Web 2.0" in Intersect, Vol. 3, No. 1.

Sreberny, A. and Khiabany, G., (2010), "Introduction" in Blogistan: The Internet and Politics in Iran, London: I. B. Tauris & Co. Ltd.

Winner, L., (1980), "Do Artifacts Have Politics", Daedalus, Volume 109, No. 1.

Zuckerman, E., (2011), "The First Twitter Revolution" in Foreign Policy, 14 January, available online, URL: http://www.foreignpolicy.com/articles/2011/01/14/the_first_twitter_revolution (accessed 30 August 2011).

Will newspapers survive in the digital age?

Kokkai Ng

ABSTRACT

The slow, impending death of newspapers has long been mooted. Research has shown that readers and advertisers, two main sources of income, are increasingly heading online, with reasons such as a quicker delivery and accessibility being cited. Statistics corroborate such a view, illustrating gradual readership declines. Several smaller newspapers have closed already. With such a bleak outlook on their future, how will newspapers cope in the digital age? Will any of them survive, and if so, what will become of them? Through a combination of industry reports, expert commentary, and news articles, this article critically examines how newspapers have adjusted and emerged from this situation. The various methods influential broadsheets like The New York Times have employed are explored, along with business practices and editorial strategies that can be adopted as we enter the digital age. A brief, ideological view of the future is also presented, taking the optimistic view that newspapers will exist, albeit in a different form.

KEYWORDS

Newspapers, Death, Rebirth, Digital, Media, News

THE DEATH OF NEWSPAPERS

"I don't read the newspaper these days," says Travis Teo, 24. The Singaporean, a broadcast journalist, keeps up to date with current affairs by following the Facebook and Twitter accounts of a range of newspapers like local metro Today and influential American broadsheet The New York Times. He still reads the newspaper occasionally, viewing it as an analytical supplement, and also because work requires him to. "I spend a considerable amount of time on social media websites these days anyway, it saves me time – it's like killing two birds with one stone" (T Teo 2011, pers. comm., 13 September).

Teo is just one of an increasing amount of young Singaporeans – and people worldwide – who ingest news through non-traditional methods. The numbers match up too: statistics from the Newspaper Association of America (cited in Varian 2010) show sales of the newspaper have been in decline since the late 1980s.

In the United Kingdom, newspaper readership has fallen by five million in 15 years (Brook 2007). The severity of the situation is highlighted by a scandal in America involving four metro newspapers, who had reportedly inflated their readership numbers to keep up appearances (Journalism.org 2005, cited in Cokley 2005).

Figure 1.0: Daily newspaper circulation in the USA since 1950 (Varian 2010)

Conversely, there has been a rise in viewers on non-traditional channels like the internet. Recent data from the Pew Research Center (cited in Varian 2010), an American think tank, corroborates this point: In Figure 2.0, a rising orange line from 1999–2009 demonstrates how people are gradually utilising the internet as a source of news. The numbers for newspapers, in light blue, does not look promising – a deflating line in light blue provides a stark contrast.
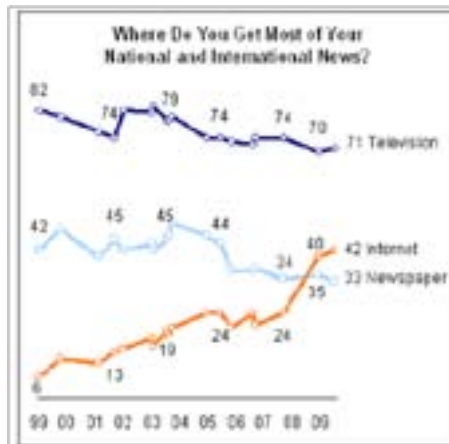

Figure 2.0: Where do you get most of your national and international news? (Pew Research Center, n.d., cited in Varian 2011)

Some analysts rate this decline terminal. Jeffrey Cole, director of the Center for Digital Future at the University of Southern California, predicts that newspapers have only "20 to 25 years" to live (Vanacore 2009). It is a damning prophecy for newspapers, who have served proudly as society's traditional gatekeeper of information. Besides news reports, 'information' here would also include advertising and classified listings, two declining sources of income for newspapers. Advertising revenue for American newspapers fell by 26% from 2004 to 2008, as a result of plummeting readership figures. On average, the industry derives around 57% of revenue from advertising, although in certain countries like the United States of America, the reliance is as high as 87% (OECD 2010, pp. 35-37). Advertisers, like readers, are increasingly migrating to the internet, which offers the attractions of lower costs, better organisation and management of content. One such competitor is Craigslist.org – the fifth-most visited website on the internet allows one to post a classified listing for free (Gillin 2006a, Gillin 2006b).
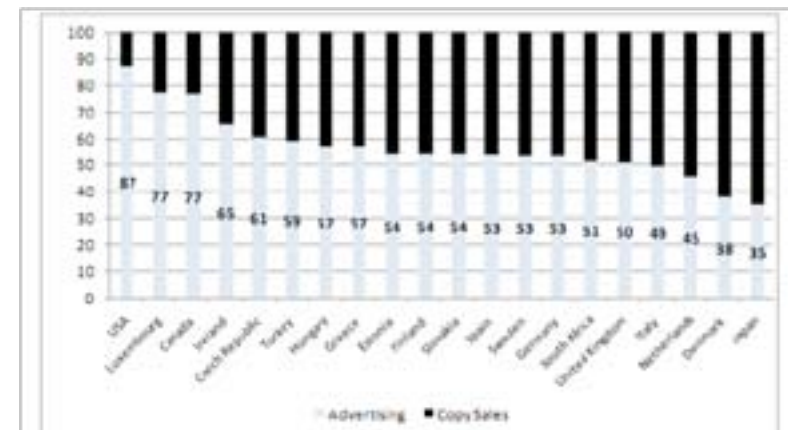

Figure 3.0: Contribution of advertising and copy sales to paid-for daily newspaper revenues, in per cent, 2008 or latest year available (OECD 2010, p. 35)

These perceived benefits in costs, organisation and management of content are also key reasons in explaining the readership decline. Whereas information was once scarce and costly to disseminate, the development of the internet – social networking websites, search engines and self-publishing tools in particular – has resulted in a barrage of information. Reading news online is now considered the third-most popular activity to do on the internet, after checking email and searching for information (Pew Internet and American Life Project, cited in Varian 2010). Links to free news reports can often be accessed on microblogging websites like Twitter, which also allow one to curate a personalised news feed. Essentially, users

can choose which newspapers to follow, or a specific area that is of interest (e.g. sports and fashion).

Figure 4.0: Typical daily internet activities of adult Internet users (Pew Internet and American Life Project, cited in Varian 2010)

Major developments in mobile communication have also contributed to the decline. The spread of 3G wireless networks, combined with easily obtainable portable hardware like the Apple iPhone and iPad, have made it practical to read news on the go. The relatively small physical size of these devices works against newspapers, which can at times be unwieldy to handle on crowded, moving transport. The usage of microblogging websites has been increased exponentially – one is able to follow live updates of a major event on Twitter now. When a devastating earthquake struck Sichuan, China back in 2008, citizen journalists on Twitter reportedly beat newspapers in reporting the disaster (Williams 2008).

The declining readership can also be put down to natural causes – the death of people. Cole (quoted in Ives 2008) explains that "[w]hen an offline reader of a paper dies, he or she is not being replaced by a new reader." A replacement reader would be in the form of a young adult, aged 12-17. Statistics demonstrate that a large proportion of this age group are choosing the digital avenue: 62% accessed news online, with numbers reaching 77% during special events like political elections (Pew Research Center, cited in Bunz 2010). Only half as many, compared to those over 65, read the printed newspaper.

Finally, one can also point to an outdated business model as a cause. Newspapers are typically large operations, consisting of large numbers of editorial staff

creating proprietary content. Circulation operations also have to be maintained, to distribute the newspaper and advertise for new readers. Throw in a printing press, and a newspaper can easily have hundreds of salaried employees. While clearly expensive, it was necessary because there was no other way to distribute information. Results were also largely profitable and predictable once a newspaper had a critical mass of readers.

That has changed now – Web 2.0 has demolished these high barriers of entry. In October 2006, Digg.com, a popular news aggregation website, surpassed The New York Times in terms of daily website traffic. It is quite an achievement, especially when you take into account Digg had only 15 employees at that time (Gillin 2006b). Globalvoicesonline.org, or Global Voices, is a collection of international news stories, written, translated, and edited by citizen journalists based worldwide. Public opinion is increasingly being shaped by a range of voices, and not dictated primarily by journalists (OECD 2010, p. 58). Platforms like Blogger and Wordpress have made it easy to set up and publish a blog – anyone can write an opinion column now, competing for eyeballs with newspapers.

With a myriad of factors working against newspapers, we might see half of them gone in a decade. Some may merge with others, some might go entirely online. Will any of them survive, and if any do, what will they look like?

THE REBIRTH OF NEWSPAPERS

Accounting firm PriceWaterhouseCoopers (cited in Ryan 2009) believes the scenario described above will remain hypothetical. They describe this sounding of the death knell as premature and "exaggerated", claiming a recovery may happen as soon as 2012. Latest research figures appear to back this stance up: Australian newspapers have shown a steady recovery over the past year. Prominent publications like the Sydney Morning Herald, Australian Financial Review, The Australian and The Age all saw slight increases in readership from June 2010 to June 2011. The Daily Telegraph saw a decrease however (Roy Morgan 2011).

Knight's (2001) research on Australian newspapers suggests that the decline The Daily Telegraph saw is linked to how useful it is viewed. The Sydney Morning Herald, Australian Financial Review, The Australian and The Age ranked 1st, 2nd, 4th, and 12th in terms of quality respectively, when evaluated by foreign correspondents based in Australia. The Daily Telegraph was ranked 19th, which suggests people may still be willing to pay for perceived quality in a newspaper. Newspapers cannot rest on their laurels however, and according to PriceWaterhouseCoopers (2009),

the key to survival is to adapt to the constantly evolving landscape of the digital age.

It is evident that readers have already started interacting with newspapers through non-traditional outlets (Nielsen 2010). Reading the news using modern technologies provides a different experience from a printed copy. A reader who owns a smartphone might scan the headlines appearing in his RSS feeds in the day. He might also choose to receive mobile alerts, follow live updates on Twitter, and follow up on all that by watching a video on the website in the evening. Newspapers can diversify how they disseminate news by embracing these new technologies. A simple account of a major event will not do. Technology of the day, like smartphones, RSS feeds, blogging platforms, social networking and video sharing websites can be leveraged on to deliver additional content.

One blogging platform with potential that has largely been untapped is Tumblr. Popular with young, female adults aged 18-24, the website is experiencing exponential growth in traffic – Nielsen (2011) tips it as an "emerging player in social media". Blog posts are highly visual, but it is also capable of text, audio and video posts – making it suitable for a lifestyle-related section of a newspaper. The New York Times maintains a "tumblog" at tmagazine.tumblr.com, posting on fashion and style. Niche areas like these have been identified as a way for newspapers to maintain a readership (PriceWaterhouseCoopers 2009, p. 33). A variety of ways to create a post also sets it apart – one can even call a number to record an audio

Figure 5.0: Tumblr offers users a variety of ways to create a post (Tumblr 2011)

post. The ability to sync posts with leading platforms like Facebook and Twitter , coupled a user base comprising of the next generation of readers, makes it an option worth exploring further.

New communication channels like Tumblr, Facebook and Twitter have changed the way newspapers and their readers interact. Communication is no longer unilateral, but "interactive and multi-directional" (OECD 2010, p. 52). The digital audience prefers to respond to what they see, to have a say in the creation of the newspaper. Newspapers can exploit comments and feedback to their advantage by tailoring content offerings accordingly. The sheer amount of information readily available means readers will increasingly strategize the time they spend on the internet – searching only for specific content that meets their needs (Halarnkar 2009).

This content is likely to remain free in the short term, although more newspapers may implement paywalls in the future. While online advertising revenue is on the rise, it does not make up a significant portion of revenue currently – online advertisements contribute only 10% of all advertising revenue (Ives 2008, Pérez-Peña 2010). A newspaper that solely offers free content online is unlikely to be sustainable in the years ahead. Rupert Murdoch, founder of News Corporation, sums it up by stating that "quality journalism is not cheap and an industry that gives away its content is simply cannibalising its ability to produce good reporting" (quoted in Collerton 2009).

From Murdoch's quote, one can infer that newspapers need to first distinguish themselves from the free market by offering compelling and current content across multiple platforms – only then can they consider adopting an online subscription
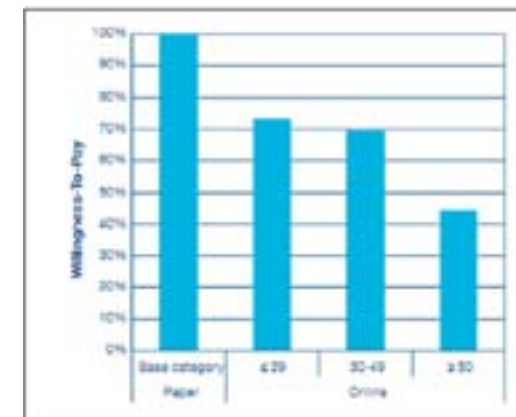

Figure 6.0: Willingness to pay for general news online compared to paper, by age group (PriceWaterhouseCoopers 2009, p. 21)

model. This might fly in the face of those who believe readers will always choose free content, but research from PriceWaterhouseCoopers (Figure 6) reveals that younger readers are increasingly willing to pay for news online, at 62% of the stand price of a newspaper (2009, pp. 20-21).

The New York Times provides one largely successful implementation of a metered paywall. Former editor Bill Keller (2009) believes that "[t]he law of supply and demand suggests that the market will find a way to make the demand pay for the supply". They first introduced one in 2005 for TimesSelect, an opinion section, but disabled it after a drop in readership and complaints from its columnists. When a second paywall was implemented in March 2011, there was again a barrage of scepticism. There was a marked difference this time though – readers would be allowed to access 20 articles for free, only after which the paywall came into effect (Mirkinson 2011). The target was to amass 300,000 paying subscribers after a year, but by July 2011, they found themselves garnering 224,000. After adding in 57,000 Kindle and Nook users, and another 100,000 sponsored by Ford, The New York Times had close to 400,000 paying subscribers (Mnookin 2011).

While a successful experiment, this might not yet be enough to keep The New York Times afloat. The paywall is expected to generate around US$34 million in revenue, and digital advertising earns about US$350 million – but all of this pales in comparison to the $2.4 billion in total revenue the parent company earned in 2010 (Doctor 2011, Salmon 2011, The New York Times Company 2011). This suggests that a hybrid newspaper – with both online and print offerings – will become the way to go in the current climate.

THE FUTURE OF NEWSPAPERS

The printed newspaper may die eventually as readers and advertisers go online, but there will always be news – these may simply be delivered on different, faster platforms. Nick Bilton, of The New York Times research and development lab, envisions avatars reading to us, interactive boxes that print out a customized newspaper, or smart sensors in them (cited in Singel 2009). Readers may find themselves increasingly involved in reporting, and the role of editors may resemble that of community moderators. Newspapers will be reborn, around the concept that information is cheap and readily available. In the face of changing technology, what medium they will eventually reappear in remains to be seen.

For the foreseeable future, established newspapers like The New York Times, along with those in a niche market will survive with an established, loyal readership.

Online growth will offset offline decline. Local and smaller operations like tabloids may dwindle in numbers. The world may go from having thousands of publications, to just a few hundred, perhaps published only on weekends, leaving just 15 or 20 "superpapers" still published daily. In a casual conversation, when one poses the question "Have you read the news lately?", it will increasingly refer to the websites and social media accounts of newspapers. The realm of newspapers and information will be a more diverse, dynamic landscape. It will be exciting, and let us hope we will all be around to see it.

REFERENCES

Brook, S. (2007). Paper readership dips 5m in 15 years. The Guardian. Retrieved 13 September 2011, from http://www.guardian.co.uk/media/2007/dec/21/pressandpublishing.

Bunz, M. (2010). Teens prefer reading news online to Twitter. The Guardian. Retrieved 13 September 2011, from http://www.guardian.co.uk/media/pda/2010/feb/04/pew-research-teenagers-online-behaviour.

Cokley, J. (2005). The financial importance of audience involvement for media survival. Paper presented at the Journalism Education Association Conference, Gold Coast, 29 November – 2 December, 2005.

Collerton, S. (2009). Charge or die, online news services told. Australian Broadcasting Corporation. Retrieved 15 September 2011, from http://www.abc.net.au/news/2009-08-07/charge-or-die-online-news-services-told/1382226.

Doctor, K. (2011). New York Times digital transition: Worth $34 million annually (and counting). Retrieved 15 September 2011, from http://newsonomics.com/new-york-times-digital-transition-worth-34-million-annually-and-counting/.

Gillin, P. (2006a). Newspaper death spiral has begun. B to B, 91(17), 10.

Gillin, P. (2006b). The coming collapse and rebirth of newspaper journalism. Retrieved 13 September 2011, from http://future-of-journalism.blogspot.com/2006/12/commentary-coming-collapse-and-rebirth.html.

Halarnkar, S. (2009). The rebirth of the newspaper. Hindustan Times. Retrieved 14 September 2011, from http://www.hindustantimes.com/The-rebirth-of-the-Newspaper/Article1-432263.aspx.

Ives, N. (2008). The newspaper death watch. Advertising Age. 79(17).

Journalism.org. (2005). Newspapers. The state of the news media 2005. Retrieved 15 September 2011, from http://stateofthemedia.org/2005/newspapers-intro/.

Keller, B. (2009). Talk to the newsroom: Executive Editor. The New York Times. Retrieved 15 September 2011, from http://www.nytimes.com/2009/01/30/business/media/02askthetimes.html?hp=&adxnnl=1&pagewanted=all&adxnnlx=1315987490-JDfuMacHruMHPGBYiRJfnw.

Knight, A. (2001). Australian based foreign correspondents and their sources. eJournalist. 1(1). Retrienved 17 October 2011, from http://www.ejournalism.au.com/ejournalist_v1n1.htm.

Mirkinson, J. (2011). New York Times paywall launches. The Huffington Post. Retrieved 15 September 2011, from http://www.huffingtonpost.com/2011/03/17/new-york-times-launches-p_n_837053.html.

Mnookin, S. (2011). The kingdom and the paywall. New York Magazine. Retrieved 15 September 2011, http://nymag.com/news/media/new-york-times-2011-8/.

The New York Times Company. (2011). The New York Times Company reports 2010 fourth-quarter and full-year results. New York: The New York Times Company. Retrieved 15 September 2011, from http://phx.corporate-ir.net/phoenix.zhtml?c=105317&p=irol-newsArticle&ID=1523835&highlight.

Nielsen. (2010). Nine million Australians now interacting via social networking sites: Nielsen. Sydney: Nielsen. Retrieved 22 August 2011, from http://www.nielsen-online.com/pr/social_media_report-mar10.pdf.

Nielsen. (2011). State of the media: The social media report Q3 2011. New York: Nielsen. Retrieved 14 September 2011, from http://blog.nielsen.com/nielsenwire/social/.

OECD. (2010). The evolution of news and the internet. Retrieved 13 September 2011, from http://www.oecd.org/dataoecd/30/24/45559596.pdf.

Pérez-Peña, R. (2010). It's official: 2009 was worst year for the newspaper business in decades. The New York Times. Retrieved 15 September 2011, from http://mediadecoder.blogs.nytimes.com/2010/03/24/its-official-2009-was-worst-year-for-the-newpaper-business-in-decades/.

PriceWaterhouseCoopers. (2009). Moving into multiple business models: Outlook for newspaper publishing in the digital age. M. Fenez & M. van der Donk (Eds.). Hong Kong: PriceWaterhouseCoopers. Retrieved 14 September 2011, from http://www.pwc.com/en_GX/gx/entertainment-media/pdf/NewsPaperOutlook2009.pdf.

Roy Morgan. (2011). Roy Morgan Readership estimates for Australia for the 12 months to June 2011. Melbourne: Roy Morgan Research. Retrieved 14 September 2011, from http://www.roymorgan.com/news/press-releases/2011/1402/.

Ryan, P. (2009). Online news no death knell for newspapers, report says. Australian Broadcasting Corporation. Retrieved 13 September 2011, from http://www.abc.net.au/news/2009-08-10/online-news-no-death-knell-for-newspapers-report/1384864.

Salmon, F. (2011). The New York Times paywall is working. Columbia Journalism Review. Retrieved 15 September 2011, from http://www.cjr.org/the_audit/the_nyt_paywall_is_working.php.

Singel, R. (2009). Times techie envisions the future of news. Wired. Retrieved 15 September 2011, from http://www.wired.com/epicenter/2009/03/the-future-of-n/.

Tumblr. (2011). Goodies. Screen capture. Retrieved 15 September 2011, from http://www.tumblr.com/goodies.

Vanacore, A. (2009). Survey: 22 pct of internet users ditch newspaper. Associated Press. Retrieved 21 October 2011, from http://www.physorg.com/news160276435.html.

Varian, H. (2010). Newspaper economics: online and offline. PowerPoint presentation. Retrieved 13 September 2011, from http://www.ftc.gov/opp/workshops/news/mar9/docs/varian.pdf.

Williams, M. (2008). Did Twitter beat media with earthquake news? PCWorld. Retrieved 16 September 2011, from http://www.pcworld.com/businesscenter/article/145923/did_twitter_beat_media_with_earthquake_news.html.

Is microblog changing the way we read news?

Mina Yizhen Wang

ABSTRACT

After the first strike launched by digital newspapers and online magazines, newspapers are facing their second confrontation with microblogs. Other than social media like Facebook and Renren, microblogs created new paradigm of journalism, for instance, official microblogs of newspapers and citizen journalism, which resulted in large exposure and the ability to conveniently search for all kinds of news. Through microblogs, news is reached instantly and conveyed faster, which leads to the phenomena of mass media following microblogs. On the other hand, microblogs brought some drawbacks, such as repeatedly questioning and verifying the credibility of news. This article focused on the new mode of news reading created by microblogs, and the positive and negative effects of it. Using China`s first popular microblog, Weibo, as a key example, the article drew its conclusion based on two case studies, and theories from social networks and digital media. The findings indicated that microblogs might not be a direct replacement of journalism, but have definitely changed the news reading habits among microblog users to 'microblog first, newspaper second'. Consequently, exploitation of the microblog market is essential for professional journalism corporates.

KEYWORDS

Microblog, Weibo, Digital Media, Citizen Journalism, Newspaper

INTRODUCTION

The method and media for news reading keeps changing. In old times, people read news from hard copy newspapers. When TV was invented, it became another media for news. Newspapers and TV both played the role of passive media in one direction. In this digital era, online newspapers and mobile newspapers have changed peoples` reading habits. People no longer need to buy hard copy newspaper for news, no need to wait utill 7:00 pm for TV news, either. They can browse the website or just take out their mobiles, click for search, and get the instant information. Since Apple Inc. introduced the new technology of media, as iPhone and iPad being released and popularly used, news are available at almost anytime and anyplace. For example, people need space for reading newspaper on subway, as the page size of newspaper is large and scrolling pages on subway is annoying and inconvenient. New technology can avoid these drawbacks. The digital reading devices are small and high-tech, easily scrolling pages. They contain unlimited news from the internet. A large number of apps of newspapers can be downloaded to iPhone and iPad which is a convenient and professional way to replace hard copy newspaper.

Thanks to the development of new technology, people can use microblogs anytime and anywhere, by computers and mobiles, by 3G and Wifi services. With its unlimited information content, microblogs might definitely changed the news reading habits among microblog users, a severe second strike on hard copy newspaper. People who are microblog users will no longer check news from newspapers every day, they might firstly get news from microblogs and then search for the details of the news they are interested in. Actually, they might even become a common citizen journalist who post news event with photos and texts, though unprofessional. This news reading habit combines both the new technology and new mode of online journalism, for example, citizen journalism, official microblogs of newspaper, etc. With the advantages`of fast spread and multi-angles reporting, microblogs bring a way of reading news more comprehensively and instantly.

MICROBLOGS IN CHINA

Since Twitter got forbidden in Chinese Inland, Sina Corporate released one kind of microblog service, Weibo, in 2009 to replace it. Weibo has basically duplicated the functions from Twitter, with 140 Chinese characters limitation for each post, added some functions of uploading pictures and videos, as well. It was designed for people to see pictures and videos in convenient ways, direct zooming in, no need to open a new page. Weibo is now the most popular microblog service of the major four competitors in inland China, Hong Kong and Taiwan, as well. The basic users of Weibo are people from 15 to 40 year old, majorly young people, and most of the elder age users are from creative industry.

As Twitter`s strategy is 'What`s happening?', Weibo has made the same strategy. Being used for social communication, it provides a public platform for people to connect with each other. All social relations in the network society remain inextricably bound up with units and physical environments (Dijk 2006). It also works for Weibo. The bonds between Weibo users are close and cross, which assure information spread in a wide range. Besides personal communication, group communication, Weibo works for news and information transmission. Microblog service is the easiest way to conduct real-time communication between

netizens. Netizens can reply the news instantly after it happened, and can get real-time feedback from bloggers or other microblog account, eg: official microblogs of newspapers.

News reading on microblog is an inevitable trend for microblog users as they spend much time surfing on it. 2010 witnessed a boom of microblog users in China. They make use of every bit of time to refresh Weibo, on the way to work, way home, lunch break, etc. During refreshing, news comes up to them continuously and repeatedly.

'NEWS' MICROBLOGS

Microblog supports simultaneous communication on news reading. Readers can have interaction with news posters to verify the news or get more information of the news. There is huge amount of news on microblog, more than on one hard copy of newspaper. People will reach the news on Weibo far more instant than people read news from mass media.

Carr (2008) mentioned that the way of reading has changed, people tend to browse short articles rather focus on long pieces of writing now. 140 Chinese characters limitation of Weibo just adapts this changing tendency of reading habits. Though 140 Chinese words can contain more information than 140 English letters limitation of Twitter, news posts on Weibo can not include all information of one news release. Thus, news posts are presented in short articles version for people to browse. Different news publishers choose different ways to transmit the information in the limited words. Certain methods are also given for people to get the full version of the news articles which they are interested in knowing more about.

OFFICIAL MICROBLOG ACCOUNT

Chinese newspaper normally would create an official microblog account on Weibo, for example, People`s Daily, Southern Weekend, iWeekly, etc. Basically, newspaper would create more than one official microblog account, for different categories. As People`s Daily, it has serveral Weibo accounts for politics, economics, society, hotspot, forum, etc. People`s Daily even created its own microblog service, called People`s Microblog, based on its official website. The 'follow' function on microblog renders people to choose their interest of reading. Thus, people can filter the pages they do not want to read, for instance, advertising pages. On the other hand, newspapers can reach their target audience more accurately, for their followers are also their loyal customers.

However, for people not interested in politics or economics, they might not follow newspapers of these kinds. That is, they might have a narrow and limited news view.

PROFESSIONAL JOURNALISM

Personal Weibo accounts of professional journalists are booming. More and more professional journalists create their Weibo page to post news releases, and more certain news commentary. Famous journalists have numbers of followers. For example, Kejiong Xuan, the well-known journalist from Shanghai Media Group (SMG), is followed by around 100,000 people on Weibo. He writes reports about social problems mainly, natural disasters, accidents. He appears in the first time when problem happens. Thus, netizens who talk about him will say "Where there is tragedy, there is Kejiong Xuan", "The biggest tragedy would be seeing Kejiong Xuan standing in front of your door gate". Weibo of professional journalists, as Kejiong Xuan, ensure that news can go the round of society rapidly and enormously. Once the microblog users followed these professional journalists, they would not miss the important events happened presently. Rather than searching initiatively for what is happening, they are confronted passively with news they are interested in or they need to know. Also, with the strong searching function of microblogs, the users still can find the information directly by key words. They just have more chances to know about the information and news which will come up every time by refreshing. Events and accidents are reported on live on Weibo. Thus, people can trace the conditions of accidents and event news.

Professional journalists will post news commentary frequently, works as the opinion leader, which might possibly have bad influence on netizens, changing their attitude towards wrong opinion. And what is fresh in China is that journalists would have violent controversy and debate on Weibo. Netizens would join the debate by commenting on the pages of the journalists. With hot temper, they might comment fierce statement, more violently, personal insult.

CITIZEN JOURNALISM

When Japan Earthquake happened in March 11, 2011, news of this natural disaster was full of newspaper, TV screen and the Internet. It was official news, reporting the basic background of the earthquake and the aftermath. At that time, people

were worried about the nuclear leakage. News from the mass media could not satisfied people, for it stated that there were no more severe consequence and damage after the first leakage of nuclear. The news also stated that China would face just slight influence from this damage and no further protection should be taken, for the ingredient of nuclear in air was under standard line. The one direction media repeated these announcements on TV News every day for around a month. Citizens were confused at that time. They need more detailed and refreshed news about the aftermath. Citizen journalism on Weibo stood out. Weibo users who were in Japan at that moment were acting as citizen journalists, they posted tens of pieces of news on Weibo every day, contain content from Japanese local news, to personal feeling of the smell of air. These posts were spread instantly in huge numbers.

In 2010, a severe conflagration happened on the 10th floor of a high-rise building at Jinan district, Shanghai. The fire began at 2:00 pm. Microblog users near the building took photos of the fire scene and posted on Weibo instantly, earlier than journalists. Professional journalists saw the photos through Weibo and knew about this accident, before they came to the scene. The photos and description of the conflagration were spread rapidly and widely. Netizens on Weibo, especially citizens of Shanghai were following the accident. Many netizens dropped their work and went to the scene to take photos and posted on Weibo. They acted as journalists initiatively and reported the instant condition of the accident. I saw the building, the fire and smoke directly through the French windows of the agency building and took photos to upload on Weibo. For the whole afternoon, the photos of conflagration were full of the screen of Weibo. When I got back home around 7:00 pm, my parents still did not know about the accident. If I did not tell them, the first channel for them to know the news would be TV News in the evening. That is to say, microblogs are far more instant than mass media in spreading news.

Besides, citizen journalism can ensure that the news is reported in several angles. They can write about their area of expertise, more insightfully, with various angles. That is to say, people are no longer receiving the news from the government or news agency passively in one angle. According to China`s condition of propaganda which is normally one direction and one-sided with covering up the truth, citizen journalism might help Chinese citizens to reach the truth. It is normal that Chinese government will conceal some events and news from the public, which will not be reported by via mass media. But nowadays, many citizen journalists from common people will post the event with photos on microblog which evoke large transmission. The mass media will report these events after it got popular on microblogs. Some professional journalists even find news materials on microblogs.

For mass media, microblog changed the way of news reporting, the first person came to the scene for reporting is no longer the professional journalist, common citizen instead. Common citizen who is around the event scene takes pictures of the event and upload in a post with description less then five sentences, in an unprofessional way.

NEW MODES OF NEWS READING

First, Links. Official microblog of newspaper and professional journalists always add a link which can lead the reader to the whole content of the news release on the official website of the news agency. Since the 140 Chinese words limitation on Weibo, news report can not be crushed into one piece of post on microblog. Thus, summarizing the basic information of the news with a whole content link is the way for news agency and journalists. In this way, reader can browse the news posts quickly and choose the ones they are interested in. Click the link attached on the post, they then read the whole page. These pieces of news are posted on Weibo after their uploading on the official website of news agency. They provide more chance for netizens to read and know about this news, since not every one will search for news on official websites.

Second, Photos. Thompson (2005) claimed that, journal articles are often brief and short, and easy for audience to read onscreen. Text and pictures no longer meet the growing demand of readers. But on microblogs, people can see the photos of scene while reading the news. Since microblogs have the easiest way to upload and check the photos, citizen journalists often take a picture of scene while posting the news, which results in large number of scene pictures. It can be easily told if the picture is real or not. The pictures are from different angles which tell the truth better.

Third, news on Weibo is reported in multi channels from different angles. Citizen journalists in different social status can reach different point of the news separately. It helps to reveal the truth.

Forth, other than websites of newspapers, microblog fully adopts the use of searching engine. On microblog, once the user type key words of one piece of news in searching bar, the user can find all posts related to that news listed chronologically. The collection of news can present the user with the full event conditions, according to its developing process, just like the user is at the scene, the live broadcast of the event.

Normally, news on Weibo is more instant than news on mass media, especially for the disaster, accidents and social problems which people pay most attention to.

Consequently, exploitation of the microblog market is essential for professional journalism corporates. Correspond to the new mode of news reading, strategies could be used for newspaper and magazines to achieve this market.

DRAWBACKS OF MICROBLOG JOURNALISM

Political analysis and comment is a core feature of newspapers, with even the tabloid press offering editorials and a letters page. The fact that blogs are already competitive in the field of political analysis and comment is striking evidence of the growth of the medium (Quiggin 2006). Although microblog journalism has those advantages, it does have drawbacks. The credibility of the news is a major problem. As media trust in China is getting lost, netizens always argue at the credibility when seeing the news. They need more proof to believe the news, especially when posted by government representatives. To prove the credibility, netizens will spend more time for verifying. They might consume time for nothing, for they can not verify the credibility at all. Usually, when untrue information is spreading on Weibo, Sina corporate will deliver verifying letter to the microblog users by each. Unfortunately, people will get lost in the credibility when the verifying is about government or organization scandal. In China, there is untrue information and fake news existed on Weibo which aims to evoke the social anger against government and attack the national loyalty, using this drawback of microblog journalism.

Second, links can be advantage for people to browse the news they are interested in, but it might be a drawbacks too. For some links added at the end of the post are not leading people to the whole page of news directly. They lead people to the home page of the news agency and add difficulty for them to search that piece of news.

Third, news posts on Weibo are in disorder. They do not have category as newspaper or news website do. They appear by chance. People might not in mood of reading news, thus, they might miss the piece of news.

CONCLUSION

Since news reading on microblog is more according with the media using habit of netizens, it is inevitably meeting its boom in the digital era. Netizens, especially microblog users tend to read news in a 'Microblog first, Newspaper second' way.

They browse the news posts on microblog which has been narrowed down to the news they are interested in. Then they will choose the news they want to read in detail initiatively and click the links for reading it on newspaper websites. Microblog news journalism provides a multi channel reporting sphere, better than one direction propaganda.

REFERENCES

Dijk, Jan van. (2006). The network society: social aspects of new media, London; Thousand Oaks, Calif: Sage, pp. 19-41

Carr, N. (2008). Is Google making us stupid?. Atlantic.com.Washington D.C: The Atlantic

Quiggin, J. (2006). Blogs, wikis and creative innovation, International Journal of Cultural Studies, 9(4), 418-496

Kato, Yoshikazu. (2011). Why is blogging so hot in China? [Electronic Version]. Phoenix Blogs. Retrieved 1 Oct. 2011 from http://blog.ifeng.com/1261366.html

Joel, Martinsen. (2011). Behind the Chinese blogging boom [Electronic Version]. DANWEI Blogs. Retrieved 28 Sept. 2011 from

http://www.danwei.org/blogs/blog_popularity_in_china.php

Microblog of Southern Weekend on Weibo. Available at http://weibo.com/infzm

Microblog service of People`s Daily. Available at http://t.people.com.cn/index.action

Journalism 2.0: The business of news

Paul Giannakis

ABSTRACT

This article discussed the role of social media and Web 2.0 in news production and distribution. This article explored how traditional news gathering has been affected by social media and blogging. These areas were examined in order to assess what role mass communication via the internet has had on both journalism and the publishing industry. The hypothesis was that with the explosion of free information a new business model for the monetisation was required for both grassroots publishers as well as large media corporations. The implications of this was that publishers were most at risk for failure in ventures that required large amounts of capital and investment as they would be the most difficult to sustain in an advertising only dominated business model.

KEYWORDS

Social media, Web 2.0, blogging, viral campaigns, social media, journalism

INTRODUCTION

The mediascape is changing drastically. In less than a decade we've seen the music and film industries fall. Internet advertising has become a viable source of income for large corporations and blogging has shown the power and viral nature of ideas on the internet. This article will first explore the notion of narrative and how it relates to internet data. Second, an analysis of the business model of the publishing industry is made and it is examined in relation to digital publishing revenue models. The way that narratives and databases lock horns in this new medium is explored next. The role of journalists and amateur bloggers is used as a case study to understand how these vastly different areas come together in the one medium and intersect in a pool of utter complexity and an ever-changing mediascape that is constantly being repositioned by new advances in technology. This paper explores themes of change, ideology and accuracy in order to understand what sort of

strategies could be employed to develop a working business model for digital publishing. This paper has hypothesised that it is imperative to satisfy the 'open source' ideology that has been developing with the digital revolution in order to create a satisfactory and profitable new business model that encourages individuals to spend their money on information once again.

The rapid changes that occur only add to the challenges that modern digital publishers are faced with. There is no doubt that technology and the internet are speeding up how human processes work. News corporations are desperately trying to survive in this age of free information. Digitisation has made the collection and storage of information incredibly easy. This has been achieved through the database. "In computer science database is defined as a structured collection of data. The data is stored in a database is organised for fast search and retrieval by a computer and therefore it is anything but a simple collection of items." Manovich (2000, p. 139). This is wonderful but how does the database intersect with humans? The simple response is that humans need structure, story, a beginning and an end. People crave a narrative. The technology has no narrative but the search engine is what brings the human element into the machine. As a metaphor the search engine is the translator between man and machine. Glaser (2003) notes that through the use of sites like "news.google.com" individuals are given suggestions based on their search history and are given recommendations about what sites to visit based on their personalised choices. This is certainly a far cry from the newsroom where a story can't be published unless it has a particular angle. What is interesting to note is how data and narrative are coming together in the digital age.

For thousands of years people have exchanged information as narratives. Through word of mouth, songs and tales stories and news would be shared. With the advent of writing the distance that information could travel and the scope of it increased, with the printing press it grew again. By the early 1900s a system of distributed news had been established in modern industrialised societies. This business model was built on the narrative model that humans have been comfortable with for thousands of years. With the digitisation of information, in the 1990s and 2000s, stories and news could now be spread to an even greater audience. Masses of information could be shared and what became important in this era were storage and retrieval systems. Databases could exist alongside narrative driven news without clashing for some time however, with the rise of the algorithmic search engine, news found itself stored and retrieved by people's search terms. Humans are no longer the driving force behind mass narrative and opinion: the database is.

The reason the database has taken more of a central role, Richtel (2010) illustrates, is that people are not naturally predisposed to multi-tasking and with masses of

information, storage and retrieval becomes of paramount concern. Thus, it is no wonder that media corporations find themselves at odds with not only the free nature of the internet and its masses of information, the journalists also find their narratives at odds with the concept of the database. With the rise of self-digital-publishing the traditional money-making model of news print has been blown into the wind and many amateur news gatherers have over the last six years completely redefined an industry.

NARRATIVE VS DATABASE

The internet brings through the medium of social media the concept of information that travels at a viral pace. Gary Brolsma could not have expected to make international news headlines in 2004 within a few days of posting a dance in front of his web cam to the Numa Numa song (2011, Gary Bolsma homepage). With a suggested 900 million views to date it is hard to dispute that social media has revolutionised mass communication, albeit slightly trivially at times. With new ways to not only collect news but also broadcast it, traditional mass media has had to make a number of changes to standard operating procedures. Beam and Meeks (2011, p. 230) indicate that mass media "such as newspapers and broadcast TV stations" have needed to become "platform-agnostic" and the role of journalists has grown so that they now are required to learn how to research, publish and market news in "print, audio, video, photography and animation — often in the same story" which is proving to be challenging for individual journalists. Subsequently, less time is given to publish this information. Minute by minute updates of stories and disasters are not an uncommon occurrence on news websites. Compound this with the vast volumes of amateur bloggers self-publishing content and taking consumers eyes away from traditional print news sources and a potentially rocky future for traditional journalism forms. It is however important to note that journalism and news gathering is far from a dead art, Mutters (2009) suggests that "if you define journalism as the activity that allows people to learn from each other what is happening in their world, then journalism is alive and well at Facebook, Twitter, Slashdot… and thousands of other online communities." The citizen-journalism aspect of blogging highlights a very important issue that journalists are now faced with. Traditional business models are breaking with the digitisation of information and new money making systems have not yet been established to replace the old ones.

In this new mediascape, money is scarce when it comes to news due to the ease of digital distribution but the need for good journalism has not died. Through the new mediums, reaching wider audiences has become a much easier feat; however, this new advantage is not exclusive to news corporations. The trade-off is that small self-publishing operations have gained the ability to collect as many hits and potentially compete with giant media corporations for traffic. The advantage that these grassroots publishers have is that they don't have large overheads to pay. They can afford to spend a few dollars setting up a website and letting the public decide what content in the data pool deserves to be added to the collective hive of viral news narration. Although incredibly large audiences can potentially be accessed, Deitz (2010, p. 40, 41) highlights that there is a challenge associated with monetising popularity. An online blog can attract thousands of hits a month but still be struggling to earn a liveable income. It is for this reason that grassroots journalists are finding it difficult to fund operations that a large media corporation could normally pay for such as foreign correspondence. Without this void being effectively filled by a well-established business model, this sort of news that is costly to produce will suffer. On the other hand, these small scale operations are also at an advantage due to the mass availability of information as they can easily recruit locals in particular regions in order to report on foreign areas. The downside to this mode of production is that it lacks quality control.

Although the business model is not entirely fleshed out, the raw nature of the data infested world of the internet means that many biases that a media corporation may have imposed on a journalist or personal angles that an individual reporter may have had can be weeded out in the dialectic nature of Web 2.0. Communication goes back and forth in blogs. Briggs (2007, p. 25) defines Web 2.0 as "Web sites that get at least some of their value from the actions of users." Lasica (2003, p. 72) highlights the positive outcome of dialectic communication with one's readership by suggesting that blogging "pushes the envelope" at the fringe of mainstream news and a good reporter can gain the trust of readers and create a much more community orientated, personalised news source that individuals feel more in touch with. On some level journalism is at least perceived as a public service and over the past century news corporations have moved closer to the mainstream all-encompassing news and further from the core of its supposed impartiality. Lowrey (2006, p. 486) suggests that large news corporations' requirement of an extensive consumer base is what has strangled out "strongly expressive content" and "partisan coverage" which then leaves a void in news gathering for alternative news sources; this hole is filled by the blogosphere. Professional and amateurs alike join this community of freelance writers and contribute to a brand new and heavily under-paid (for the most part) profession. The nature of blogging is not

entirely established and many can still be unsure whether it is in fact a hobby or a profession.

CONCLUSION

The tried and tested publishing model that has been used to sell paper publications is not quite dead yet but the dwindling sales and panic of media organisations to find an alternative business model highlights the very real fact of digitisation changing the very core of publishing. Namely, making it freely available to the masses with little cost or effort. The implications of not having a tried and tested revenue model means that many grassroots digital publications can potentially compete with media giants because they do not have the same overhead costs associated with running a big business and these publications are able to report on news that mainstream sources cannot. The intersection with narrative and database illustrates how the hive-mind of social media and search engines communicates with narrative driven reporting. Essentially the narrative represents humanity and the database represents the machine. Both also have a great deal of potential and can both clash and work together to form great achievements both in human development and technological advancement.

REFERENCES

Beam, Randal A. & Meeks, Lindsey, 2011, 'So Many Stories, So little Time: Economics, Technology, and the Changing Professional Environment for News Work,' in Changing the News: Forces Shaping Journalism in Uncertain Times, Lowrey, Wilson & Gade, Peter J. (eds), Routledge, New York

Bonaccorsi, Andrea & Rossi, Christina, 2003, 'Why Open Source Software can Succeed,' Laboratory of Economics and Management, Sant'Anna School of Advanced Studies, P.zza Martiri per la Libertà Vol 33, 56127 Pisa, Italy

Briggs, Mark, 2007, Journalism 2.0 : How to Survive and Thrive, J-Lab: The Institute for Interactive Journalism

Brolsma, Gary, homepage: http://www.xeornx.com/numanetwork/about.html accessed on 13.09.2011

Glaser, Mark, (Fall 2003), 'The infectious desire to be linked in the blogosphere,' Nieman Reports, vol. 57 no. 3

Lasica, J.D. Fall 2003, 'Blogs and Journalism Need Each Other,' Nieman Reports: Weblogs and Journalism

Lowrey, Wilson, 2006, 'Mapping the Journalism-blogging Relationship,' Journalism, vol. 7

Manovich, Lev, 2000, 'Database as a Genre of New Media,' AI & Society, vol. 14

Deitz, Milissa, 2010, Watch this Space: The Future of Australian Journalism, Cambridge University Press, Cambridge

Mutter, Alan D. 16 March 2009, 'The Best and Worst Time for Journalism,' Reflections of a Newsosaur, http://newsosaur.blogspot.com/2009/03/best-and-worst-time-forjournalism. html, accessed 11 September 2011.

Richtel, Matt, 6 June 2010, 'Your Brain on Computers – Attached to Technology and Paying a Price,' http://www.nytimes.com/2010/06/07/technology/07brain. html?emc=eta1&pagewanted=print. html, accessed 11 September 2011.

Death to the watchdog? The Fourth Estate in a 2.0 world

Natasha Parsons

ABSTRACT

The media landscape is changing, the culprit – Media 2.0. Whilst this has been heralded as the beginning of a new era in participatory media, the impacts have been felt by the news industry, with the Fourth Estate being challenged online by new notions of producer, consumer and content. Weaving together the work of media theory from Gauntlett, contemporary bloggers, journalists and social studies, this article will examine the changing role of the Fourth Estate and where it is placed in a Media 2.0 world. Whilst key challenges are faced through citizen journalism and new forms of content, there will always be a place for the Fourth Estate given the authority of the industry. The challenge arises when news agencies fail to recognise the changing media landscape and continue with old modes of communication.

KEYWORDS

Media 2.0, The Fourth Estate, Journalism, Citizen journalism, Professionalism, Gauntlett

INTRODUCTION

The past decade has seen increasing discussions on the decline of the news media, with the heart of the problem being Media 2.0 as experienced online. Traditionally the Fourth Estate, whilst serving a common good, can be seen as elitist and one-way in its communication, however this is challenged by the new model and user experience online which champions audiences and collaboration. In particular, social media as enabling citizen journalists have questioned notions of expert and new modes of reading and discovery have undermined the established format of the broadsheet. Despite these challenges, the Fourth Estate is not a redundant channel, as there is a level of accountability that is not as readily available in Media 2.0 as manifested in social technologies. However, news agencies cannot simply implement an empty social strategy but must actively listen and engage with their audiences and employ various formats in online mediums. It must not simply be a static extension of print versions, but must live and breathe new formats and possibilities. It is important to note from the outset that due to limitations this discussion will involve Media 2.0 and the Fourth Estate in theory, as there will always be exceptions to the rule in practice, and will focus on Media 2.0 as defined by Gauntlett who has been at the forefront of these studies.

TWO CONFLICTING THEORIES

Notions of the Fourth Estate are complex and varied, however Jensen (2010, p. 618-9) provides a concise overview of the role and value. Having its roots in the 19th Century, he argues that the Press was envisaged as the "watchdog of the people" by virtue of its separation from Church and State – it stood as a separate pillar and served citizens by exposing corruption, uncovering truth and holding those in positions of power accountable. These early notions of the role of the press have formed the foundations of the contemporary news industry, with many journalists such as Katrina Vanden Heuvel arguing for the essential role of the press: "think about what newspapers – and not just newspapers – have done to provide a check on corruption and crooked politicians, Think about…journalists as not only witnesses to history but witnesses to oppression, journalistic enterprises keeping people safe, the most vulnerable from torture, oppression, injustice" (Intelligence Squared, 2009; p.24).Whilst the inherent values of the news industry have generally been upheld over time, theory on Media Studies has experienced upheavals. Gauntlett in particular has been at the forefront of Media2.0, highlighting the tensions between the new and old model of practice (Table 1.1). At its very essence, it can be argued that the Fourth Estate resides in Media1.0 – whilst serving a participatory and enabling function by empowering citizens, authority comes through the expertise of the journalist, has the familiar format of the broadsheet and is more one-way in methods of communication. Media 2.0 on the other hand is more concerned with the participatory and potential of media by championing the diversity of audiences and a hands-on approach to content and the creation of content (Gauntlett, 2009; p.149). This has not only impacted studies and ways of reading media but resulted in a fundamental shift in the media landscape, whereby the categories of film, television and newspaper no longer sit parallel to Internet based technologies but rather blur the various touch points of interactions and consumption of media content - "the Internet has not only become highly important in itself, but has forced all the media around it to change accordingly" (Gauntlett, 2009; p.148). With an increasing move to participatory media online, one-way communication no longer speaks to audiences – the traditional Fourth Estate model needs to be revisited.

MEDIA 1.0	MEDIA 2.0
'Experts' over more significant than other audience members	Focus on everyday meanings of text by diverse audiences
Celebration of key texts produced by powerful media industries and celebrated critics	Celebration of 'long-tail' independent media projects (DIY media)
Attention to avant-garde works which are seen as especially 'challenging'	Embracing of diversity of Media Studies with a recognition of globalization and varying perspectives of media around the world
A belief students should be taught how to 'read' media in an appropriate 'critical' style	Recognition that media audiences are already capable to interpret and be critical of contemporary media
Focus on traditional Western broadcasters but a critical resistance to big media institutions	Concerns of power and politics reworked so that notions of powerful media industries must recognise more widespread creation and participation
Vague recognition of the internet and digital media	View the internet has changed the way we have engaged with all media
Preference for conventional research methods	Conventional research methods replaced and recognise the outmoded notions of 'receiver' and 'producers'

Table 1.1 – Media 1.0 vs 2.0 Source: Gauntlett, 2011

CHALLENGES TO PROFESSIONALISM

There have been numerous challenges to the relevancy of traditional journalism brought about by Media 2.0, the most significant being notions of 'expert' and notions of reading a text in a particular style.

CITIZEN JOURNALISM

One if the key identifiers of Media2.0 as outlined by Gauntlett is the blurring of producer and consumer given the increasing tendency of audiences to become creators of digital content as well as audiences of it (Gauntlett, 2009; p.149). The increasing penetration of Social Technologies serves as heightening this phenomenon, with every Tweet or Post not only enabling but encouraging us to share and distribute news with "What's happening?" or "What's on your mind?, in effect turning everyone into a citizen journalist. This has entered into the psyche of audiences, with Gauntlett (2009, p.149) pointing to a study by Deloitte in 2007 that found 32% of people in the US between the ages of 13 and 75 strongly agreed with the statement "With all the technology available to me today, I actually consider myself to be a 'broadcaster' of my own media" and 54% strongly/somewhat agreeing that "I am increasingly making my own entertainment through editing my own photos, videos and/or music". Citizen journalists have increasingly been on the scene to break news, such as Janis Krum posting a picture of the Hudson River Plane crash before any news crews were on the ground, and tweeting all through his rescue efforts (Murthy, 2011; p.783). Given the ease of audiences to now publish their own news, and the speed of broadcasting this news through social technologies, the value in expert journalists and notion of audience is somewhat diminished in favour of larger varied creators.

NEW MODES OF DISCOVERY – NEW NOTIONS OF NEWS?

Cases such as that of Janis Krum not only serve to highlight blurring on producer and consumer but also the new way of reading text, and in particular what this means for the discovery of information and notions of news-worthiness. Nicolas Carr argues the new way of reading text online is about navigating through various forms of content and increasingly multitasking, with notions of discovery a departure from old methods in that in that hyperlinks don't just point us in the right direction but physically take us there (Carr 2008). Linear forms of communication and navigation are now replaced online by aggregating platforms and content that determine what we read and why. In my own experience, the 2011 US-led discovery and assassination of Osama bin Laden was discovered not through the traditional news media outlets but through my Facebook news feed. This experience is backed by a 2009 Nielsen survey finding that of 1,800 participants, roughly 18% see social media as a core navigation and discovery tool, with only 11% using information-specific sites as a starting point (Nielsen, 2009 see Table 1.2). Search Engines form a huge portion of modes of discovery at 37%, which speaks to the power of the algorithm of Google and Yahoo in their ability to serve as editor by filtering information to meet specific audience needs (Kirchhoff, 2011). The study found that audiences are increasingly trusting their friend's in determining what is news worthy and relevant to them combine this with changing formats to news distribution (Nielsen 2009). What this serves as highlighting is not only the new way of reading text, but the increasing disconnect in determining what is news – key factors of audience and relevancy becoming increasingly important when an

users network influences consumption habits (Knight 2010). Audiences are able to find their own meaning across various formats, challenging traditional news distinctions.
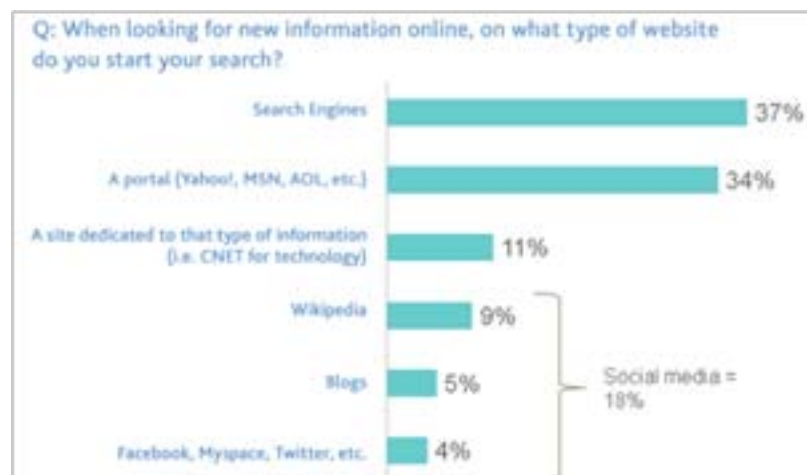

Table 1.2 – Information Sources Online Source: Nielsen, 2009

We can see how the traditional role of the Fourth Estate is compromised by Media 2.0. The question then becomes what will the role of the news media be in a 2.0 world? Gillin (2011) argues that editors will increasingly have a valuable role in assembling and organizing information for readers in a jumbled web, however I would extend that to place the emphasis on accountability. Whilst the role of the news is challenged through social media and new ways of reading, differentiation will come down to notions of truth and reliability, and whilst aggregators may be able to distribute relevant information, accountability is limited.

THE FOURTH ESTATE WILL ALWAYS BE THE WATCHDOG

Authority and accountability mean there will always be a place for the Fourth Estate in an online, Media 2.0 framework. Fortunati and Sarrica (2005) point to a recent study of journalists on the future of the news industry found the majority of those from eleven European countries surveyed believing a distinction needs to be drawn between professional and citizen journalists on the basis of skill, experience and qualification, however I believe this can also be extended to include accountability. Take for example the Mumbai bomb blasts and the social coverage of this event. BBC Journalist Cellan-Jones (2008) argues that many of the tweets that come from social media were incorrect or unconfirmed , for example

an Australian website stated that "An unconfirmed report out of India has the Indian Government may be trying to block Twitter in India, or is asking Twiter to block Mumbai related tweets". Similarly, he charts his own experience in being alerted to the Mumbai blasts through Twitter, whereby the reports coming through on his Twitter feed were a jumbled mess – were the reports coming from Mumbai or people watching TV in the US? (2008) Many of the tweets were in fact re-tweets of Indian news reports or the BBC, people were re-distributing traditional news pieces in a new way (2008). Authority will always come from a trusted source, with problems online arising in that the vast size and nature of the web creates an anonymity where the truth can become blurred or easily manipulated (Barlass, 2011). At the heart of the Fourth Estate is to provide balanced and fair reporting, that is reliable and fact checked, with a core value of "Get it right; then get it first" (AAP Site). Whilst Social Media is able to provide a speed of access that news media may not be able to match, there are a number of checks and balances to ensure reporting is fair and accurate.

Furthermore, without accountability there is a limited capacity to make informed decisions. David Carr in particular sees the danger in having an online experience similar to that described by Cellan-Jones, whereby in some instances with social technologies you end up with "A million bloggers, typing a billion posts… you [can't] make important decisions…All the… citizens in the world, all the networked intelligence…are not going to give us what we need. Which is real time data as citizens on a variety of platforms from a variety of voices, to make an informed choice every time we step outside that door" (IntelligenceSquared, p 33-4). Whilst that is not to say the Fourth Estate is always completely unbiased and fair, the important distinction to make is the accountability that is limited in social media where users can (generally) broadcast freely.

REVISITING MEDIA 2.0

Whilst there will always be a place for traditional news media, news agencies must adapt to survive in a 2.0 world. Verhulst (p.435) argues that the new paradigm of reading and distribution removes the centralization of content in terms of allocation, and allows for greater participation and conversations, a point reinforced by Ludtke (2011; p.4) whereby "With talking and sharing so much a part of the Web's ethos, it's the job of the journalist to adapt. This means using these social media tools in ways that add value to what they do". This does not simply mean implementing a Facebook or Twitter account and considering this as engaging with audiences. Take for example the hashtag "#CNNfail" with the 2009 Iranian elections and resulting protests. Whilst the Twitterverse was abuzz with the Tehran protests,

CNN continued both on and offline to cover the uprising in a limited capacity and showed repeats of Larry King interviewing the starts of the "American Chopper" show(Stelter, 2009). Whilst a social strategy was implemented, communication remained one-way in nature and missed key audience criticisms. In contrast, the Austin American-Statesmen in the lead up to 2008 Hurricane Ike set up a Twitter account called @trackingike to engage and distribute information amongst their audience, highly successful given that in a single weekend over 300,000 visitors were directed to their site from Twitter (Gleason 2010). A social strategy is not simply making access to information more immediate as "the Web as interaction between people is really what the web…was…designed to be – a collaborative space where people can interact" (Berners-Le 2005, p.754) To combat this many news organisations are hiring social media editors, such as the New York Times, BBC and Associated Press to gauge a greater understanding of trending topics to create more relevant and up to date news pieces to ensure continued engagement and relevancy to audiences (Gleason, 2010). When employed correctly there can be great benefits, as was the case for the Austin American-Statesmen, but when ignored or missed as was the case for CNN there can be irreparable consequences for credibility.

NEW MEDIA LANDSCAPE

Just as Gauntlett saw Media 2.0 as blurring the distinctions between various mediums, the nature of the web is that it takes on characteristics of technologies and mediums around it (Carr, 2008). The very nature of the internet and advancements in technology, including capacity of processors to handle various content such as video meant that "the potential of the web became markedly different sometime around the early part of this century" (Everitt & Mills,2009; p.751). Newspapers have been online for more than a decade, but initially created simple online versions of the print paper that were too static for the interactivity enabled on the Web (Kirchhoff; p 42). However news agencies are becoming increasingly savvy in identifying the needs of their audiences, with the American public broadcaster PBS serving as a beacon for many news agencies to follow. A look on their home page has a blend of video, text, images and social plug-ins, providing recommendations and commentary that is occurring online at that time (PBS 2011). Whilst not to this level, there is evidence of such a model across other news sites, such as the SMH.com whereby there is not simply the ability to comment and share socially, but video and photographic content to accompany stories, as well as numerous blogs and opinion pieces (SMH 2011). This can be a successful model given that The New York Time's eighty blogs and 300 distributed videos a month draw in

seventeen million users to the website (D Carr 2009; p.31). To remain relevant news agencies must not only speak to their audiences but realise the potential of technology and remain integrated to appeal to audiences.

CONCLUSION

It is clear there are numerous challenges to traditional notions of the Fourth Estate within an online Media 2.0 framework. In particular, tensions arise when we consider the ability of audiences to create their own news through social technologies and in essence become 'citizen journalists' and what is classified as news-worthy through new modes of discovery. Despite these tensions, there will always be a place for the traditional news industry and this comes down to authority and accountability. With the vast amounts of information and misinformation available online, news media serves as an added filter to ensure accuracy and to make informed decisions. That does not mean Media 2.0 can be completely ignored, a two-way conversation is still required with audiences, however this does not simply mean employing a social strategy as was the case with CNN and not actively listen to audiences – it requires honest, open discussion. The future of news online is not simply an extension of print versions which are too static for the interactive web, rather incorporate the various technologies around it to create a truly immersive experience for audiences.

REFERENCES

"About AAP", Australian Associated Press, accessed on 16/08/2011, available from: http://aap.com.au/about-aap

Barlass, T. (2011). "Cut-and-paste generation takes on suspect websites", SMH.com.au, 21st August, available from: http://www.smh.com.au/national/education/cutandpaste-generation-takes-onsuspect-websites-20110820-1j3k5.html#ixzz1VdUaZEk4

Brett, S. (2011). "Are newspapers dying or evolving into new media?", SMH.com.au, 9th September, available from: http://www.smh.com.au/lifestyle/life/blogs/ask-sam/are-newspapers-dying-or-evolving-into-new-media-20110908-1jyik.html

Carr, N. (2008). "Is Google making us stupid", Atlantic.com, Washington D.C: The Atlantic

Cellan-Jones, R. (2008). "Twitter: The Mumbai Myths", BBC.co.uk, 1st August, accessed on 18/08/2011, available from: http://www.bbc.co.uk/blogs/technology/2008/12/twitter_the_mumbai_myths.html

Everitt, D & Mills, S. (2009). "Cultural Anxiety 2.0", Media, Culture & Society, September, Vol. 31 Issue 5

Jensen, E. (2010). "Between Credulity and scepticism: envisaging the fourth estate in 21st-centruy science journalism", Media, Culture & Society, July, Vol. 32 Issue 4

Fortunati, L & Sarrica, M. "Insights from journalists on the future of the press", Communications, Vol. 36 Issue 2

Gauntlett, D. (2009). "Media Studies 2.0: a response", Interactions: Studies in Communication & Culture, Vol. 1 Issue 1

"Good Riddance to Mainstream Media" (2009), Intelligence Squared, 27/10/2009, available from: http://intelligencesquaredus.org/index.php/past-debates/good-riddance-to-mainstream-media/

Gibs, J. (2009). "Social Media: The next greta gateway for content discovery?" blog.nielsen.com, accessed on 16/08/2011, available from: http://blog.nielsen.com/nielsenwire/online_mobile/social-media-the-next-great-gateway-for-content-discovery/

Gillin, P. "Paywall free for all", Newspaper Death Watch, 16/8/2011, accessed on 7/09/2011, available from: http://newspaperdeathwatch.com/paywall-free-for-all/

Gleason, S. (2010). "Harnessing Social Media", American Journalism Review, Spring, Vol.32, Issue 1

Kirchhoff, S. (2011). "The U.S Newspaper industry in transition", Journal of Current Issues in Media and Telecommunications, Vol. 2 Issue 1

Knight, R. (2010). "What is News in the age of blog and tweet?", Quill, March-April, Vol. 98 Issue 2

Ludtke, M. (2009). "Let's Talk: Journalism and Social Media", Nieman Reports, Fall, Vol. 63 Issue 3

Murthy, D. (2011). "Twitter: Microphone for the masses?" Media, Culture & Society, July, Vol. 33 Issue 5

PBS.org, accessed on 9/9/2011, available from: pbs.org

Stetler, B. 2009 "Real-Time Criticisms of CNN's Iran converage", The New York Times, June 14, available from: http://www.nytimes.com/2009/06/15/business/media/15cable.html

SMH.com.au, accessed on 9/9/2011, available from: SMH.com.au

Verhulst, S. G "About scarcities and intermediaries: the regulatory paradigm shift if digital content reviewd" in L.A Lievrouw & S. Livingstone (eds.) Handbook of new media, London, Thousand Oaks and New Dehli, Sage.

Old news? Are new technologies causing news reporting to change track or simply speed up existing trends?

Suzanne Stebbings

ABSTRACT

The enablement via new technologies of participatory and citizen journalism has been heralded as having many impacts on news reporting both positive and negative: an opportunity to draw on a vast pool of potential authors and journalists, a tool to bring news to the masses as it happens and a harbinger of the death of traditional print media, the end of 'serious' journalism and of journalism as a paying career. Participatory and citizen journalism does indeed demonstrate a shift in the way news is reported but is news reporting being taken in a new direction or are we simply seeing an extension to existing trends which originated in the technological advances of the early 20th century?

In this article we identify and compare the changes wrought to news reporting by participatory and citizen journalism and those experienced following the introduction of radio news broadcasting. We will focus on the experience of the United Kingdom. We will conclude that although participatory and citizen journalism are contributing in new ways to the development of news and presentation of news content the underlying trend is one of continuation and evolution rather than redirection.

KEYWORDS

News reporting, Online journalism, Media trends, Radio broadcasting

INTRODUCTION

Digital media has made new forms of journalism possible and in doing so has influenced the way in which news is reported. In this article we consider the impact of participatory and citizen journalism. Nip (2006) describes participatory journalism as 'user contribution solicited within a frame designed by the professionals' whilst citizen journalism is 'citizens playing an active role in the process of collecting, reporting, analysing and disseminating news and information'. Some of the key changes in news reporting identified as driven by participatory and citizen news reporting are:

- It fosters an increased level of participation by the (on-line) public in the development and articulation of news stories and commentary;

- It expands available news data sources exponentially but carries risks. Sambrook (2005) identified that 'with the internet's emergence, information has broken free and become commoditised and democratised.' The attendant risk being that source material may be inaccurate and, due to volume and the ability to self-publish, unlikely to be validated prior to publication; and

- It has challenged the role and viability of traditional news organisations thereby limiting potential and appetite for 'quality' journalism, leading to a fragmentation and trivialisation of the national political and social agenda.

In examining these impacts within the longer term history of news reporting we will evaluate whether they are entirely new innovations or whether their genesis lies in the changes created by the introduction of radio broadcasting in the first half of the twentieth century.

A SENSE OF CONNECTION, A 'VIRTUAL' COMMUNITY

Before examining the specific impacts of radio broadcasting on news reporting it is important to understand one critical but more general outcome of radio's introduction into British society. This impact is important as it forms the starting point for a trend that the digital age has perpetuated and further evolved, it is the trend of connection through a virtual community.

In the 1920's and 1930's radio broadcasting created a new form of connectedness within British society. Hobsbawn (1995) describes the effect of the creation of this connection by saying 'henceforth the loneliest need never again be entirely lonely'. It brought the outside world into the home and by doing so created a sense of connection between the individual and the rest of the listening community. News was just one element in the spectrum of information and entertainment on offer. There are parallels here with the role of the web which has similarly created connections and a sense of connectedness. However there are significant differences between the community created by radio broadcasting and the communities created by digital media. The difference highlighted here is the plurality of communities created by the diverse and multi-faceted world-wide-web. The web's diversity enables the user to join and participate in multiple, often specialist communities. This is in direct contrast to the introduction of

radio, which after a brief period without regulation, soon moved to a single provider environment when a monopoly of the airwaves was granted to the British Broadcasting Corporation (BBC). The absence of alternate broadcasters meant that for the first time large portions of the public (and by 1939 75% of British households owned a radio) had the experience of listening to the same news and programmes as their friends, family, neighbours and strangers, this created a commonality of awareness and interests impossible for newspapers of the day to achieve. In short it created a sense of virtual community and nationhood that was quite new.

Paradoxically at the same time as fostering a sense of community radio broadcasting promoted a sense of apartness. Prior to the advent of radio the primary forms of working class recreation were communal 'the street and the public house' (Jennings and Gill, 1939). Radio promoted home life rather than community participation it was listened to either alone or with the family group. The development of the web continues the concept of concurrent connection and apartness. Deuze (2006) argues that '(digital culture) fosters community whilst at the same time can be fuelled by isolation'. The web feeds off both isolation and the human need to connect but the way in which we engage with it (head down, no eye contact and focused on a screen) perpetuates the isolation given the connections it creates exist in the ether rather than in human contact.

In this instance we can see that digital technologies have continued a trend toward virtual connection that began with radio but that in the digital environment the unregulated nature and use of content is creating smaller, specialist communities or 'tribes'. In turn this encourages a tendency to personalise and fragment society thereby gradually undermining the social unity which was a founding principle of radio news broadcasting in the UK and facilitated by the BBC's monopoly. Whether regulation will overtake the digital environment in the same way it overtook radio broadcasting is yet to be seen but, as demonstrated by some of the responses to the recent riots in London, the issue of regulation continues to generate debate.

NEWS AS IT HAPPENS, FOSTERING PARTICIPATION

In considering the genesis of public participation in news I will argue that this was first materially advanced by the radio by virtue of the closeness that it created between the listener and the news content. There are two points to consider, firstly radio created a sense of immediacy as it reported the news as it happened. The most commonly cited first example of a major British news story being reported in 'real time' is the General Strike of 1926 (Scannell & Cardiff, 1991). The absence

of the national press (they were on strike) meant the BBC's radio news bulletins were the only means of finding out what was happening. The experience of the General Strike established the criticality of radio news broadcasting as a form of up-to-date communication.

Secondly radio created an even more distinct sense of proximity between listener and news event by allowing news events (e.g. Richard Dimbleby's broadcast of the 1936 fire at the Crystal Palace) to be heard. Further, radio allowed the population to hear their leaders speak directly to them, creating an immediacy and closeness not experienced before. The continuation of this trend of bringing national leaders 'closer' to the general population is evident in the current digital age via on-line discussions, podcasts, blogs and tweets. These media, by virtue of the immediacy of the views they express, are exerting increasing pressure on politicians to respond to public opinion with increasing rapidity (the current British Government is frequently accused of 'policy making on the run' in response to the very latest expressions of public opinion via digital media). In all instances whether a 'real' connection has been established between people and leader is debateable.

Live radio therefore created an additional dimension to the listener's experience of the news not obtainable from reading a newspaper. The continuum toward participation ultimately matured into forms of 'talk back' radio however digital technology has been able to create further dimensions to the news 'experience'. Visuals were originally added via news reels and ultimately live television broadcasts however the digital world has significantly advanced the ability of the formerly passive listener or viewer to become involved in the creation and publishing of news stories as they happen (e.g. citizen journalism and self publishing via sites such as Wikinews) or via commentary on existing news stories (via the blog form). Consequently we can see that citizen and participatory journalism is contributing to a developmental arc in which the public are moving from passive consumers of news to active participants in its creation these forms are the latest contributions to, rather than the originators of, this trend.

FROM NEWS FOR THE MASSES TO NEWS BY THE MASSES

Participation in news reporting through citizen journalism delivers some significant benefits to news reporting. The power of the public acting as a vast news source was clearly demonstrated during the 2007 London bombings when the BBC received thousands of texts, videos and pictures providing eyewitness accounts of the incidents at the same time that traditional media were still being briefed that the crisis had been caused by a power surge (Denizci, 2009). In addition the

influence of 'on the ground' news sources as a counter to state propaganda and censorship has been shown from China to Syria. Samir Khalaf, Professor at the American University in Beirut has praised citizen journalism in the context of the Syrian uprising as 'magnifying the dispossession and despair of those who cannot speak' (Yazbeck, 2011). However these benefits do not come without risk and we must also consider the impact of increasing participation on the quality of published news. Traditional news editors worry that the output of citizen journalism suffers due to 'concerns over the quality and integrity of contributions' (Seth, Kaufhold and Lasorsa 2010). I will argue that this concern is not new to the digital age. O'Donnell and McKnight (2011) voice concerns that the ability of news corporations to invest in the development and delivery of quality news is being destroyed, along with their business model, due to falling newspaper circulations and associated advertising revenues. Falling circulations are ascribed to the increased tendency of readers to access their news on-line, not via printed and purchased newspapers. They see the decline of traditional newspapers (and the associated decline in quality journalistic output) as a 'problem for democracy and for an informed public'. This is not the first time that the business model of the traditional press has been challenged by the arrival of new media. The advent of the BBC's evening radio news bulletin (by virtue of its timing) reduced the relevancy of local morning newspapers. As Jenkins (1986) points out 'in 1921 there were 41 provincial morning papers in the UK by 1937 thirteen had folded or merged with other titles [and] 25% of local London daily newspapers had also disappeared' traditional media must continually evolve its value proposition to survive.

These concerns therefore are not new but form part of a continuum as old as the creation of the mass reading public. 'Modern journalism' was created on the back of the opportunity to generate huge profits by supplying the emerging market for 'mass news'. It is worth remembering that the idea of newspapers making a profit is a relatively new one – most newspapers were originally created and distributed to further the political influence of their owners not for commercial purposes (Jenkins, 1986). The increasing literacy of the general public created a mass market for news which in turn transformed newspapers into profit making entities for their owners.

Modern journalism therefore pre-dates the advent of radio, but radio played a part in advancing the journey just as participatory and citizen journalism would do later. In 1927 we find T S Eliot lamenting that daily journalism is 'rush hour thought for the city worker' and rating the wireless a 'worse' influence than modern journalism. As part of the intellectual elite Eliot is mourning the democratisation of news

and the concurrent speeding up of modern life. The new reading public does not want literature (previously 'quality' journalism and literature were synonymous) and does not have the leisured life of the gentleman reader. As a consequence daily newspapers provide brief articles and bold headlines and the radio succinct news bulletins. Eliot argues that the pressure of daily deadlines leads inevitably to more superficial writing. In the current age this concern around increasing superficiality is explored by Carr (2008) when he links his dwindling ability to both think and read deeply to exposure to the vast information resources of the internet. However as Eliot's comments eighty years prior make clear for much of the mass audience deep reading has never been the preferred mode for news / information absorption.

The trend towards increasingly 'bite size' (or superficial) news has reached its current apogee with Twitter with its 140 character format. The character limit almost completely removes the ability to provide context. Social media designer Hadley Beeman commenting on the use of social media during the London Riots of August 2011 identifies that the lack of context available in Twitter posts allowed each reader to interpret the information in their own way. This issue is also pointed out by Eliot in 1927 when he complains that journalists of the dailies have to assume a level of understanding of context in their reader which (in his opinion) was not there. In addition to lacking context readers are faced with the powerful symbolism represented by the published word. Derrida (2005) states that what is published (irrespective of its worth) is considered as 'having the classic value, the virtually universal and even holy value of a public thing' in other words the very act of publishing gives a validity to information that it does not always deserve. Both of these points highlight the risk of misinformation being published, accepted as truth and duly commented on and passed on for re-use through online journalistic channels. The difficulties for news organisations in maintaining the viability of their traditional role as gate-keepers of information are laid bare.

We can see therefore that participatory and citizen journalism is continuing the longer term drift from 'quality journalism' for the elite, to news for the masses but extending it by virtue of increasing opportunities for participation to incorporate news by the masses. Radio broadcasting in the UK played into this trend toward egalitarianism by 'equalising public life through the principle of common access to all' (Scannell and Cardiff, 1991) however it did so in a way that limited the opportunity for active participation and with an overt desire to control news into a single 'balanced' view (driven by the BBC's monopoly and its requirement to avoid controversy). This desire to control news and educate in the 'public good' is

still evident in today's arguments around the viability of, and continuing need for, 'quality' journalism.

CONCLUSION

We have now discussed the significant impact that both radio broadcasting and participatory and citizen journalism have had on news reporting. We have considered three trends:

- We examined the idea of the virtual community and concluded that radio broadcasting helped to create this concept, but that citizen and participatory journalism are taking it along a divergent path. Radio and specifically the BBC intended to 'make the nation as one man' (Reith) whilst the web thrives on freedom of expression and freedom of information which inevitably leads to multiple fragmented communities rather than unitary nationhood;

- We looked at the origins of participation and concluded that there was a clear trend from the primarily passive consumer of early radio news who was nevertheless at the start of a journey of closer proximity and participation toward the active contributor enabled by digital media; and

- We reviewed the contribution made by both radio broadcasting and participatory and citizen journalism in the long term development of mass news and concluded that both were a part of the same developmental arc, attracting criticism for purveying 'superficial' and 'anti-intellectual' news writing. However in the case of radio and the BBC this was undertaken with the patriarchal and deliberate objective of improving the understanding of the masses (we could view this as democratisation from the centre), whilst in the modern day participatory and citizen journalism represent an (as yet small) minority of those same masses taking control of the news agenda (therefore 'true' democratisation).

In conclusion therefore the introduction of radio broadcasting forms a critical stage in the development of news for the mass market and the beginning of the creation of an egalitarian news environment, one now taken to a new phase by the active participants in the fields of participatory and citizen journalism.

REFERENCES

Briggs, A. (1965). 'The history of broadcasting in the United Kingdom, volume II' Oxford University Press, 134-140

Carr, N. (2008). 'Is Google making us stupid?' Atlantic.com. Washington D.C: The Atlantic

Collier, P. (2002). 'T.S. Eliot in the 'journalistic struggle' in ed. Deen, S 'Challenging Modernism' P187-194

Denizci, O.M. (2009). 'Public Participation in the Journalism of the Information Age: Citizen Journalism', 6th International Symposium, Interactive Media Design. http://newmedia.yeditepe.edu.tr/pdfs/isimd_08/mert_denizci.pdf

Derrida, J. (2005). 'The word processor' in Paper Machine. Stanford: Stanford University Press, 19-32

Deuze, M. (2006). 'Participation, remediation, bricolage: considering principal components of a digital culture in the Information Society', 22(2), 63-75

Hobsbawm, E. (1995). 'Age of Extremes', Abacus, 195-197

Jenkins, S. (1986). 'The market for glory', Faber and Faber, Ch1

Jennings, H & Gill, W. (1939). 'Broadcasting in everyday life', BBC London, p10.

Lewis, S, Kaufhold, K & Lasorsa, D. (2010). 'Thinking about citizen journalism: the philosophical and practical challenges of user-generated content for community newspapers' Journalism practice, Vol 4, No 2, 163-179

Nip, J. M. (2006). 'Exploring the second phase of public journalism' Journalism Studies 7 (2) 212-236

O'Donnell, P & McKnight, D. (2011). 'Print is at the root of good news'. The Age, 18-08-11

Paulussen, S. (2007). 'Doing it together: citizen participation in the professional news making process', Observatory Journal, 3, 131-154

Sambrook, R. (2005). 'Citizen Journalism and the BBC' Nieman Foundation for Journalism at Harvard: Nieman Reports, Winter 2005

Scannell, P & Cardiff, D. (1991). 'A social history of British broadcasting', Basil Blackwell Ltd, Ch2-3, Ch6 &Ch16

Yazbeck, N. (2011). 'Citizen Journalism keeps Syria uprising alive'. Sydney Morning Herald, 26-05-11

Internet @Censorship.com

Dan Lin

ABSTRACT

Internet is now becoming an important part in our life. As long as the convenience it brought, it also comes with many problems, one of which is Internet censorship. The article discussed about the necessity of Internet censorship, its reasons and its impact on people by case study of children pornography and China.

KEYWORDS

Internet, Censorship

It is 2011. You sit in front of your computer. With a click of your mouse, the world is spreading like a delicate map. You double-click on any part that you are interested, and then amounts of information overwhelm you like a tsunami. At the same time, on the other half of the earth, a Chinese girl, who just came back from your country as an international student, is trying to contact her overseas friends through Facebook. But what she can see is only a bleak page with three words: Page not found. That is interesting. With the prevalence of Internet, people now in any corner of the world can easily access to another corner of the world – of course, you should be able to access the Internet first.

Internet was first born in the 1960s, as a computer network funded by government (Greene, Landweber & Strawn 2003). During the next forty years, Internet has experienced great development, successfully shifting from a government-funded computer networking project to a mainstream social network. As the London Sunday Times said in 2000, "we now operate in Internet time, where trends that once lasted decades take place within a few years or even months" (Gozzi 2001, p.471). The 21st century witnesses the amazing growth of Internet. Nowadays, Internet has become a necessity in our daily life. It provides us the up-to-date news all around the world, rich resources and amounts of information of whatever you want, and through Internet we can easily keep in touch with friends who are thousands of miles away. Internet also contributes greatly to other parts of the entire society. Except for the convenience it brings, Internet has changed not only

the way we behave, but also the way we think. It opens a door for a new world, where numerous human dreams in the past can come true. But at the same time, Internet also raises many problems that draw people's attention and discussion, one of which is Internet censorship.

Internet censorship is a control of the content of Internet, mostly by government and law, to filter and prohibit illegal content, such as child pornography and terrorism. According to Greengard (2010), the means of Internet censorship include:

- Doman Name Service block: Name lookup fails or an Internet service provider redirects it to another site.

- Internet Protocol (IP) block: This approach forbids packets to a specific host based on IP address. It usually results in a "timed out" error message

- Uniform Resource Locator (URL) keyword block: A sensitive word or specific context contained in the destination Web page triggers a URL block. Images and links may fail to load. This occurs frequently when using Google and other search engines.

- Web content keyword triggers block: Specific keywords result a "Connection Interrupted" error. These blocks are often temporary and difficult to replicate. They appear to be a technical Internet problem.

On 1 January 2000, Broadcasting Services Amendment (Online Services) Bill 1999 came into effect in Australia. Its purpose is to:

- provide a means for addressing complaints about certain Internet content

- restrict access to certain Internet content that is likely to cause offence to a reasonable adult and

- protect children from exposure to Internet content that is unsuitable for children. (Parliament of Australia, 1999)

As the Bill shows, protecting children is one of its main purposes. Because of Internet's quality of hiding the identity of visitors behind the screen, children can easily get access to sexual or criminal content without any prevention and supervision. A physical pornographic store will shut children under 18 outside of its door, but a pornographic website will not. Children are one of the groups

that use Internet most frequently, and they are easily misled by the inappropriate content. The more they access to Internet pornography, they are more in the danger of imitating what they see, including sexual assault, rape and child molestation. Internet censorship not only protects children from these unsuitable contents, but also protects them from falling into the victims of child pornography. Children pornography now has raised extensive public attention, and related law has come into effect. On May 2002, more than 30 people suspected of buying child pornography online were arrested across UK. On January 2003, British police force arrested over 100 people suspect of downloading child pornography from the Internet. It seems that to diminish Internet pornography (including Internet child pornography) will be the best and most effective way to stop the 'evil'.

But opposite voices do exist. Supporters of Internet pornography regard it as a commodity, buying pornography as a consumption for desire. As Beattie (2009, p.272) says, "The consumers of pornography are traditionally difficult to present, outside of very broad stereotypes." Consumers of pornography are not represented by men, but also include women and couples. For some critics, the consumption of pornography is a way for people to explore their sexuality and identity, and free people from rigid social convention. They hold a view that pornography do have positive influence, and that it is a form of expression. As Palmer (2000, p.455) puts in his Culture of Darkness: Night Travels in the Histories of Transgression: "Contemporary pornography does of course illuminate wider matters of power, difference, and human negotiations of freedom and forbidden." Internet "is a safe space in which to explore the forbidden and the taboo. It offers the possibility for genuine, unembarrassed conversations about accurate as well as fantasy image of sex." (O'Toole 1998, p.14) There are still many issues of Internet pornography that can be discussed further, but Internet censorship is killing the possibilities by shaping pornography into stereotypes and rigid images. "Understanding more about pornography, erotic media and fans/consumers, disrupts the binary of obscene or on/scene imposed by censorship law." (Williams 1999, p.97)

But Internet censorship is not only about protecting the children. To protect children is becoming a huge blanket for government to disguise their goal of controlling freedom of speech (Mintcheva & Atkins 2006, p. xxi). The reason for Internet censorship is far more complex than an illegal issue. Internet has the quality of permeability, so it is not restricted by geographic factor. Even in a country where government strictly controls its people's communication with outside world, they cannot monitor every computer inside the country and prevent people from contacting with other countries via a virtual tunnel. So the government may choose to use Internet censorship to block some social network sites, such as Facebook, or

to filter certain keywords, all of which can stop its people being "contaminated" by "heterodox" thoughts once for all. In 2006, Reporters without Borders (a French organisation aiming at advocating freedom of press, Reporters sans frontiers, RSF) published a list of Internet enemies of 2006. The 13 countries on the list were Myanmar, China (exclude Hong Kong and Macau), Cuba, Iran, North Korea, Saudi Arabia, Syria, Turkmenistan, Uzbekistan and Vietnam. Among them, North Korea "continues to be the world's worst Internet black hole," and China "unquestionably continues to be the world's most advanced country in Internet filtering." Both of these two countries are socialist states, and the governments hold a firm opinion of controlling their people's thought and speech.

Take China for instance. According to CINIC's (China Internet Network Information Centre) report in 2009, by the end of 2008, China's Internet users had reached 298 million, increasing 42% since 2007, and was still growing. 20-29 group used to be the largest Internet users in China, and was taken over by 10-19 group in 2008. Chinese Internet users had access to a variety of domestic websites and platforms, which outraced similar foreign services. For example, Baidu's (China's biggest search engine) market share was 63 percent, with Google only 28 percent. China's Internet industry is growing quickly, accompanied by a stricter and stricter Internet censorship. Chinese government forbids its people to access mainstream foreign services such as Twitter, Flickr, Bing, Live.com, Hotmail.com, YouTube and Facebook, most of which were blocked in 2009. Chinese government also holds a strong control over domestic websites, blocking sensitive words including 'government, communist party, police, Chairman Mao' and so on. It is dangerous to merely talking about politics on the Internet, because it may lead to disappearance of the website, and user's IP may be recorded for further inquiry, not to mention speeches which doubt, question or against Chinese government.

For example, in Febuary 2008, Yan Xiaoling, a 25 years old woman from Minqing County, Fujian Province, was found dead of ectopic pregnancy by police. Yan's mother believed her daughter was gang-raped by ruffians, and the real cause of her death was disguised by the police because the ruffians had some connections with the police. This incident was put on the Internet on June 24, 2009 by three netizens, Fan Yanqiong, You Jingyou and Wu Huaying, intending to raise public attention and reveal the truth. However, the three netizens were soon arrested by police and were in custody. They were charged with intentionally making false and malicious accusation and were hold in custody for nine months before they were convicted on April 16, 2010. They did not go through any public trial, and Fan was sentenced to two years imprisonment, with the other two one year. The police and

court were strongly condemned and over 300 people gathered outside the court on the judgment day for opposing the inhuman judgement.

So a question appears. Nowadays the unsafety of the Internet has been emphasised again and again, warning people against Internet fraud and leaking out of personal information. And now free speech is also added to the list, highlighting with a skull and a line of words: "Be careful of what you said on Internet!" The right of free speech has been ruined in China and other "Internet enemies" countries, and nobody knows what will happen in the future. As mentioned before, Internet censorship is far more complex than merely protecting people from illegal content, but a rather politic and ideological one. Chinese government blocked Youtube and Facebook, trying to prevent people from knowing the truth, which will not appear in China's mainstream media (if there are some TV channels or newspapers trying to reveal the truth, the government will also take actions), and which will never enter the mind of most Chinese people. We should thank Internet, because it makes information public through individual and private organization. With phone and a Twitter, one can easily record what is happening right before him or her, and twits it on the net. Thousands of hundreds of people will see it in a second. On the contrary, it will need several hours before mainstream media reporting it. Internet diminishes the geographical boundaries of nations, making the flow of information straight and simultaneous. People of digital age can hardly imagine that those who lived decades ago could only gain information of other countries via newspapers or radios. Now we have the access to the core of truth, collecting and analysing large amounts of information to frame the way we see the world. That is why Internet can change how one thinks, and that is the reason why governments are afraid of Internet and try to control Internet by their powers.

Here comes the relationship between rights and powers, sometimes symbiotic, other times fiercely colliding. And again, Internet becomes the best medium ever. Among the battlefields around the world, Chinese government is the most powerful enemy for Chinese people even to question the policy, not to mention digging out the truth. Information of the notorious 1989 Tiananmen Square protest is concealed by the government, not known to the new born generation. Any records or documents are destroyed, and one cannot find anything about it on a Chinese website. In 2009, the 20th anniversary of Tiananmen Square protest, Chinese government blocked some popular forums and websites from 3 to 6 June, in order to prevent any comments of the protests. The four days were sarcastically named "Chinese Internet Maintenance Day". Another example is Urumqi Riot. On July 2009, a riot broke out in Urumqi (capital city of the Xinjiang Uyghur Autonomous Region in northwestern China), causing 197 death and 1,721 injured.

The number was announced by Chinese government, but the real number of casualties was estimated higher. The news on Internet of the riot is blocked by Chinese government, and Urumqi's Internet access was also blocked for half a year. People in Urumqi city were not allowed to deliver any news of the riot and aftermath to the public via Internet.

From above-mentioned cases, it seems that human rights and free speech right are so small in front of the giant wall of power, even if free speech is a right guaranteed by the Constitution of the People's Republic of China. The conflict between politic power and human rights has a long history, and the intervention of Internet makes it more complex and gives it a new form. Internet is acting as a loudspeaker for people to express their voice and to attract public attention. So questions emerge: What exactly does Internet censorship protect? Is it our protector, or is it just a tool for government to prevent us from what we want to know? Do we have the right to know? Are we safe if we touch the truth? What can unarmed folks do to overcome a powerful government? Is it really a "World" Wide Web?

In those "Internet enemies" countries, the "World Wide Web" is actually inaccurate and may be replaced by "Certain Content Wide Web". Since there is no universal regulation of Internet censorship around the world, and "to use Internet with safety and freedom" is not a basic human rights yet (there are still many developing countries who do not have a widespread Internet access), it seems that to correctly using Internet censorship and to protect netizens from politic persecution still have a long way to go. "There are issues of civil liberties which remain to be addressed, and different countries have varying views on what constitutes fair intrusiveness." (Everard 2000, p.148) But Internet censorship does help, and some people, especially the parents, are aware of its necessity. There are softwares for family to control the websites their children access. Even in China, a recent Pew Research survey showed that 80% of Chinese people think Internet should be managed or controlled, and 85% hold the opinion that government should take the responsibility (James, 2009).

Compared with the history of Internet, Internet censorship is still a new born baby and is probing its possibilities. It protects children from unsuitable content such as pornography and violent contents, but it can also hurt those who pursue justice, fairness and truth. Internet censorship needs more discussion and practices to define itself as helpful and humane, and do actually contribute to Internet safety and freedom. It may take another decade to develop a perfect legislation, or it may intensify existed conflict and push it further. It is hoped that this article do give you a direction for the future of Internet censorship.

REFERENCES

Beattie, S 2009, 'Censorship, Power and Regulatory Communities', in Community, Space and Online Censorship:Regulating Pornotopia, Ashgate Publishing Limited, England, pp. 191-240.

China Internet Network Information Center (CINIC), 2009, Statistical Survey Report on the Internet Development in China, China Internet Network Information Center, accessed 26 August 2011,

http://www.cnnic.net.cn/uploadfiles/pdf/2009/3/23/131303.pdf.

James, R 2009, Chinese Internet Censorship, Time World, accessed 10 September 2011,

http://www.time.com/time/world/article/0,8599,1885961,00.html.

Everard, J 2000, 'Internet censorship: US, Europe and Australia.' Virtual States: the internet and the boundaries of the nation-state, Routledge, London, pp. 135-150.

Gozzi, R Jr 2001/2002, "A brief history of Internet time", ETC: a review of general semantics, No. 58, pp. 470-476, accessed 22August 2011 from Literature online.

Greene, T Landweber, L J, Strawn, G 2003, A Brief History of NSF and the Internet, National Science Foundation, accessed 22 August 2011,

http://www.nsf.gov/od/lpa/news/03/fsnsf_internet.htm.

Greengard, S 2010, "Censored!" Communication of the ACM, No. 53, pp. 16-18, accessed 9 September 2011 from ACM Digital Library: Association for Computer Machinery.

Mintcheva, S & Atkins, R 2006, 'Introduction: Censorship in Camouflage', in Mintcheva & Atkins (eds), Censoring Culture, The New Press, New York.

O'Toole, L 1998, Pornocopia: Porn, Sex, Technology and Desire, Serpent's Tail, London.

Palmer, B.D 2000, Cutlrues of Darkness: Night Travels in the Histories of Transgression, Monthly Review Press, New York.

Parliament of Australia, 1999, Bills Digest No. 179 1998-99 Broadcasting Services Amendment (Online Services) Bill 1999, accessed 8 September 2011,

http://www.aph.gov.au/library/pubs/bd/1998-99/99bd179.htm.

Reporters without Boarders, 2006, List of the 13 Internet Enemies, Reporters without Boarders, accessed 26 August 2011,

http://en.rsf.org/list-of-the-13-internet-enemies-07-11-2006,19603.

Williams, L 1999. Hard Core: Power, Pleasure, and the 'Frenzy of the Visible', University of California Press, Berkeley.

Why is "Human flesh search" only popular in China?

Jingsi Wei

ABSTRACT

Human flesh search that originated in China is a new search mode different from traditional search mode like Google. In an unqualified sense "Human flesh search" is humanized search experiences which allow net friends to collect, collate and share information; In narrow sense, "Human flesh search" is the netizens search for the truth by using the public network no matter online or offline. It has generally been stigmatized as being for the purpose of identifying and exposing individuals to public humiliation, usually out of Chinese nationalistic sentiment, or to break the Internet censorship in the People's Republic of China. Today, "Global Village" which predicted by McLuhan have come true, everyone connect with each other, so what is the conditions provided by internet for the rising of "Human flesh search"? Why "Human flesh search" so popular in China but rarely heard in other countries? In this article, I will explore and analyze these two questions from two angles, one is social network's characteristic, and the other is netizens' psychological characteristics.

KEYWORDS

Human flesh search, Network communication ethics, Psychological group, Moral law

INTRODUCTION

"Human flesh search" is based on massive human collaboration (Wikipedia). "Human flesh search" can make scattered netizens get together because of common interest, same demand or a kind of moral obligation. Under the condition of unceasingly deepen of network applications, the search engine have changed from the traditional machinery search to customization which reflect the trend of fragmentation and de-centralize of social communication activities.

From a broad sense, "Human flesh search" is humanized search experiences that allow net friends relying on Internet to collect, collate and share information. It can change the insipid search process to a happy search experience that allows all level of society to concern and answer one same question. Websites such as Baidu and Yahoo Knowledge Hall can be classified to this category. From the narrow sense,

"human flesh search" always is used by people to finding the identity of a human being who has committed some sort of offense or social breach online. "Human Flesh Search" in narrow sense is a "double-edged sword": if used properly, it can burden the supervision function of the mainstream media. And if used improperly, it may be harm people's privacy due to participants' non-rational emotions. In this article, I will analysis from the narrow concept.

In June 2008, "China Youth Daily" carried out an online survey about "human flesh search". There were 2941 people investigated. Of these 65.5% believed that "human flesh search" will be the new tool for revenge or retaliation and it may stimulate the dark side of human nature; 64.6% believed that "human flesh search " would violate ordinary people 's privacy, the whole process of search is full of irrational verbal abuse and physical attacks. Although Internet users realized the negative effects of "human flesh search", this searching behavior has intensified in China in recent years.

As far as I know, "human flesh search" is not common in other countries. In U.S., only Lonelygirl15 "Bree" had great influence; in UK, netizens started "Human Flesh Search" in Baby P incident to provide clues helping police to arrest Baby P's mother and stepfather. Moreover, netizens in other countries rarely start "human flesh search" to investigate extramarital love, corruption or other controversial topics related to ethic, and people never criticized privies' privacy. Why "Human Flesh Search" so popular in China, but rarely heard in other countries?

WHY "HUMAN FLESH SEARCH" RISE IN SOCIAL NETWORK?

CHARACTERISTICS OF NETWORK

Scalability and "Butterfly Effect"

The Internet itself do not occupy physical space, information publishing and distribution costs are low, and this unlimited scalability determines its information capacity approaching infinity. "Butterfly Effect" in Dynamics refers to even an immeasurable change can bring the whole system long-term and huge chain reaction. Human Flesh Search 's operating mechanism is similar to "Butterfly Effect". Take " Hangzhou kitten killer" for example, at first a video in which a woman stomping a cat with her high-heel shoes, and then many angry bloggers started a campaign to find out who is the woman and who shoot the video. Some people suggested that if people provide clues can get reward, then the influence of this incident expanding fast. At the end, The cameraman, a provincial TV employee, and the woman who killed kitten lost their jobs when netizens discovered

their identities. Anything can be magnified unlimitedly due to the participation of massive internet users. Scalability and low-cost information dissemination give a very good platform for the "Butterfly Effect"

Anonymity

In traditional mass media, it is need a signature if you published an article, people always cagey when they evaluate events or other people. However, the anonymity of the network eliminates individual's worry about the whole society's recognition: in Internet, I'm just a blinking picture or a funny name; no one knows who I am. It is wonderful step from the "acquaintance society "into "stranger society", it seems that all constraints are instantly disappeared. For example, a shy girl is likely to whistle to the singer in a noisy dark bar, because she believes: No one knew her in the bar, and no one knows that whistle from her.

Similarly, the anonymous can make people put aside responsibility, remove scruples, do something they does not dare to do in real life, and let off their pent-up instincts.

PSYCHOLOGICAL CHARACTERISTICS OF NETIZENS

In the anonymous environment, the traditional kinship and geographical relationship has been destroyed, people scattered around the world discuss and communicate with each other by the advanced technology on the same platform. The group is no longer the association or club with a clear purpose and fixed scale in traditional sense, but evolved into a mobile and dispersed "Psychological Group"

Fanaticism and Impulsion

According to "Spiral of Silence" theory, people always seek the material or spiritual support from surroundings due to human's social nature. Amount of information in internet often makes individuals feel powerless and under the delusion that were submerged by the "information sea". "Human flesh search" participants know that they cannot ascertain the truth by individual power, so they tend to worship the collective power due to self-insecurity. Collectivity was incorrectly treated as "truth symbiotic ", individual obtain the inner security by being a part of collectivity.

French social scientist and philosopher Gustave Le Bon (1841-1931) believed that, No matter who composing the psychological group, regardless of their lifestyle, occupation, personality or intelligence is similar or not, they obtain a collective mind because of they are transformed from an individual to a part of a group,

which makes their feelings, thoughts and actions totally different from that in private. The behaviors of individual in groups tend to similar like those who have lowest spirit level. For example, we will throw the traffic law behind if everyone around run the red light.

Absence of " Looking-glass Self"

Adam Smith in the book "The Theory of Moral Sentiments" said that once the individual into the society; they can acquire a "mirror" which can reflect their behavior right or not immediately. This mirror exists in people's expression and behavior who around us. Later, the American sociologist Charles Cooley revert this metaphor in his the " Looking-glass Self " theory. Cooley believes that others' attitude for our behavior is a mirror; we can reflect ourselves from this mirror.

Ideal individual can adjust their own behavior according to the change of social circumstances, and meet "self" (in sociological context) demands through positive interaction with others, at the same time, individual complete the recognition and realization of self-worth. In this sense, according to continuous development of "social self", individual's cognitive and dialectical logic will gradually mature. However, this is ideal condition. In real world, rational always lose its function and was replaced by empty slogans and illusions.

We maybe cannot find the "mirror" when we enter the network, that is because: on the one hand, the homogeneity of the network is easy to prevent people to view the issue through different perspectives, and "one-sided" phenomenon of public opinion weakened the potential critical; on the other hand, the thrill of surfing in internet make people ignore the authenticity of online information and appropriate behavior of their own. When the "human flesh search" participants found there are increasing numbers of people comment on their post with same attitude, they are very easy to go crazy, and cannot extricate themselves from contaminating "perpetrators" .

"Pseudo-utilitarian" of group

"Human Flesh Search" is defined by Baidu as "to help to expose the truth behind an incident" and "help the person concerned to find the right moral orientation." This definition's starting point and stance are both morality, so it is not hard to understand why "human flesh search" always started due to the moral basis However, if pursue the result's "truth, virtue and beauty " and use extreme means to obtain truth will fall into the "utilitarian" trap, because utilitarian always try to search the best result which good for majority, ignoring the motivation behind the behavior and whether this act can harm other people or not.

According to utilitarian theory , the "human flesh search" participants can only be reckoned as "pseudo-utilitarian" because they had neither consider whether the means they use is appropriate or not, also wrongly estimate the purpose's appropriate. In the "human flesh search" participants' opinion, the acts such as animal abusing, marital infidelity and corruption damaged integrity and justice which are the moral foundation.

WHY IS "HUMAN FLESH SEARCH" ONLY POPULAR IN CHINA?

HISTORICAL PERSPECTIVE-TRADITIONAL CULTURE AND SPECIAL SENTIMENTS

Strong Moral Sense

In Chinese people's moral system, it not exists the sense of self-love. Loving oneself, or self-love, has long been erroneously equal to selfish. And selfish is strongly rejected by Chinese culture and Confucianism. On one hand, Chinese culture requires individual to dedicate themselves for the public good; on the other hand, the states or group can pursue their own interests ignoring other nations' benefit. For example, in the Hangzhou kitten killer incident, who cared about the kitten killer's lonely life after divorce? In fact, the "human flesh search" participants' perception of morality is extremely vague, they praise themselves as "the representative of selfless spirit", but at the end it is only meet the group or majority people's interests.

External authority sneak into individual heart, and then become a part of the individual subconscious, and this subconscious always be brought to the surface of consciousness when individual's emotional disorder temporary - such as the clear off of overwhelming pressure – and then control individual's behavior. Someone said that the popular of "human flesh search" in China suggest that the great damage of traditional moral system, but I think that "human flesh search" popular in China just because the traditional and conservative moral values which long-term depressed individual's conscious and self-love

Moral legalization

China is always a "dezhi (rule of virtue) country" rather than "fazhi (rule of law) country", and everything of social life must be critical by the moral rule. The reason is the ancient Chinese law has all the features of ethic law, legislators used to transform the moral obligations to legal obligations. The rulers of almost all the dynasty always try to constraint complex social relations by potential deterrent

of moral rules and encourage individuals to deny self and return to propriety, thus achieve the whole country's peace, harmony and long-term stability. This culture never encourages the development of personality. Second, Confucianism has always advocated that the target of law's constraint point to collective rather than individual. Also, Legal in China always not protects individual rights, but try to maintain the interest of patriarchal family as a whole.

Poor sense of privacy

Most incidents searched by "Human flesh search" are extramarital affair. That is because most Chinese people have a conservative attitude to sex; extramarital affair is always labeled "immoral". The clash between greater sexual openness and continued conservative attitudes has had a surprising side effect -- a boom in abortions. Even in everyday lives, people always intrude on other person's privacy and do not think this is wrong. For example, parents split their children's dairy or private letters, or ask other person's age or salary. "Human flesh search" participants defend themselves by freedom of speech. But they do not know that freedom and responsibility are inseparable. Even in a free society, when people are allowed to do what they want, they must be responsible for the consequences of their actions.

REALISTIC ASPECT

The Decline of Mass Media

(1) The negligence of Network Media

At present, some of China's network media ignore ethics, they tread "human flesh search" as a publicity gimmick to attracting more eyeball which contributing the popular of "human flesh search". In China, some network media always use "human flesh search" to grab attention, even some events which not relevant to "human flesh search" were labeled the tag of "human flesh search" in order to draw public's attention.

(2) The aphasia of mainstream media

In China, the mainstream media is controlled by government. Chinese government has many restrictions on information distribution, which typically involve deleting or censoring politically charged content, seem to be aimed at preventing microblogs and other sites from being used to foster dissent or organize antigovernment protests. For example, in the high-speed train trash in 23ed July, Although Chinese reporters raced to the scene, none of the major state-run newspapers even mentioned the story on their next-day front pages. A user of Sina Weibo,

China's Twitter-like social networking site, first broke the story and increasingly popular social media outlets then provided millions of Chinese with the fastest information and pictures as well as the most poignant and scathing commentaries. This is unimaginable in the past.

An irreconcilable conflict - Desire for praise and difficult to achieve personal value

In China, the competition is increasingly fierce, Chinese people are in dire need of a channel to release their emotional tension. The appearance of internet smooth the barrier between age, occupation and wealth, individual's desire for respect was quickly aroused. Take the website mop for example, Those who had clues posted them on a "human flesh search engine" area of mop.com and were rewarded with "mop money" – an Internet currency only redeemable on mop.com – if they proved right. Most "Human flesh search" participants are loser in real life, so they log on the virtue society to take out their resentments or achieve self-realization. They believe illiberally that everybody can be a moral judge on this platform which is vast and lack of lack of order, restriction, or regulations. They have a well-intentioned but they do not know why their act always be stigmatized as being for the purpose of identifying and exposing individuals to public humiliation.

CONCLUSION

Nowadays, the bilateral, interactive spreading of Network blurs the difference between the Disseminator and Receiver, everyone can broadcasting news without permission. "Human Flesh Search" cannot popular in China without the support of network technology. Someone assume that the rise of the network guaranty individual's rights of expression, everyone can sell their concept freely; some people think that the new media like social network is bound to induce a more fair and democratic society. We cannot predict what can internet bring to our society, but one thing is clear: technology is neutral, without any emotional judgment. The most important is how the people use the internet and technology.

REFERENCES

McLuhan, Marshall, Understanding Media: The Extensions of Man, Gingko Press, 2003.

Hayek, The Constitution of Liberty, Pbk.Ed, 1978.

Jung,G, Undiscovered Self, Back Bay Books,1972.

Le Bon, Gustave, The crowd: a study of the popular mind, General Books LLC, 2010.

Baran, Stanley, Davis, Dennis, Mass Communication Theory: Foundations, Ferment, and Future, Wadsworth Publishing; 6 edition, 2011.

Patterson, Philip, Wilkins, Lee, Media Ethics: Issues and Cases, McGraw-Hill Humanities/Social Sciences/Languages, 2010.

Lippmann, Walter, Public Opinion, Wilder Publications, 2010.

Huang, Ray, 1587, A Year of No Significance: The Ming Dynasty in Decline, Yale University Press, 1982.

Day, Louis, Ethics in Media Communications: Cases and Controversies, Wadsworth Publishing, 2005.

Digital library: A long way to go

Hui Zheng

ABSTRACT

The digital library was once a beautiful dream chased by humans but now it has come true. However, compared to traditional libraries, numerous drawbacks occur in digital libraries since they are in a developing process. This essay identified three main limitations to the operations of the digital library in terms of quality of access, full text availability (URL), system efficiency (quality of collection and service environment) with the comparison to traditional libraries, analysing why current digital libraries have not formed a large scale in application, and give possible suggestions to each limitation, in order to the further building of high quality digital libraries.

KEYWORDS

Digital library, Limitation, Access, Full text, System efficiency

INTRODUCTION

Since people have found the power of digitalization, everything seems to have the capacity of being digitalized, such as books, photographs, maps. They are extensively used in daily life. The digital library, along with non-digital library (traditional library), is developing with advanced technologies, especially e-book digital technologies. Currently, most digital libraries exist with and rely on traditional libraries. To become more sophisticated, it still has a long way to go -- digital revolution is an indispensable process. Digital libraries are ideal places for not only students but all readers to acquire knowledge in a convenient and easy way. However, there are several limitations of the operations of digital libraries, which bring barriers to their users. Since these problems exist in current digital libraries, users might turn back to choose traditional libraries instead of digital libraries. This essay focuses on universities' digital libraries in terms of access, full text availability, system efficiency.

The first perspective of this essay concerns the access to digital libraries. The access to digital libraries, to some groups of people such as students, is particularly significant. In an Islamic university case study, Muhammad Arif and Saima

Kanwal (2009) mentions that "the significant benefits of digital libraries are storing resources in digital format which allow easy access to the online users at multiple sites around the globe at any time." However, failing to have the access to digital libraries has brought various problems to users who intend to use online resources of digital libraries. Reasons of such phenomenon including the confusing concept of the digital library, few attentions paid to digital libraries, lack of IT proficiency and grants restriction. Under such circumstances, the access of traditional libraries is open to more people.

Secondly, full text availability is another issue that concerned by many digital library users. "In many of such DLs (digital libraries), mainly those built by aggregating metadata from heterogeneous sources, not all metadata records have a direct pointer (e.g., a URL) to the corresponding full text."(Allen J.C. Silva, 2009) For most metadata information, for example, books with hundreds of thousands of words as well as referenced items (Allan J.C. Silva, 2009), users can hardly find the whole full text resources of them, most digital libraries does not provide it in a convenient and friendly way to online users, due to their own disadvantages. However, people can have access to full texts in traditional libraries as long as they locate the physical resources.

Then, it comes to the issue of system efficiency in digital libraries, which is the determining key point of high quality digital libraries as well. This essay will focus this limitation on two main parts: data collection quality and service quality, for lack of these two significant qualities, digital libraries will lose the foundation – efficiency. System efficiency is a mirror of digital libraries. "Problems with system performance are related to the relevance of the retrieval results and efficiency of the retrieval process." (Hong Iris Xie, 2008) Data collection and service quality are indispensable parts of such process. Lack of these two parts, the digital library would probably suffer from reputation infringements by irrelevant results showing and unfriendly system operation environment cases while modern facilities in the operation of traditional libraries are relatively well advanced.

ACCESS

Access limitation has become an increasingly challenging problem in the operation of digital libraries. To some extends, restricted access affects the quality and quantity of research works. Some digital resources are only limited to a few online users. (Muhammad Arif & Saima Kanwal, 2009) while for other online resources, users have to pay money to have access to digital libraries. In such circumstances, some users might prefer to borrow books from traditional libraries, for traditional

libraries are more open to readers, or users might even prefer to duplicate their wanted pages instead of paying money on access to digital libraries.

There are several reasons of access limitation in digital libraries. First of all, the concept of digital library is relatively confusing to university students and it can be defined in many ways. (Mahmood. K, 1998) "The term digital library has been applied to a wide variety of offerings from collections of electronic journals to software agents that support inquiry-based education to collections of email to electronic versions of a public library, to personal information collections, and even to the entire Internet." (Mary E. Brown, 2005) They are places where data collection is digitalized, and through digital forms researchers could get e-form resources. Due to the insufficient knowledge of digital libraries, the access has been restricted seriously. This in return causes second reason of access limitation: few attentions paid to the use of digital libraries, which causing: the problem that people are unfamiliar with the digital library operation systems and a likelihood of wasting resources, both physically and mentally. To other persons who might recognize the digital libraries, there is a possibility that they lack of IT knowledge to operate the system. Lastly, some economic factors might be involved in the access restriction parts. For example, Muhammad Arif and Saima Kanwal (2009) state that: "after the financial crisis of HEC Pakistan, the digital library access was limited to the research students of the University since July 2008."

To cope with such problems, three dominant methods could be applied. First, in terms of concept confusion and little concentration, it is meaningful to develop a model of high quality digital libraries which would impress users with the operation of digital libraries, for the impressive model will help user well understand the functions of digital libraries vividly. This can be done in several forms including physically designed models and computer designed models. In universities, like those activities visiting traditional libraries in universities' orientation weeks, students can be invited to observe digital library operation models. Second, to solve the IT illiterate problem, as scholars proposed, it is recommended to establish the IT literate program such as training workshops among researchers and assign IT staff in libraries to give assistance of using digital libraries. (Muhammad Arif & Saima Kanwal, 2009). Last, the financial problem could be solved through governmental and social grants, and copyright costs from authors and publishers.

FULL TEXT AVAILABILITY

Full text availability is another issue in the operations of digital libraries. Laender (2008) demonstrates that "the full text of catalogued documents is an important requirement for satisfying the needs and expectations of the users of a digital library of scientific articles." (Laender, 2008) Users have found that they would spend even more time in achieving full texts than in a traditional library. For instance, in the case of studying an international Islamic university, "the majority of the students are not satisfied with the authenticity of materials available on the Internet." (Muhammad Arif & Saima Kanwal, 2009) Students might decide to traditional libraries where full texts are available and can be easily acquired. There are two main reasons of such limitation.

First of all, the lack of IT efficiency leads to the unavailability of full texts. Some online-users might experience achieving the incomplete original texts, citations and references. For some online users, "they spend most of their time searching the Internet, but they cannot download the relevant material from the Internet."(Muhammad Arif & Saima Kanwal, 2009) This problem is particularly serious in metadata records, for the process of supporting metadata full text is difficult. The technology hasn't been sophisticated enough to support full text availability, including the quality and completion of resources. Unclear texts and uncompleted texts would bother users and waste time. Second, for some available full texts, online-users have to pay high costs on their target digital resources. In such circumstances, users might prefer to borrow resources in traditional libraries rather than pay money on online texts to download them. Lastly, the government policies are in sufficient to ensure the full text availability in digital libraries.

Scholars propose several methods to solve full text availability problems. Allan J.C. Silva and his colleagues (2009) suggest a way to combine the use of search engine (Google and its Scholar) to improve full text availability, for the reason that these search engines "have a good coverage", (Walters, 2007) which helps users to locate the full texts. It is an efficient way to make up such limitation from one aspect; however it is a method out of digital resources themselves. There should be another way in terms of improving digital record quality to remedy full text availability. Technologies such as the scan of entire books could be modified to adjust complicated metadata resources environment in prevention of fragmentary and fuzzy digital information. To perfect book scanning technologies, software advancement is an indispensable part. Also, current technologies of book scanning can be manual and automatic, if this can be done all in a systematically way, then the cost of book scanning will decrease, saving the cost of full text as well, which drives users back to digital libraries. Lastly, the problem of full text availability could be solved by governments. Government could raise the awareness of these limitations among people, and provide relevant policies supporting the full text availability in digital libraries. For example, The United Nations initiated the first

digital library to provide access to full text documents produced by various UN agencies in Pakistan. (Walters, 2007)

SYSTEM EFFICIENCY

In the first two parts, access limitation and full text availability are identified and possible solutions are suggested. The last point is the system efficiency of digital libraries. System efficiency predominantly determines the efficiency of researches, for an efficient system would help users save time to a large extend while an inefficient system would waste users time remarkably. Data collection and service quality serve as major parts of system efficiency. In terms of data collection, if the collected data is not accurate, irrelevant and even with several errors, such as the wrong date, author, then the efficiency of system would be affected and mislead users. Service quality is to provide a friendly and comfortable digital environment to users, which improve system efficiency invisibly. Through pleasant environment, online users will feel glad to visit such digital libraries like that in most traditional libraries.

However, there are several flaws of system efficiency existing in current digital libraries. Some users complain that the digital resources they found are lack of precision, to be exact, it is lack of relevance, which means they search a key word, but the most results shown are irrelevant to them. (Hong Iris Xie, 2008) In terms of data collection quality, the accuracy of information is restricted due to the missing of authorized listing, proofreading and copyright information. In terms of service quality, there is insufficient service quality as well, which causes the failure to make users enjoy the digital environment. (Hong Iris Xie, 2008) The first reason of such limitation is policy flaws. There are no clear regulations about data collection quality of digital libraries. Thus, the poor protection of information accuracy, relevance, copyright is caused. Second, there are no enough advanced technologies to provide precise search results to ensure the relevance of information. Last, the lack of IT staff and digital technologies result in systematically frigid digital environment, where users might feel digital libraries is more uncomfortable than traditional libraries. Thus, improvement should be made to create efficient system environment.

To implement improvements collectively, first of all, relevant digital library policies should be made and proposed as social issues, for digital libraries should be put in an important place as traditional libraries. Policies might involve data collection quality, such as copyright information accuracy and appointing staff to improve proofreading quality. Second, improve community service such as setting up

online association and online forum to enhance digital environment and gathered beneficial suggestions to modify online environment to users under supervision by public opinion. As long as such supervision system is established, everyone could make a contribution to digital libraries. Current digital libraries should be more open to welcome its users.

CONCLUSION

To sum up, this essay identifies three main limitations in current digital libraries: access, full text availability and system efficiency. Compared to digital libraries traditional libraries are almost "unlimited" to their users. For access quality, due to cloudy ideas about digital libraries, few concentrations and insufficient popularized IT proficiency, the access is limited to potential users. To deal with these problems, models in physical or computerized forms of digital library are advised to be established with economic assistance from government and society in order to help people's comprehension of using digital libraries. Also computer learning programs should be set up to improve people's IT proficiency. By doing this, users would get a clear mind of what digital libraries are and how to operate them, and the limitation of access would be eased to some extents. Above-mentioned suggestions need to be well-planned and managed before they are implemented. In addition, without dissemination activities, to a large degree both methods might not be successful.

Then, it comes to full text availability in digital libraries. Failure to have full texts might mean a waste of time. This issue in traditional libraries has been relatively solved since there is no need to scan books. As the scanning of books is necessary in digital libraries, developing book scanning technologies could solve the problem of IT inefficiency, including uncompleted texts and copyright information and reduce the high cost of full text availability. Government policies could raise the awareness of related departments to ensure the availability of full texts to users. However, people are still waiting for such advanced technologies and government policies to improve the operation of digital libraries. Also, how to implement the technologies of book scanning from manual book scanning to entire systematically book scanning remains an important issue.

Lastly, this essay identifies the system efficiency in digital libraries in terms of data collection quality and service quality. Without system efficiency, the digital library would lose its soul. Data collection quality concerns the irrelevant and inaccurate information contained in digital texts, which result from unprofessional proofreading and missing of copyright information. Service quality concentrates

on the friendly digital environment provided to users. To deal with them, authorized proofreading staff is advised to ensure the quality of the texts and online forum and association are suggested to set up as a communication environment among online-users to create the user-friendly environment. However, how can proficient staff be fostered and how can the online public supervision monitor the digital environment are unsolved problems.

REFERENCES

Muhammad Arif & Saima Kanwal, 2009, 'Acceptance of digital library among female students and effects of limited access of digital library on their performance in research work: A case of International Islamic University', The International Information and Library Review, pp.122-128.

Allen J.C. Silva, Marcos Andre Goncalves, Alberto H.F. Laender, Marco A.B. Modesto, Marco Cristo, Nivio Ziviani, 2009, 'Finding what is missing from a digital library: A case study in the Computer Science field', Information Processing and Management, pp.380-391.

Hong Iris Xie, 2008, 'Users' Evaluation of digital libraries (DLs): Their uses, their criteria and Their Assessment', Information Processing and Management, pp.1346-1373.

Mahmood. K, 1998. 'The use of technology in university libraries of Pakistan: a need for acceleration', Pakistan Library Bulletin, 29(1e2), 1e9.

Mary E. Brown, PhD, 2005 Information Science, Southern Connecticut State University, accessed on 7 Juli, 2005 http://www.southernct.edu/~brownm/dl_history.html

Laender, A. H. F, Cota, R. G., Ferreira, A. A., Santos, R. L. T., & Silva, A. J. C. 2008, 'Keeping a digital library clean: New solutions to old problems', ACM Symposium on Document Engineering, pp. 257–262.

Walters, W. H., 2007. 'Google Scholar coverage of a multidisciplinary field', Information Processing and Management, 43(4), 1121–1132.

Walters, W. H., 2007, V., Morris, M. G. 2009, UN Digital Library now accessible Daily times, Accessed on 20 May, 2009, 'http://www.dailytimes.com.pk'

From parlours to pixels: How the digital revolution is changing the way we read

Angela Shetler

ABSTRACT

The world of publishing was shaken up when technology made digital publishing a viable means of production and distribution. As print has made way for digital, readers have been introduced to paperless texts, electronic ink, and the ability to store hundreds of books in a single device. This article examined the digital revolution regarding how it brought about the development of tools and platforms to foster a new definition of social reading. For the purposes of this article, social reading was defined as the act of engaging with an online network for the purpose of sharing and discussing what one is reading at any given time.

Analysis included examining the historical framework of text publication and consumption, and the paradigm shift that has occurred as Web 2.0 based technologies have developed. There was also a brief examination of how the definition of 'social' has evolved with the advent of online networking and the effects of this evolution on the use of digital tools to share information that includes authors, titles, and content.

Research focused on the rise of social reading and its effect on the author-reader relationship as well as the ways consumers read and share books. Analysis was limited to three spaces which promote social reading: the Kindle e-reader, the social networking site Twitter, and the Goodreads website.

Findings concluded that social reading is likely to continue to increase in popularity. As readers become more comfortable with reading from a screen as well as engaging online with authors and other readers, the publishing and technology industries will need to continue to adapt in order to meet the needs of the emerging social reader.

KEYWORDS

Social, Reading, E-books, Online, Digital, Publishing

READING, REBORN

The cries of imminent death for the publishing industry and the printed book are not a new phenomenon. With each advance in technology, there has been a question of if the industry would be able to adapt. In the world of books, technology has made digital publishing a viable means of production and distribution. Readers have been introduced to paperless texts, electronic ink, and the ability to store

thousands of books in a single device. The digital revolution has brought about the development of tools and platforms to foster social reading. Of course, the idea that reading is a social act is not new. Reading and then talking about what you're reading has long been done in parlours, classrooms, and book groups, to name a few. However, the act of engaging with an online network and utilising online tools for reading has been increasing in popularity in recent years. What once was an act of gathering in person and reading aloud in a room is now an act of logging in to networks and engaging in conversation with avatars and handles. This is social reading 2.0, where digital tools allow readers to share quotes, give ratings and reviews, and buy new books, all with a single click.
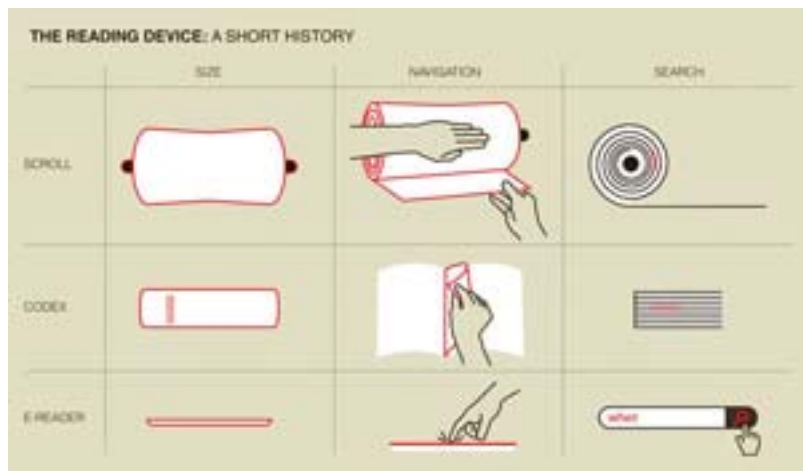

Figure 1.0: Illustration by Joon Mo Kang for The New York Times

To understand how reading has reached its current state, it is important to examine the emergence of Web 2.0, a term that came into use following the dot-com crash in 2001 (O'Reilly 2005). For something to be considered Web 2.0, it must include the following principal features: user and network power; content distribution outside the original creator's parameters; rich online experiences; and integration across devices (Funk 2009). With Web 2.0, publishing has shifted to participation (O'Reilly 2005). This shift has implications for business practices and audience engagement. For example, Amazon has made engagement key in their business model, using user activity to improve their search algorithm (O'Reilly 2005).

Publishers need to deal with this shift as well, primarily in the sense of reader management. By using Web 2.0 technologies to gauge reader interests and needs, publishers have the opportunity to cater their product delivery. This shift towards a more inclusive production process is what Jenkins claims fosters "a new participatory

folk culture by giving average people the tools to archive, annotate, appropriate and recirculate content. Shrewd companies tap this culture to foster consumer loyalty […]" (as cited in Deuze 2006, p. 63). As Tian and Martin note in their study on digital technologies for book publishing, this requires "developing real, lasting relationships with readers and making a reader-focus a priority throughout the company" (2010, p. 161). Using social networks is one way in which publishers can utilize Web 2.0 participatory expectations to build relationships with readers that in turn support their marketing strategies.

This focus on participation and audience leads to a redefinition of the term 'social' in regards to networks and the act of reading. As Deuze notes, the digital culture "fosters community while at the same time can be fueled by isolation" (2006, p. 71). This is the contradiction that exists in social networks: online communities that rely on individuals to contribute to the group in what is generally an engagement done in isolation. The same can be said for the common construct of reading, where the romanticized image of a reader is that of a person alone with a book. In examining the cultural construct of reading, however, it is apparent that this view of reading is limited. Instead of a solitary act, "the act of reading — as opposed to the cognitive process of reading — is a kind of social interaction, a way of being socially present in the here-and-now, which places participants in quite specific webs of mutual obligation to others who are socially present" (Scollon 1998, p. 281). The digital revolution allows reading to become something new in terms of consumption, sharing, and interactivity with other readers and even authors.

This kind of social interaction can be extrapolated to how users typically approach social networks. There is both a sense of presence and a sense of absence in the online sphere in which the user is expected to engage if the relationship is to continue. Compare this with Howe's social interaction in Anglo-Saxon England: "Both readers and listeners belong in a community at once textual and spiritual, written and oral, in which intellectual and spiritual life is created through the communal interchange of reading" (1993, p. 71). Reading may have once been idealized as a solitary act, but it also has a history of being a performance or an act of social engagement within a community. This engagement aspect is key to the rise of social reading as online communities and digital technologies develop to accommodate the reader's desire to be socially present as they read.

WIRELESS AND WIRED IN

To look at how social reading has grown, it is necessary to look at the technology that has come into mainstream use in recent years specifically for reading. The

Kindle is a dedicated electronic reader (e-reader) launched in November 2007 by Amazon, Inc. Now in its third generation, the Kindle is the best-selling item on Amazon. As sales have grown, the device's technology has adapted to the needs and demands of readers. The latest iteration, the 3G, uses a patented e-ink screen to improve contrast, has the storage capability for 3,500 books, and weighs less than a paperback book. The number of books made available for the Kindle has grown as well, to more than 810,000 titles (Amazon 2011). This variety, combined with the ability to buy, download, and start reading a new book in about a minute, has contributed to Amazon's sales of e-books surpassing sales of print books in May 2011 (Miller & Bosman 2011). "[…] the digital revolution has also led to the digitization of the supply chain" (p. 313). Thompson wrote this in 2005, before the first e-reader was launched. He was speaking about using technology to track sales and manage inventory. However, it is clear that the supply chain has been digitized beyond what Thompson imagined. Now the entire book publishing process, from production to distribution to consumption, has the capability of being digitized.

Figure 2.0: Amazon Kindle

The switch from paper to digital certainly affects the ways the reader engages with the text. Tactility is removed somewhat with the Kindle, which has left and right arrow buttons to flip pages and a QWERTY keyboard to make notations, versus traditional hand to paper or pen to paper actions. Both formats are portable, but the Kindle's portability doesn't change whether storing one book or thousands. However, it is not as easy to maneuver within the Kindle as it is within a print book, despite the device's ability to search for keywords. One of the main concerns when the Kindle was initially released was the question of sharing e-books. With traditional print books, it is easy to loan to a friend, but with the Kindle, swapping titles was not built in to the functionality. This has changed as the device has been redesigned.

The sharing features that have been incorporated into the design of the Kindle encourage social reading. Readers can annotate text while reading and either save or export these notes for later reference. These annotations are aggregated in that as one is reading, passages that have been highlighted many times are set off by underlined text and a number indicating how many other readers marked it. The Kindle also has built-in Twitter and Facebook integration, meaning once a highlight is made, readers can share the passage via a tweet or status update from within the device. This integration is a key feature for the Kindle, and has recently been utilized to encourage interaction between readers and authors. In August 2011, Amazon launched @author functionality. Like passage sharing, readers are able to pose a question to an author from within the Kindle by typing '@author' followed by their question. This is then pushed to Twitter and participating authors respond via email (Kirk 2011). These features reflect one way the digital revolution is changing the way we read. Another is the Twitter platform, which is a popular space for social reading.

READ, SHARE, RETWEET

Twitter launched in 2006 as a social networking and microblogging site. It has also provided an online space where social reading can be promoted in a variety of ways. One effective method of social reading promotion is the use of a hashtag (#). On Twitter, the hashtag is frequently used to group tweets by topic. The #fridayreads hashtag was started in fall of 2010 by Bethannne Patrick as a way of starting a conversation about what her followers were reading. It has since grown into a weekly event, where every Friday, readers are encouraged to tweet their current read (book, magazine, etc.) with the #fridayreads hashtag. Readers can then search the results and engage with other readers who are participating in the community or simply find a new book to read.

FridayReads has grown in popularity in the year since it began and now includes an accompanying website, a Facebook group, and a Tumblr site as online spaces where readers can share and discuss. Sharing and sociability are central to FridayReads, and readers receive weekly reminders to 'share what you're reading'. The regular number of participants in the weekly event now exceeds 7,000 worldwide, and hashtags in other languages are now being used (ex: #vendredilecture, #bokfredag, and #frejdagsbok). FridayReads also keeps a list of top books being read each week. This list is made available on all the sites connected to the event, and is another way in which readers can make reading and purchasing decisions. Another social reading hashtag is #amreading. This hashtag is not limited by date and time, but is instead used by readers whenever they wish to share what they are currently reading. Like #fridayreads and other hashtags, it is easy to search for authors and titles as well as to connect with other readers based on similarity in tastes.
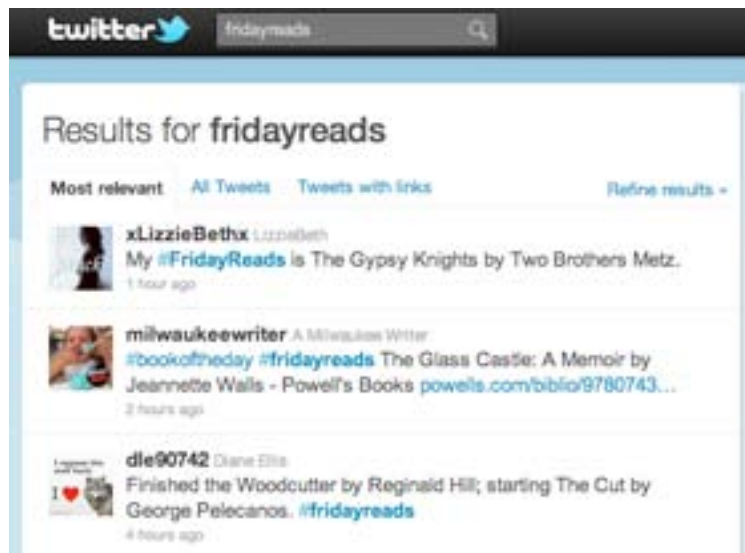
Figure 3.0: Screenshot of #fridayreads on Twitter

FridayReads is also an example of utilizing an online network for direct author-reader interaction. Authors who are active on Twitter can use #fridayreads to further engage with their audience by sharing their personal reads, interacting with readers who tweet their books (titles and author names can easily be found through Twitter search), and participating in giveaways by offering signed copies, advance reading copies (ARCs), etc. As mentioned in the analysis of the Kindle, authors can also use Twitter to answer reader questions in a setting that is typically more casual and familiar than an email or formal reading. The social network is often used as part of an author's promotional strategy as it allows them to build an audience prior to a book launch, which can then be cultivated between publications. Twitter can also be used to craft an author's brand, particularly if the target audience is known to be active online. The increase in electronically mediated interactions between authors and publishers noted by Thompson in 2005 also carries over to authors and readers as more and more authors are expected to play an active role in developing their online brand (p. 315). This branding includes maintaining an online persona that may or may not choose to actively engage with readers. In an interview with Giga Om, young adult fantasy writer Cindy Pon spoke about the value of using social networking to connect with fans between book releases. "I feel that social networking is a really powerful tool for authors. With the caveat that only if the author enjoys it and does not use it solely to promote. Because that simply doesn't work" (Aleo 2011). That is the same strategy used by author Tahereh Mafi, who

has more than 2,700 followers on Twitter and also has author and Tumblr blogs. "I started blogging before I even had a book deal. […] I definitely use it to connect — to build a sense of community — to reach out to other writers" (Aleo 2011).

Like the Kindle device, Twitter is another digital tool that is changing the way in which social reading is conducted. Reader-reader and author-reader interactions are no longer limited to physical spaces or time restrictions, but instead are occurring on a global scale in real time. Publishers and authors can take advantage of this direct author-reader interaction, as long as they do so in a way that does not jeopardize the sense of connection in the online relationship. Along with blogs, author sites, and tweets, authors are also utilising social platforms built specifically for readers, such as the Goodreads site.

THE VIRTUAL BOOK CLUB

Goodreads launched in December 2006 as a site to connect people who were looking for a way to share their reading in an online format, essentially creating a virtual bookshelf. According to the site's 'About Us' page, Goodreads has become the largest social network for readers in the world with more than 5.5 million members in 2011. These members have contributed more than 170 million reading selections to their virtual shelves over the past five years. With membership comes the ability to share books according to status: to read, currently reading, and read. The site has a built-in five-star rating system for each book, as well as a space to submit a review. The capabilities that exist on social networking sites are also used on Goodreads, specifically the ability to 'friend' people, respond to others' reviews and shelves, and form groups akin to book clubs. Other social features include the ability to create and share lists of books, share personal writing, swap books, and create trivia about read books. Goodreads also promotes social reading by allowing linking of one's activities to other social networks, primarily through a direct push of information to Twitter and Facebook.

Goodreads is an online space for authors as well as readers. The Author Program was created as a space for both new and established authors to reach their target audience through promotion and a sense of personalisation. Authors are encouraged to create author pages, from which they can interact with fans, post announcements and events, offer giveaways, and other forms of publicity, in addition to sharing their personal reads. This form of online engagement has come to be expected as social reading has grown in popularity, whether through a site like Goodreads, reader and author blogs, or social networks. This mirrors how the relationship between producers and consumers has changed in the online

sphere with the emergence of social networks. Direct interaction as a marketing and public relations strategy has blurred the line between previously distinct roles.

Goodreads also offers e-books, both those in the public domain for free and those uploaded by authors for sale. The e-books are available in the international ePUB format and are DRM-free, allowing authors to set their own price and receive 70% of the revenue generated (Gonzalez 2010). This is comparable to what Amazon now offers self-published authors, though the Kindle currently only supports e-books published in the device's MOBI format.

Figure 4.0: Screenshot of Goodreads.com

SOCIAL READING 2.0

As technology continues to improve, readers will find new and interesting ways to share what they are reading in their online sphere. Social reading as defined within this article is still a fairly new phenomenon, and has yet to be fully explored in terms of impact on offline reading behaviors. As readers become more comfortable reading from a screen and engaging online with authors and other readers, what percentage of readers who use electronic devices to consume text will also use those devices to share or discuss the text? What potential applications are there for the technology introduced in an e-reader, such as the Kindle, for teaching and learning? How will publishers develop innovative ways of engagement in a culture that is born out of both interaction and isolation? These and other questions that arise from social reading in the digital revolution will need to be addressed by the publishing and technology industries as they adapt to meet the needs of the emerging social reader.

REFERENCES

Aleo, C 2011, 'Three authors, three examples of the disruption in publishing', Giga Om, 11 August, viewed 12 August 2011, http://gigaom.com/2011/08/11/three-authors-three-examples-of-the-disruption-in-publishing/

Deuze, M 2006, 'Participation, Remediation, Bricolage: Considering Principal Components of a Digital Culture', The Information Society, vol. 22(2), pp. 63-75.

Friday Reads, viewed 14 September 2011, http://fridayreads.com/

Funk, T 2009, Web 2.0 and Beyond: Understanding the New Online Business Models, Trends and Technologies, Praeger Publishers, Westport, CT.

Gonzalez, G 2010, 'Goodreads Takes Next Step in Social Reading'. Digital Book World, 6 August 2010, viewed 9 August 2011, http://www.digitalbookworld.com/2010/goodreads-takes-next-step-in-social-reading/

Goodreads, site and screenshot, viewed 14 September 2011, http://www.goodreads.com/

Howe, N 1993. 'The cultural construction of reading in Anglo-Saxon England'. In The Ethnography of Reading, J. Boyarin (ed.), University of California Press, Berkeley.

Kang, J 2011. 'The Reading Device: A Short History', illustration, in The New York Times, 2 September, viewed 7 September 2011, http://www.nytimes.com/2011/09/04/books/review/the-mechanic-muse-from-scroll-to-screen.html

Kindle Wireless Reading Device, Amazon, site and image, viewed 14 September 2011, http://www.amazon.com

Kirk, J 2011, '@author: Connecting Readers and Writers', Kindle Daily Post, 30 August, viewed 31 August 2011, http://www.kindlepost.com/2011/08/author-connecting-readers-and-writers.html

MacManus, R 2011, 'Amazon Brings Social Reading to Kindle – But Will You Use It?', ReadWriteWeb, 8 August, viewed 9 August 2011, http://www.readwriteweb.com/archives/amazon_brings_social_reading_to_kindle.php

Miller, C & Bosman J 2011, 'E-Books Outsell Print Books at Amazon', The New York Times, 19 May, viewed 31 July 2011, http://www.nytimes.com/2011/05/20/technology/20amazon.html

O'Reilly, T 2005, 'What is Web 2.0? – Design Patterns and Business Models for the Next Generation of Software', 30 September 2005, viewed 14 September 2011, http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

Scollon, R 1998, 'Reading as social interaction: The empirical grounding of reading', Semiotica, vol. 118 (3-4), pp. 281.

Thompson, JB 2005, 'The digital revolution and the publishing world', Books in the digital age: the transformation of academic and higher education publishing in Britain and the United States. Polity, Cambridge, UK and Malden, MA.

Tian, X & Martin B 2010, 'Digital Technologies for Book Publishing', Publishing Research Quarterly, vol. 26.3, pp. 151-167.

Poetry and the digital age: Friends or foes?

Stephanie Littlewood

ABSTRACT

Visual forms of prose and poetry have introduced a debate among social science theorists as to whether meaning (as it is intended by the producer) can be communicated more effectively to the consumer through multimodal channels. In particular, traditional poetry writers have determined that digital forms of poetry redefine the genre altogether, creating a polarity among poets as to whether to resist or adapt to new technology and digital mediums.

Furthermore, whether our cognitive abilities are affected by digital modes of information disseminationis debated as digital forms limit the 'reader' to receiving information in the environment and method prescribed by the 'sender'. Thereby the reading experience is potentially transformed from a two-way flow, to a one-way flow of information.

KEYWORDS

Poetry, Digital, Publishing industry, Culture, Consumers, Producers, Art

INTRODUCTION

The digital revolution has placed classical writing in the realm of uncertainty — how we read it, think and feel about it is transforming as the limitations of print are respectively overcome with the emergence of multimodal text. Our previous definitions of writing and reading are redefined as producing and consuming, as the digitisation of 'text' combines the profitability of new technology with the experience of 'reading' and the global possibilities of digital literature. Meaning itself becomes more tangible to the consumer as the producer's intention may be more accurately translated through interactive and multifaceted mediums, thereby confining the consumer's creative involvement.

This article attempts to disentangle the concept of poetics from the new form of digital poetry, and to illuminate the losses and gains of communicative functions in poetry as language transforms to accommodate the digital revolution. In evaluating common practices of consumption, I will attempt to define the terms 'elusive' and 'conclusive' meaning as they are applied to our ability to engage with, and interpret poetry through our own unique thought processes. Throughout this article I will refer to reading as 'consuming', and writing as 'producing' to illustrate the validity of these terms when applied to contemporary practices of textual engagement, and to identify the impact of consumer culture on creative practices in contemporary society.

DISENTANGLING THE DEFINITION

I do not aim to devalue the innovation and imagination behind digital forms of writing however I wish to separate the term 'poetry' from digital manifestations of poetic works. For the purpose of this article, I will attempt to define what poetry is, and what it is capable of doing for consumers, as gleaned from my experience and engagement with the form.

As a genre of written expression, poetry introduces limitlessness to the performance of language. Interpretation, metaphor and symbology allow the consumer to deviate from the original meaning of the work (the producer's intention), and to engage with the writing on a personal level. "Openness may provide a version of the 'paradise' for which the poem yearns — a flowering focus on distinct infinity" (Hejinian 1996, p. 27). It is this 'openness' described by Hejinian as the idealistic purpose of poetry which distinguishes digital poetry from the genre as a whole. Therefore I propose that digital mediums create an all-encompassing atmosphere for meaning-making, denying the consumer the freedom to interpret the language presented. Amerika proposes that the convergence of image, sound, virtual reality and writing challenges the way in which we interact with, and appreciate art, thereby creating a new platform for defining creativity in the digital age (Amerika 2004, p. 9). The interactivity and multifunctional nature of 'language' as it performs in digital mediums, introduces new methods of meaning-making, and therefore a new, 'digital' genre which is only in its infancy.

In a sense, digitisation is a step towards assimilating language and culture to accommodate the 'global community' that has emerged along with the World Wide Web and satellite technologies. Digital 'language' (i.e. image, sound, and script) is a multifunctional tool which allows the fastest and most accurate translation of information across cultural and linguistic barriers. The driving force behind this innovation may be the global economy and the apparent movement towards standardising and disseminating data across a global consumer base. "Now we are surrounded by recession and instability. The pressure on the owners of the new tools is to produce, not to play or think" (Brown 1990, p.197)

The issue which manifests for producers of traditional poetry is that resistance to digitisation potentially means fading into the archives of creative writing as the publishing industry prepares to acclimate to the digital age. Hayes' article The Poets and the Geeks (2011) highlights the incompatibility of poetry with digital formatting, and the reluctance of the poetry world to enter the digital age. She argues that "poetry is the most aesthetic form of writing and its appreciation carries through to touch and appearance" (Hayes 2011, p. 2), signifying the need for poetry to retain its quality in print, whilst also feeling the pressure from the publishing world to digitise.

MEANING-MAKING: THE 'ELUSIVE' AND THE 'CONCLUSIVE' PARADIGM

These terms are most effectively explained when applied to creative writing. Poetry in particular demonstrates the invaluable quality of the 'elusive' meaning which may be sought by the consumer. 'Elusive meaning' refers to the idea that a consumer may engage with poetry on the level intended by the producer, but may also translate the meaning according to the creative thought processes of his or her own mind. Hejinian explains the value of elusive meaning as having the ability to "open to the world and particularly to the reader. It invites participation, rejects the authority of the writer over the reader and thus, by analogy, the authority implicit in other (social, cultural, economic) hierarchies" (1996, p. 28). She attributes the elusive state of poetic writing to a reflection of openness in the social environment in which it was produced. As I have discussed, elusive meaning is transformed in digital mediums to conclusive meaning — the 'truth' of the text is successfully translated, with limited room for reinterpretation by the consumer. The role of the consumer in meaning-making is overtaken with the bombardment of multimodal features contributing to the overall comprehension of the text. In this instance, conclusive meaning has the potential to stunt our cognitive development by eliminating the need or impetus for inspired thought progression.

Carr effectively illustrates how the shift in our consumption of text from elusive to conclusive meaning-making has not only affected the experience of consuming, but also our ability to take our thought processes further. "Once I was a scuba diver in the sea of words. Now I zip along the surface like a guy on a Jet Ski" (Carr 2008, p. 2). Whilst his approach to the notion of our disintegrating indulgence in 'deep-reading' is speculative, his portrayal of the digitisation of reading habits as a 'guy on a Jet Ski' points towards a problem intrinsic in digital language — we are not only losing interest in seeking the elusive meaning, but also our ability to

have deep engagement with texts. In this sense, I would say the answer to Carr's question, Is Google making us stupid? is an unequivocal 'yes'.

Our consumption practices reflect the consumer culture epitomised by the digital revolution. 'Fast', 'efficient', and 'user-friendly' are buzz words associated with the progressive potential of digitisation. The conclusive meaning is more highly valued than the elusive, thereby creating a barrier to the translation of poetry to digital form as its cultural value lies in its malleability. i.e. "The kind of deep reading that a sequence of printed pages promotes is valuable not just for the knowledge we acquire from the author's words but for the intellectual vibrations those words set off within our own minds" (Carr 2008, p. 5).

THE LANGUAGE OF ELUSIVE MEANING

Metaphor has been used by producers of text to effectively conjure a comparative image of the real world inside the world of the text. In poetry, metaphor is used to produce a sensory engagement with the writing by evoking a sense of the consumer's reality. Language is used as a poetic detachment from the writer's reality — spatial and temporal limitations — to effectively create a sense of 'placelessness' which is intended to inspire the consumer towards his or her own original ideas, and contextual comparisons. This is the inspiration of elusive meaning.

Hayles points to an obvious conclusion when discussing the translation of texts from print to digital. She says that "by changing how a work means, such a move alters what it means" (Hayles 2005, p. 90). However, this is not the only issue. Meaning is always translated in myriad ways depending on the consumer's social, cultural, and lingual circumstances. However when poetry is translated to digital, often times its form is changed significantly. Looking at Robert Frost's The Road Not Taken as an example of how change in form redefines the product, we can pin-point the break-down in traditional poetic language where visual representation takes over traditional language structures.

The YouTube adaptation of the poem (http://www.youtube.com/watch?v=I5YvZ5mBTAI) combines voice-over reading, a succession of images meant to correlate with the words, and the lines of the poem which appear and disappear successively. Where the original version of the poem allowed the consumer to imagine the 'yellow wood' and give a voice to the narrator, the multi-media version given here supersedes this notion of the 'imaginative journey'.

Frieling wrote on the emergence of hybrid format in art in the twentieth century, discussing how "an ideological abyss separates those who trust the image,

and those who trust the word" (Frieling 1996, p. 268). For my part, I have no preference between word and image, as I perceive both to be highly malleable artforms. However, it is the digital manifestation of these artworks which instills me with a sense of suspicion. Hayles makes the crucial point that "…the adage that something is gained as well as lost in translation applies with special force to print documents that are imported to the Web" (2005, p. 89).

Simple translations must occur for poetry to be propelled into the digital age. The distributive potential and openness allowed by digital form cannot be ignored, and this is understood in the publishing industry. However there is still much debate among writers and publishers as to how and in what form this shift should occur. It is the possible losses which have lead many (including myself), to 'dig in their heels' when it comes to removing poetry from the page for the sake of conforming, and not an ignorance of the value of new and emerging art-forms. The differences between on-line representations of print poetry, and what is now called 'digital poetry' are highly apparent, therefore it is the representation of print poetry in digital form which is the contentious issue in this debate.

DIGITAL CULTURE/CONSUMER CULTURE

At the core of my argument, I am concerned with what the commercialisation of poetry and language means for society. What is happening in the art world is a reflection of what is happening in society — a deconstructing; a coding; a diversifying; a commoditisation of culture. As Marcus states, "There is a movement toward abbreviation and, in a sense, toward dematerialization" (Marcus 1987, p. 10), and this obsession with the 'new' and heightened attitude towards instantaneous, economically efficient and current technologies, breeds the consumer culture of the digital age.

Bolter attributes a capitalist market with the glorification of technology, suggesting that "Digital technology constitutes a revolution in communication and representation, to which each development in hardware and software (the World Wide Web, the DVD, GPS, even second Life and YouTube) makes its contribution. The technology companies understandably promote this view" (Bolter 2007, p. 6). To equate a revolution in communication, and thus in language (of all forms) with the mass production of digital technologies is quite revealing as to the genre of writing which emerges as a product solely to be consumed. The process of creation is not so highly valued in this instance, and therefore the product itself must have a fleeting, superficial impact on the consumer.

We can see the result of this in the music industry with the proliferation of the mp3. Sterne extrapolates on the selling points of the mp3, idealising the value of portability, compatibility and imitation from the perspective of the producers. The mp3 allows "The possibility for quick and easy transfers, anonymous relations between provider and receiver, cross-platform compatibility, stockpiling and easy storage and access" (Sterne 2006, p. 829), inevitably creating the sense that quantity trumps quality. "People buy more records than they listen to. They stockpile what they want to find the time to hear. Use-time and exchange-time destroy one another" (Attali 1985, 101 in Sterne 2006, p. 830).

The publishing industry has not fully grasped digital technologies for online books, and there is still much debate about the ethics and copyright laws which will need to be adapted for digital production of books etc. Yet, as Hayles plainly states, "today's writers and publishers are coming to the conclusion that if you can't beat digital, you must in some form or another collaborate with the Geeks" (Hayes 2011, p. 1). If we look at the mp3 as an example of how digitisation can reduce the value of an art form to its commercial viability, we may project that a similar scenario may ensue when digital publishing is brought to the forefront of the publishing industry.

CONCLUSION

In discussing digital forms of media, the importance of keeping poetry in print in an expanding socio-cultural, and digital environment is validated on the basis that as an art form, poetry requires the prestige and 'untouchability' of the page to retain its definition. Digital forms of media, whilst providing multimodal conduits for meaning, limit the consumer to receiving in the environment and method prescribed by the producer, and are thus forced to conform to mainstream interpretations. Consumers are bombarded with material which may be quickly and easily attained and cognised, changing the consumption from an elusive meaning-making experience, to a conclusive meaning-making experience. In the debate print vs. digital we see consumer culture, driven by a globally mobilised public and corporate values, overcome the true nature of art, and poetry in particular.

However it is not as apocalyptic as this article may lead some to believe. The emerging forms of digital art, which utilise the inherently new and awe-inspiring possibilities of new technology, provide incentive to further discover digital genres, and to acknowledge 'digital' as a separate and valid platform for creativity of its own.

Furthermore, as Deuze states, "The manifold scrambled, manipulated, and converged ways in which we produce and consume information worldwide are gradually changing the way people interact and give meaning to their lives" (Deuze 2006, p. 66). Perhaps, by embracing digitisation as it applies to culture, we may better understand ourselves and others, and utilise new technologies to overcome cultural differences, and share cultural artefacts across a global arena.

REFERENCES

Amerika, M. 2004, 'Expanding the Concept of Writing: Notes on Net Art, Digital Narrative and Viral Ethics', Leonardo, Vol. 37, No. 1 (2004), pp. 9-13

Bolter, D. 2007, Digital Media and Art: Always Already Complicit?, Vol 49, Issue 1, ProQuest Information and Learning, The MIT Press, Cambridge.

Brown, P. 1990, 'Steps towards the evolution of a new medium: Computer-Aided Art and Design', New Foundations: Classroom lessons in Art/Science/Technology, Vol. 23. No 2/3, the MIT Press, 197-200

Carr, N. 2008, 'Is Google making us stupid?', in Atlantic.com.Washington D.C: The Atlantic.

Cramer, F. Digital code and literary text, netzliterature.net, 15/09/2011. 8:20 am

Deuze, M. 2006, 'Participation, Remediation, Bricolage: Considering Principal Components of a Digital Culture', Information Society, Taylor and Francis Group, Routledge 63-75

Frieling, R. 1996, Hot spots: text in Motion and the Textscape of Electronic Media

Hayles, Katherine 2005, My mother was a computer: digital subjects and literary texts, University of Chicago Press, Chicago.

Hayes, S. 2011, The Poets and the Geeks, ArtsHub, April 7th, 2011.

Hejinian, L. 1996, The Rejection of closure, in Onward: Contemporary poetry and poetics, P Baker (Ed), Peter Lang Publishing, New York.

Hughes, J. & Lang, K. 2006, Transmutability: Digital Decontextualization, Manipulation, and Recontextualization as a New Source of Value in the Production and Consumption of Culture Products, Proceedings of the 39th Hawaii International Conference on System Sciences

Marcus, A. 1987, 'Diagrammatic Visible Language: An Investigation of Visual Logic',Leonardo, Vol. 20, No. 1, the MIT Press pp. 9-15

Sterne, J. 2006, The mp3 as cultural artefact, New Media Society, SAGE, London.

http://www.youtube.com/watch?v=I5YvZ5mBTAI, 10th October, 2011 11:32 am

Has the e-book caused the death of the printed book?

Xiaoxiao Hua

ABSTRACT

With the rapid development of digital technologies, the traditional publishing industry has been changed dramatically during the last decade. The invention and entry of eBook is widely seen as a turning point of traditional publishing business. The demise of printed books has been predicted for a long time. The sale of physical fiction and nonfiction books has been in decline for several years. This article responded to the question: has eBook caused the death of the printed book? This question was examined in Australian publishing industry with a focus of genre of literature: fiction and nonfiction physical books. The research used textual analysis (e.g. websites or other digital forms), along with academic sources (essays, journals and books in library) and reflected on the first-hand experience of eBooks (via Apple Ipad) and paper books. This paper was mainly analysed the pros and cons of both eBook and paper book so as to show that eBooks and paper books can coexist peacefully through enjoying different traits based on readers' preference. A brief history of books was examined with the discussion of printed books' future. It concludes with the discussion of why e-book cannot replace printed book, with a focus on the cultural significance of printed books in Western civilisation.

KEYWORDS

E-books, Publishing, Paper book, Digital publishing, Digital age

INTRODUCTION

The large chain bookstore Borders announced that all of its sixty-four branches across Australia will be closed down in September this year. Many attribute the cause of death of Borders to the Internet (Keilman, 2011). The situation of physical bookstores raised the question that: if that's it for physical bookstores, how about the book itself? Will the printed books deserve fated death in a digital era?

Digital technology has fundamentally changed the way of producing a book. Traditional print publishing has experienced an industry-based transformation into digital publishing with the invention of e-books. The article Status update: eBooks on Bookseller + Publisher Magazine shows that "EBooks have well and

truly arrived on the Australian publishing landscape. All the major publishers, and many smaller ones, have launched eBook lists" (Keating, 2011, p.14).

Thus, some argue that the printed books may die in five years, which does not mean "there wouldn't be any paper books anymore after 2015, but that the eBook would become the "dominant" form by then" (Negroponte, 2010, n.a.). Yet, the widely-acknowledged thought leader about digital change in publishing industry, Mike Shatzkin contradicted Negroponte's controversial argument that it will not happen in such a short time as five years but it is sure that "in no more than twenty the person choosing to read a printed book will not be unheard of or unknown, but will definitely qualify as "eccentric"" in ten years (Shatzkin, 2010, n.a.). In fact, the current situation is that e-books sell more than paper books including both hardcover and paperback. Amazon has announced that it sells more Kindle e-books than the printed copies via the Amazon. Com site (Richmond, 2011).

This journal is mainly exploring the discussion of whether eBooks caused the death of the printed books. This question will be examined in Australian publishing industry with a focus of genre of literature: fiction and nonfiction physical books. The magazines and newspapers will not be involved in the topic because of their particular features that are differentiated from the general books. First, the advantages and disadvantages of both eBooks and printed books will be compared and contrasted. Then, a brief history of books will be examined with the discussion of the future of physical books. Finally, it concludes with the fate of printed books in a digital future.

COMPARISON OF E-BOOKS AND THE PRINTED BOOKS

PROS & CONS OF E-BOOKS

E-Books can simply be defined as "electronic books (electronic + books = e-books) that may be read on a personal computer (PC), a personal digital assistant (PDA), or an electronic device designed specifically for reading e-books (e-book reader)" (Oghojafor, 2005, p.3). At the moment, in addition to computers and mobile phones, some other main handheld devices in Australian publishing market that make e-reading convenient are Amazon Kindle, Sony Reader, as well as Apple iPad.

E-books and reading from different digital platforms has become prosperous since the mid-1990s with numerous advantages over paper books. Such as easy to publish, instantly access to downloadable e-books, and also the advantage to carry a multitude of e-books in one portable device.

One of the most significant benefits is the cost effective to publish and distribute e-books. Unlike the printed books, "e-books can be published by anyone at little or no cost" (Oghojafor, 2005, p.4). When a book is published in electronic form, the publisher "drastically reduces almost all of the expenses…that create economic risks: printing, binding, packaging, distributing, shipping, warehousing, inventory, percentages paid to middleman, and returns of damaged or unsold copies" (Snow, 2002, n.a.). Therefore, the purchase price of e-books is often below print. Apart from the cost effective of printing and distributing of e-books, it is also decrease the cost for updating contents when a book is going to be rewrite. The rewriting of printed books costs a plenty of money for production, however, e-books can be updated without such costs and also easy to get updated version on the Internet.

Secondly, e-book is more convenient and easier to read and navigate than paper books. For instance, Amazon Kindle has built-in electronic dictionary and search engine that bring convenience for reading by searching an exact unknown work within seconds.

Furthermore, eBooks are convenient to carry around. For instance, a Kindle is just 284g. Still, you can carry over hundred books on this small device with dictionaries and references.

The last but not least, e-book is improving itself all the time. The electronic screen and reading platform is improving its technology. For instance, Amazon Kindle 3 came into the market in August this year after two years when Kindle 2 was released. Kindle 3 enjoys a clearer reading screen, longer life of battery and also supports more software to be adopted in Kindle device, such as PDF text. Thus, the truth is that the "battery life gets longer. They develop the ability to take your notes, keyed in or handwritten. They develop the ability to share your notes or organize your notes automatically" (Shatzkin, 2010, n.a.).

In the meanwhile, more and more people are aware of the limits of e-books relative to old ink and paper printed books. The most common complain about eBooks is that read the electronic screen is uncomfortable and harmful to eyes, especially for people are used to read ink and paper. There is nothing like read a book with black ink on white paper by smelling the writing fragrance and touching the feeling of papers. That is the most important feature cannot be replicated by e-readers forever.

In addition, eBooks need a special device to operate can be seen as a pitfall. The most of portable gadgets have the problem of compatibility, which make some software may not be easily applied to use. Meanwhile, the further problem could be

"e-books depending on hardware and software and are more easily damaged than a printed book" (Tian, 2008, n.a.).

PROS & CONS OF PRINTED BOOKS

The printed books also have powers far beyond emerging electronic books. The most significant advantage of a paper book is it gives people a feeling of reading as a platform with ink on paper. The reason of people prefers a printed book is that "they like the feel of the book in their hands and the different weights and typefaces and layouts of different titles. In other words, they like the physical form of the book almost as much as the words it contains" (Richmond, 2011, n.a.).

Secondly, the physical books enjoy variety of types. Books "come in all shapes, sizes, bindings, and types, but E-book readers are still relatively small and their displays are restricted to one size and shape" (Fraser, 2011, n.a.).

Last, the paper books do not normally cause significant eye-strain. In addition, it is easier for readers to make any notes in a book. Unlike e-books, you can use a pencil or ball-point pen write down any thoughts about the book anywhere inside a book when you are reading.

However, the convenience and freshness of e-books exposes the pitfalls of old printed copies. It is inconvenient to take along for physical books because of its heavy weight as 'carrying more than 2-3 around can become a chore' (Fraser, 2011, n.a.).

Secondly, you need a light source to read a printed book if the surrounding is dark. Unlike most e-readers contain built-in light that makes it possible when the reading activity happens without external lights.

Finally, the printed book is more expensive than an e-book. Further, the average price of a physical book may increase with the decrease of gross physical copies in a digital future.

THE PAST, PRESENT AND FUTURE OF BOOKS

"The only history is the future (Every revolutionary functionality of the book awaits rediscovery put of the past)." – Gary Frost

One article named The past, present & future of books on the professional design, paper and print website Felt & Wire gives a brief history of book and publishing industry, "books came to be, taking us on a journey of wood block printed books,

Gutenberg's printing press, the evolution of book illustration, and redefining the book form in the 20th century. I wonder what will come next, in this age of online commerce, e-readers, and iPads" (2011, n.a.).

In 1450, Johannes Gutenberg invented the printing press and the first printed book was created, which "became the basis of modern mass literacy, and thus the basis of modern education…" (Cope & Kalantzis, 2006, p.191). In fact, the largest contribution of Gutenberg is the mass production that makes the literacy text and knowledge easier to produce, organise, store, spread and access.

After around five hundred and fifty years, the publishing industry is experiencing another technological revolution, the digital revolution. One of the most essential aspects regard to the digital revolution is the invention of e-books. The eBooks emerge in the publishing market when Amazon introduced Kindle in 2007 that focused intensive sights into the employ and usage of e-readers. Most people regard the cheaper, lighter and more convenient eBook as a devastating threat to the traditional printed books. In effect, eBook market has achieved around 22% market share of Australian bookselling industry during the last few years (Lee, 2010). The Amazon CEO Jeff Bezos has announced that "Millions of people now own Kindles, which is not bad for a product that's a little more than two years old" (Macmillan, 2010, n.a.).

E-books divided up the market share of traditional printed books and thus the sales volume of paper books has dropped dramatically. The publishing industry also confronts the shifting of existing business model. The electronic production and delivery of content and knowledge is getting popular and nears peaking. It is can be expected that more and more readers move away from traditional printed books to e-readers instead during the next five years (Richmond, 2011). Thus, at the moment, the era of the printed books is at a crossroad and an intellectual pioneer in the field of history and trend of the books, Robert Darnton (2010) raised a serious question that whether the printed book resilient enough to survive the digital revolution ?

In my point of view, it does not mean that printed book is or will die. Like the Internet did not make newspapers disappear. Except for some irreproducible features and functions of printed books are mentioned above, Miha Kovac also explains the main reason why e-books cannot substitute the printed books in his recent book Never Mind the Web: Here Comes the Book. According to Kovac, from an author and publisher's view, "e-reading failed there was no proper business model that would make right management as smooth and successful as in print publishing" (2008, p.160). That is the problem of platform and content and how

e-book can solve the inseparable link between platform and content is the key of the future e-books industry.

ANOTHER FACTOR: THE CULTURAL SIGNIFICANCE OF PRINTED BOOKS

There is another reason can explain why paper-printed books still can hold its place in the current digital age, which is the cultural significance of printed books in society civilisation. Just like Kovac mentioned that "it might be that Amazon's Kindle and similar devices look fancier than printed books in a codex format – but, as I will show, the reasons why we still use printed books have at least until now nothing to do with technology but are predominantly cultural" (2008, p.4).

Since the Gutenberg's invention, book has become a consumer commodity. The commoditisation of books and reading has been an incontrovertible issue in the current capitalism society. Yet, the traditional publishing is not a wealth-intensive industry with high risk but low margin. "If money were their primary goal, these people would probably have chosen other careers" (Epstein, 2001, p.1).

More than the human's instinct of chasing economic interests, the majority people in the publishing industry "remain passionate about books, their cultural importance and their undiminished ability to change lives" (Ostell, 2006, p.28). According to the latest statistics from the Bureau report on book publishers, there were "8,602 Australian titles were published between 2003-04" and another interesting point is that "income from Australian non-fiction titles reached $310.1 million-75 per cent higher than that for non-fiction imports" (Ostell, 2006, p.28).

In regard to the future of the printed books, the demise of printed books has been discussed for a long time since e-books appeared. Yet, the printed books have survived until now with a particular function in Western civilisation to "store and disseminate information, knowledge and culture in the broadcast sense of the world. If anything, the codex as well as the press can be defined as unique symbols of intellectual and cultural continuity in Western civilization" (Kovac, 2008, p.10).

In a word, the printed books will have a longer shelf life than bookstores because read on paper is fundamentally different from reading in an electronic device. The printed books will never disappear but it may become less popular with the enhancive popularity of electronic books in a digital future. Finally, the printed and eBooks can coexist peacefully when the ebook readers have their e-readers (Kindle or ipad) and the text readers read an ink-paper printed book.

CONCLUSION

In conclusion, both printed books and e-books possess different benefits and pitfalls regarding to readers preference of book format. In practice, e-books have seriously divided up the market share of traditional physical books in Australia, which makes paper copies are less popular than before. However, "books as physical objects will not pass away to be replaced by electronic signals read from glowing, hand-held screens" (Epstein, 2001, p.xii). Except for the benefits provided by the printed books as well as the failure of e-book business model, the cultural significance of physical books in the Western civilisation is another critical factor to help paper-printed book keeps its position in history. "But they will coexist hereafter with a vast multilingual directory of digitized texts, assembled from a multitude of sources, perhaps "tagged" for easy reference, and distributed electronically" (Epstein, 2001, p.xii). Because of the cultural significance of paper-printed books in Western civilization, it is more important to make both physical and electronic format of books can coexist peacefully through seeking a balance between digital publishing and traditional printing format.

REFERENCES

Cope, B & Kalantzis, M. 2006, 'New Text Technologies, Globalisation and the Future of the Book' in 'The Future of the Book in the Digital Age', Chandos Publishing, Oxford, London.

Coyne, P. 2011, 'The past, present & future of books', Retrieved on Sep 08, 2011 from http://www.feltandwire.com/2011/07/20/the-past-present-and-future-of-books/

Darnton, R. 2010, 'The Case for Books: Past, Present and Future', PublicAffairs Publishing, New York.

Epstein, J. 2001, 'Book Business: Publishing Past Present and Future', W.W. Norton & Company, Inc., New York.

Fraser, M. 2011, 'E-Books vs Printed Books: Pros and Cons', Retrieved on Sep 09, 2011 from http://winepresspublishing.com/_blog/The_WinePress_Blog/post/E-Books_vs_Printed_Books_Pros_and_Cons/

Keating, E. 2011, 'Status update: ebooks',, Bookseller + Publisher Magazine, July 2011.

Keilman, J. 2011, 'Here's betting that books will have a much longer shelf life than bookstores', Retrieved on Sep 10, 2011 from http://articles.chicagotribune.com/2011-07-26/news/ct-talk-keilman-dead-books-20110726_1_lenny-abramov-sad-true-love-story-shelf-life

Kist, J. 2009, 'New Thinking for 21st-Century Publishers: Emerging Patterns and evolving stratagems', Chandos Publishing, Oxford, England.

Kovac, M. 2008, 'Never Mind the Web: Here comes the book', Chandos Publishing, Oxford, England.

Lee, J. 2010, 'Digital Technologies in Australia's Book Industry', Retrieved on Sep 11, 2011 from http://www.innovation.gov.au/Industry/BooksandPrinting/Pages/default.aspx

Macmillan, D. 2010, 'Amazon CEO: "Millions" of Kindles Sold', Bloomberg Businessweek, Retrieved on Sep 11, 2011 from http://www.businessweek.com/the_thread/techbeat/archives/2010/01/amazon_ceo_millions_of_kindles_sold.html

Negroponte, N. 2010, 'The Physical Book Is Dead In 5 Years', Retrieved on Sep 11, 2011 from http://techcrunch.com/2010/08/06/physical-book-dead/

Oghojafor, K. 2005, 'E-book Publishing Success: How anyone can write, compile and sell e-books on the Internet', Chandos Publishing, Oxford, England.

Ostell, M. 2006, 'The thrill hasn't gone' in 'When books die', Finlay Lloyd Publishers, Australia.

Richmond, S. 2011, 'Ebooks overtake paperbacks: is this the death of the printed book?', The Telegraph, Updated January 28th, 2011.

Shatzkin, M. 2010, 'The printed book's path to oblivion', Retrieved on Sep 10, 2011 from http://www.idealog.com/blog/the-printed-books-path-to-oblivion

Snow, D. 2002, 'Steal This e-Book', Nashville, TN: U-publish

Tian. X. Y. 2008, 'Disadvantages of E-books', Retrieved on Sep 11, 2011 from http://ezinearticles.com/?Disadvantages-of-E-books&id=1324883

DNA match identification of copyright works system

Shen Chao

ABSTRACT

The widespread use of web2.0 for sharing information causes a lot of copyright problems. Many large companies such as Google and Apple have received similar complaints. In response Chinese engine company Baidu, launched a DNA match identification of copyright works system in its open-resource platform. Is this system necessary? Through using this technology, can it really reduce the dangers of such a platform for copyright? The purposes of this article are to analysis related data and then discuss the effectiveness and rationality of this technology and its benefits for protecting worldwide digital copyrights. This article provides an opportunity to research this system; more importantly, this article draws attention to the digital copyright problem, guiding people including authors, uploaders, publishers and website owners to work together towards a satisfactory solution to the problem.

KEYWORDS

Copyright, Identify, Baidu

INTRODUCTION

A question needs to be asked today------Does the sharing of digital books really mean the end of writers and publishers?

The network brings the digital book. It bypasses the traditional publishing industry as a seemingly free form appearing on the web. For example, Baidu Company, the world's largest Chinese search engine, provided in 2009 a platform called "Baidu Library", supporting users to free upload and browse documents. The platform so far saved more than twenty million copies of various documents. However, the sharing of many documents on this platform is unauthorized. This is copyright infringement. Copyright infringement is an instance where a person exercises one of the exclusive rights of the copyright holder without authorization (Clough 2010, p.221). Because "Baidu Library" and other similar sites have shared a lot of free literatures, writers and publishers are facing an unprecedented threat.

Authors who could not get benefits from this platform began an organised protest against Baidu. March 15 this year, nearly fifty writers Murongxuecun United issued a joint statement denouncing the collective "Baidu Library". For this reason, Baidu provided the DNA match identification of copyright works system to identify Infringing works. The core of this technology is through the establishment of a copyright work database, compare each uploaded document. When the similarity of a document and a stored article reached more than 80%, the system will refuse upload. In addition, this system can regularly scan the old documents, and delete the suspected infringement works.

Can this technology really reduce the spread of the infringing works? Does it will bring to such sharing platform a better future? The answers are this article going to find out.

REVIEW

Digital copyright infringement has been appeared only in recent years. From The Association of American Publishers complained Google Digital Library (AAP & Google Meet to Talk Copyright, 2005), to fifity authors were jointly indicted Baidu (Baidu into copyright disputes, 2008), then to this year, Apple faced a copyright infringement claim from Australian TV production company Jigsaw Entertainment. ('Arrogant' Apple faces copyright suit over iPhone app content, 2011). It seems like only those large companies led to copyright disputes.

Someone said that they were just the results under the manipulation of writers. "Copyright is now seen as a tool for copyright owners to use to extract all the potential commercial value from works of authorship, even if that means that uses that have long been deemed legal are now brought within the copyright owner's control" (Litman 2006, p.14). The others believed that this is the inevitable problem of the digital age. "Do or do not, the user demand is there. Electronic publishing is the trend. Who grasp this trend, can embrace the future of electronic publishing. Apple, Amazon, Baidu, Google and Shanda have launched their own e-book operating platform, but in different ways" (BLSC, 2011). Both of ideas seem very reasonable. There is another example: Since 2004 large-scale digitisation of books, in the past five years, Google has saved nearly a thousand kinds of copyrighted books from the whole world to their digital library, without informing the copyright owners. Nineteen European national libraries have joined forces against a planned communications revolution by internet search giant Google to create a global virtual library. (European libraries join forces against Google, 2005)

More people want to appeal legalising the practice of copying music and films for personal use (i.e. allowing the consumer to choose his or her media format); creating a Digital Copyright Exchange for orphaned works whose copyright holder cannot be established and relaxing the laws on parody (Hargreaves, 2011); protecting a work's economic market and the creative endeavour (Charbonneau, 2011)

However, these solutions must be based on long-term efforts of whole society. Those companies and individuals who are in hot water want to quickly solve this problem. The best way I think is through technical means to achieve copyright protection, just as the Strategic Advisory Board on Intellectual Property (SABIP) highlighted in their report "The Economics of Copyright and Digitisation: A Report on the Literature and the Need for Further Research" (2010) that it needs the technology to limit the copyright system and digital copying. The use of DNA match identification of copyright works system is in order to achieve this purpose.

DATA

The following data is sourced from a number of data sets: Baidu WenKu Database (2011), the 2011 report of the China Internet Network Information Center (CINIC), and the 2011 Literature Study Database from Chinese Academy of Social Sciences (CASS).

According to the statistics of Literature Study Database of CASS (2011), China now has nearly 600 publishing houses, writers associations and other organisations, and there are more than 5,000 literary websites, hundreds of millions of writers and more than 100 million readers. Market value of the network literature is about 50 billion Yuan, but 49 billion Yuan of them belongs to websites that hold material that infringes copyright.

The researchers of Baidu WenKu found by examining the data, the most websites (including Baidu itself) shared infringing articles, were posted by mobile phone users. According to the report published by CNNIC (2011), until June this year, the total number of Internet users in China was 485 million people, and mobile Internet users reached 318 million people. Network literature became the fifth largest mobile Internet format media used by users more than social networking sites and email (CNNIC, chart1, 2011). More and more users started to use various terminal devices to meet their needs for reading in anywhere at anytime. Meanwhile, they also upload articles they read for sharing with others.
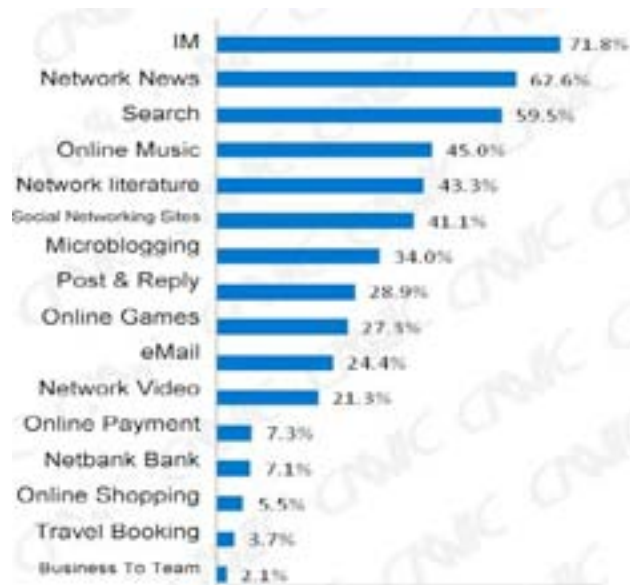
Chart 1-----Mobile Internet Application rate in China in 2011

Baidu WenKu Database (2011) shows, from the beginning of operation in November 2009 to early 2011, Baidu Library had reached 60% market share of domestic online documentation market. Total documents amounted to 20 million copies. Among them, the upload and share rate of novels grew fastest, but novels also had the highest proportion of infringement. Literary works in the library accounted for 8% of the amount, flow accounted for 10% (Literature Study Database, 2011).

DNA match identification of copyright works system was first run on-line on April 11th this year. Through use of this technology, 2.8 million copies of infringing works have been deleted. The delete rate is 99%. The main deleted area is the literature works, other educational and lifestyle documents changed little (Literature Study Database, 2011). According to the April 13th data in Baidu WenKu Database (2011), only 132 copies of the novels survived. Three of them were the survivals from the first delete, and the others were from the new upload.

After the application of new technology, Baidu archived documents reasonably. March 30, Baidu announced that "Baidu library of copyright cooperation platform" on the line (Baidu open copyright cooperation platform, 2011). The platform includes the copyright to the specific forms of cooperation, promotion of support copyright content partners. Library home page displays copyright cooperation

Baidu, Baidu provides sales share, advertising share, promotional marketing and other cooperative mode, and to provide comprehensive protection of copyrighted content. Until 1:23 on September 11, Baidu had cooperated with fifty-six co-copyright publishers, and had archived 10328 legal fictions. The documents of entire library amounted to 26,349,954 copies (Baidu WenKu Database, 2011).

ANALYSIS

According to the CNNIC's 2011 report, China has a large number of network users. Among them the amount of users who use mobile to read literatures is a large percentage of all, around 28.4% (43.3% x318/485). That means many people like to read literatures. However they usually paid for reading to some improper websites. Accordance to the above CASS's data (2011), 98% of money was paid to the infringers.

Internet copyright infringement has three characteristics:

- It is very quick. According to Baidu WenKu Database (2011), on August 5, 2010, an "Examination Analysis of Error-prone Multi-tone Character" document was uploaded by one user. Only an hour later, actually there are more than 3,000 copies of the document were uploaded and shared. Most of the new documents only changed the name of the author, the contents were still original.

- It is very extensive. "Apple mobile phone and IPAD "capture" of China's millions of highest class of consumers, to earn a large number of hardware sales profits, but because of his business layout, not realizing value-added service localization, and in the international operation, not the audit responsibility of copyright piracy rampant, indulgence, intermediary fees charged (Han Han, a writer, himself spent $2.99 on Apple App store to download a set of 'Han Han.')." (Lu, 2011)

- It is very simple. My previous data shows that most people only need a few clicks via mobile phone can inadvertently complete a copy of a article. Many people do not realize that they have violated the copyright. There are also two main methods of copyright infringement. Firstly, the so-called OCR (Optical Character Recognition), means screen shot scans; secondly, the "Human Fresh Typewriter ". While an author post an article on a publisher site, a group of people immediately in a cooperative way distribute parts of the article to different members, type them into txt format and upload all onto the web.

Because of the amount of Internet users, it is hardly for stopping the perpetrators one by one. Moreover, the formulation of related laws seems nowhere in sight. That is the real current situation of the digital world.

November 2009, Baidu launched "Baidu Know" document sharing platform. Year in December, the platform was officially renamed "Baidu library." Through the Baidu platform, users can read and download the information in many fields, while the accumulated platform can upload documents for other users to share.

For"Baidu library," the difficulty is how to identify pirated. Audit users upload copyright works if there would be a complicated job, the industry can not be questioned. Baidu has reared hundreds of people to troubleshoot the copyright. In this regard, the CEO of Baidu explained: "Baidu will be the future technology, are not human to achieve" (BLSC, 2011)

DNA match identification of copyright works system inhibits the copyright infringement from the source---- that is, control of upload. This system verified each uploading works and works in company's database, and blocked those possible Infringing articles. This technology is not advanced, but very effective. (This system has deleted 2.8 million copies of copyright works---- the delete rate is 99%). In addition, this system also applies to the small websites which lack of employees. Moreover, Amazon is a paid model, Google is advertising sharing model, the grand country, China Mobile learn from the Amazon model, after Baidu is the "free sharing" mode. Though DNA match identification of copyright works system online, Baidu can solve the copyright problems for one thing; for another, it create a unique business model, that "Amazon + Google" mode, which may more flexible, more efficient, and will give both of the writers and publishers more revenue.(BLSC, 2011)

Another data from Baidu WenKu Database (2011) shows after the use of technology, the documents of entire library amount to 26,349,954 proper copies. The total numbers are now higher than it at the beginning of this year (20 millions). This means that the use of this technology will not reduce the storage capacity of the entire library. On the one hand it removes the infringing works; on the other hand it wins the trust of writers. The join of fifty-six large-scale publishers is an indication that this technology plays a significant role in the protection of digital copyright. It is successful in China, so that may able to be used world wide.

Furthermore, this technology not only can be used to identify whether a digital literary work infringe copyright, it can also be slightly modified and implicated in other areas, such as contrasting digital music, scanning piracy comic, identifying film and television works and so on. This is a small technology that can be widely used, and its utility is quite high.

CONCLUSION

Internet copyright infringement is an inevitable product at the very beginning of the digital age. The whole world does not have a systemic solution to deal with this problem. While the laws or other means are not perfect to solve the digital piracy problem, DNA match identification of copyright works system should be the first choice of online writers and document-sharing websites. The share of digital books will not be the end of writers and publishers. Only through simple techniques, they can limit the infringing works from the source. It can be say that the use of this system is very reasonable, effective, and it played a positive role for maintaining digital copyright.

REFERENCES

AAP & Google Meet to Talk Copyright. (2005). Accessed on September 2, 2011 at http://www.libraryjournal.com/article/CA628276.html

Arrogant' Apple Faces Copyright Suit over IPhone App Content. (2011). Accessed on September 10, 2011 at

http://www.crikey.com.au/2011/03/14/arrogant-apple-faces-copyright-suit-over-iphone-app-content/

Baidu into copyright disputes. (2008). Accessed on September 3, 2011 at

http://tech.163.com/special/baiduwenku1103/

Baidu Library System Continues to Push the Copyright Issues Facing the Development of Three. (2011). Accessed on August 20, 2011 at

http://www.numericalinfo.com/?p=57

Baidu open copyright cooperation platform for on-line library. (2011). Accessed on August 27, 2011 at http://ip.people.com.cn/GB/152255/14392787.html

Baidu WenKu Databases. (2011). Accessed on September 11, 2011 at

http://wenku.baidu.com

Charbonneau, Olivier. (2011). Digital Copyright and Libraries. In 46th annual convention of the Association of Jewish Libraries (AJL), Montreal: Concordia University.

CINIC. (2011). *China Internet Network Information Center's 28th report*. Accessed on September 7, 2011 at http://tech.163.com/special/cnnic28/

Clough, Jonathan. (2010). *Principles of Cybercrime*. Cambridge University Press, pp.221.

European libraries join forces against Google. (2005). Accessed on September 9, 2011 at

http://www.smh.com.au/news/Breaking/European-libraries-join-forces-against-Google/2005/04/28/1114635664409.html

Hargreaves, Ian. (2011). *The Hargreaves Report and Copyright Law in the UK*. Accessed on September 8, 2011 at

https://beyonddistance.wordpress.com/tag/digital-copyright-exchange/

Jinbo, Lu. (2011). The Internet Infringement. Accessed on September 7, 2011 at http://www.4fff.com/3FT46626C6F672E73696E612E636F6D2E636E25324673253246626C6F675F34363761346264313031303137616332. 2E68746D6C2666726F6D3D7A6826746F3D656E26746F6B656E63D.htm

Litman, Jessica. (2006). *DIGITAL COPYRIGHT*, NY: Prometheus Books, pp.14.

Mobile Internet Application rate in China. (2011). Accessed on September 2, 2011 at http://tech.163.com/special/cnnic28/
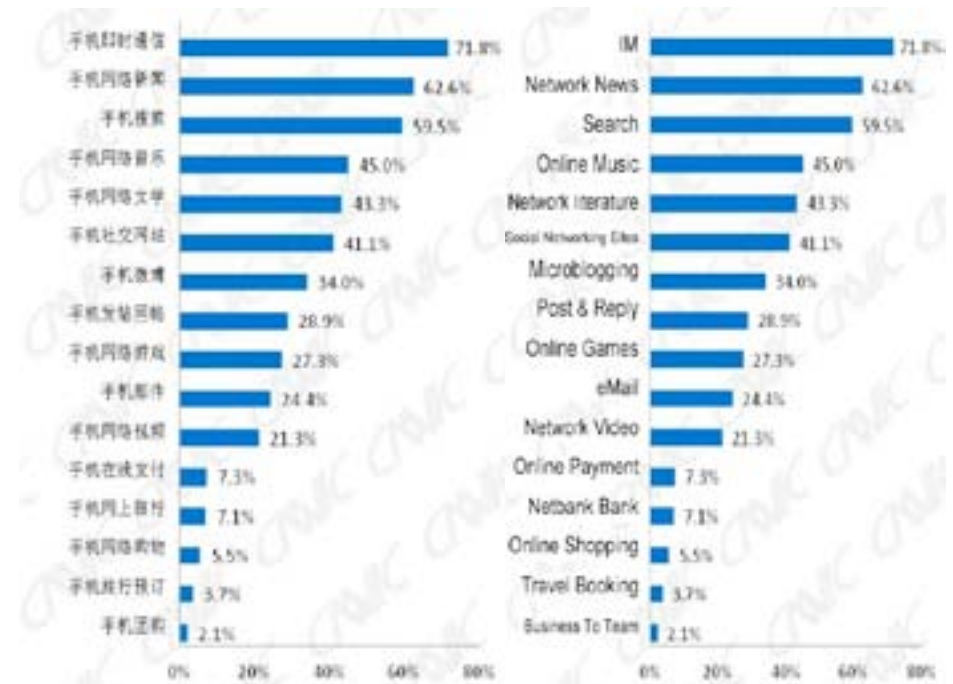
SABIP. (2010). *The Economics of Copyright and Digitisation: A Report on the Literature and the Need for Further Research*. Netherlands: Erasmus University

Literature Study Database. (2011) The Literature Study Database of Chinese Academy of Social Sciences. Accessed on September 6, 2011 at http://www.cssn.cn/

APPENDIX

ORIGINAL CHART-1   TRANSLATED CHART-1

From http://tech.163.com/special/cnnic28/, accessed on September 2, 2011

What do you love? The optimisation of personalised searches

Monica Moruzzi

ABSTRACT

The new search engine, What Do You Love?, launched in June 2011 by Google helps to shape more efficiently and personally knowledge search of the user, by allowing to extend in one simple click the range of web features (i.e. blogs, news, maps) through which information is researched and received. Unlike Google personalised web search based mainly on links, Wdly.com offers an higher degree of personalisation that allows the users to optimise the presence in one page of a wide range of multimedia information such as Moderator, Alert, Books offered by Google. Following online review users and the Filter Bubble theory of Eli Pariser, the aim of this paper is to investigate how of upgraded personalisation level of wdly.com, as web business strategy, affects the way users can discover knowledge and produce it in terms of reading and thinking, by narrowing information discovery and how people extract meaning from it.

KEYWORDS

Wdyl.com, Search engine, Personalisation

BACKGROUND

Among all features that characterize Internet, the ability to access to knowledge in faster and accurate ways compared to other media is one of the factors that lead to the planetary diffusion of the World Wide Web in the 90's. The introduction of the search engine, a tool designed specifically to search through the huge amounts information that the Internet offers, has helped to shape the patterns of knowledge by opening a new window in the perception of reality. Perhaps, the most famous search engine Google has played a crucial role in defining how individuals can gain the right knowledge from the virtual massive corpus of data.

Since the launch of the company in 1998, many features have been created to enhance the relevance, efficiency and accuracy of information search, followed by the increasing demand of digitalisation. One of the turning-points is represented by the introduction of personalised searches in 2009, which provides the most better relevant results possible (Horling, 2009). This kind of system determines relevance according to the user interests, which are tracked and recorded to create a specific algorithm. The first personalised search engine was based on searches thanks to the availability of the data provided by registered Google users.

In June 2011, Google released a new feature What Do You Love.com? (wdyl.com) that enhanced the degree to which a personalised search operates. With one click it is possible to access on one web page all Google Products available, tracked from other searches over the web, by accessing all available formats to convey information. The aim of this paper is to investigate how the increased personalisation wdyl.com affects the relationship between consumers and producers in terms of knowledge discovery by representing an attempt to optimise the level of control users have over on information gathering in order to establish a one-way communication model.

Before commencing the analysis, it is essential to clarify that at the time this paper was written, wdyl.com was still on beta testing. It is almost impossible to gather data and feedback in terms of performance on brand-new released projects. Like in every test, not all functions perform as well as expected. The following article seeks to provide a conceptual framework based on the evidence of the elements that constitute wdyl.com today, and how that shapes the epistemological practice of knowledge discovery based on hypothesis.

STRENGTHS

According to Vesanen (2007) , it is still difficult to produce a standard definition of personalisation. He argues that this concept still lacks a common theoretical background as its meaning changes in relation to the context to which it is applied. Among the different classifications that Vesanen examines, the versions proposed by Allen (2001, cited in Vesanen 2007, p. 401) seem to explain adequately the concept of personalisation in relation to wdyl.com. The comparison with customisation in terms of agency and media experience is fundamental to defining the concept of personalisation as an evolution of the individual online experience. If customisation is a customer-driven individualisation of customer experience, then personalisation is company-driven individualisation of customer web-experience. While customisation allows users to control their own range and quality of information without the direct participation of company, personalisation is based on the primary involvement of the company as information flow controller. On website like Igoogle, a Google customizable interface, users have the control of appearance and can decide where to display the content such as weather

forecast, time, date and news. On the other hand, personalised websites organises information to match users' needs in that specific moment.

In terms of personalisation, wdyl.com carries out a highly personalised search of the Google home page according to the logic of content aggregator websites. This means that ranking is not only made according to the relevance of information, but also the relevance of its format. With one click, the user has the option to access to all type of content available on Google.com and on the web. The project was launched unofficially and only a brief post in the Official Google Blog helps to explain the role of this little tool that (we) could use to show just about anybody more of what Google makes (Berndt, 2011). The promotion of all Google services, which for the average of the users are implicated in the drop-down menu more in the Google home page, represents the structural upgrade of personalisation as it allows to cover all possible results offered by Google.

Besides giving visibility to less-known Google products, wdyl.com is an unprecedented personalised search engine. Thanks to its aggregation model, it allows the combination of dimensions of user interests, the location and the time for recommending and presenting the right information or service proactively in one web page simultaneously (Schielke et al., 2004) The simultaneous use of these dimensions enhances the delivery of information as it defines its accuracy and relevance according to the context, framed by time and space. This high degree of personalisation is given by the content diversification in terms of media format that is functional to each dimension. As a result, each format (i.e. blog, video, alert) can represent time, space and interest that shape values in the meaning-making of each user. These three features define the personalised side of the wdyl.com as search engine as they are able to treat the users as individuals and not as targets.

The dominant dimension of this personalisation is interest. The name of the product, What Do You Love?, emphasises the primary importance of context, by localizing the product to the comfort zone of the user. The word love reflects symbolically the personal values of each individual. As Vice president Creative Lab technician at Google, Andres Berndt, says: type in something that you love—polar bears, space travel, pickup trucks, Lady Gaga, early Foghat—whatever strikes your fancy(Berndt, 2011). Consequently, it directs the users to focus on familiar search, by focusing on fields of known knowledge. Search result of books, news, video and images express mainly the interest dimension as they are the direct source of valued information.

A second dimension that is important to in wdyl.com is space. Through geolocalization, search can be personalised and made relevant according to the place where the users are processing the requests. This means that there is a concrete connection between the user and real world, by strengthening relationships between the offline and online dimensions as information is visualized on maps. In addition, the spatial dimension creates ties inside the online world in terms of connectivity within the global network of information flow. Users have access to the same pages that create the online social space, such as e-mail, blogs, group discussions and telecommunication systems like Voice to call and share information with other users.

The third aspect of importance, time, makes sense when it is related to the location dimension as it allows Google to track the behaviour of the user (Schielke et al., 2004). As result, predictability of future searches can be more accurate, if user shows a constant pattern in the his/her behaviour. A the same time, precise information leads to user fidelization to that specific trend. There are only two wdyl.com products that posses this dimension: Alert and Calendar. They allow the user to be constantly updated in advance or in that particular moment about relevant content (i.e. offline events, news).

The synergy between these elements, achieved through the use of an innovative aggregated interface supporting the search result page represents an upgrade to existing personalised search engines. All the multimedia products are gathered on one page to give users the opportunity to select the best form for their research. Aggregating all the content a user has searched for allows Google to perfectly execute the task or to finding the most relevant of pieces of information. It can be inferred that all the possible variables have been explored, therefore the requested information must be among the multimedia formats presented by Google. There are no other possible solutions because all the possible solutions have already been provided to the user.

LIMITATIONS

Although personalisation enhances information accuracy, it seems that it leads to narrowing the field of knowledge. An emerging trend of the web towards increasing selectivity of what is familiar to the user causes the diminishment of objectivity that characterized the web in earlier times. Pariser argues that □ personalisation filters serve up a kind of invisible propaganda, indoctrinating us with our own ideas, amplifying our desire for things that area familiar and leaving us oblivious to the dangers lurking in the dark territory of the unknown (Pariser, 2011, p.15). With his theory of the Filter Bubble, Pariser calls for a new awareness among Internet generation consumers. The personalised search engine functions as a filter

to support business web strategies. The predictability of these searches constantly evolves according to users' personal interests, by refining predictions of what users will search for again. This adjustment creates an unique world for users who find themselves in a bubble. Their personal values are constantly reinforced, by leaving no space for the exploration of new areas of knowledge.

Similarly, Carr (2008) argues that the optimization function of the Internet is a way to control and manipulate what has become the primary source of power in our information society. This excessive personalisation amplifies the impact of knowledge discovery on the end-user, by narrowing the field of knowledge instead of giving the chance to provide the best objective information available. Carr (2008) argues that:

> When the net absorb a medium, that medium it is re-created in the Net's image. It injects the mediums content with hyperlinks, blinking ads , and other digital gewgaws, and it surrounds the content with the content of all other media it has absorbed. A new e-email message, for instance, may announce its arrival as we are glancing over the last headlines at a newspaper site. The result is to scatter our attention and diffuse our concentration.

The sense of distraction is exacerbated by the fact the searches are extremely personalised, by restricting the flow of new information, and thereby preventing change in the space, time and context of each user who only interacts with their own comfort zone and experiences no challenge to the status quo. Berndt, however, sees this as a positive, saying the aim of wdyl.com is to "make the discovery relevant to them and keep it fun" (Berndt, 2011).

The few online reviews at this time are the only theoretical sources to make an attempt to critique wdyl.com, but they offer only short functional articles that do not focus on social and cultural implications for the users. To provide a practical focus, I have decided to undertake a brief test of wdyl.com as consumer, to assess the extent to which the degree of personalised search power differs to that of the regular Google web search. I tried choosing every letter in the alphabet to see which recommendations were suggested. Unlike the traditional Google home page that displays the most used searches related to that particular keyword in that moment, up to six searches appear and they were linked to past searches I had made in the last year, and not to the most popular searches related to what I have might been interested in. What was noticeable was most of the search results were linked to leisure activities such as holidays, fashion and general offline events. The only activity that did not match with semantically were entries about English

language tests. It would be of interest to discover which criteria were used , as significant searched in the education field in terms of universities that I made last year do not appear in the list of what I love. In addition, under S there was no sign of Sydney as search term which was the most frequent search that I have made in the last six months.

Another friend of mine, who works as Search Engine Optimization Manager in Italy, has been involved in this little test. Her suggestions confirmed the searches that were made in the entertainment, travel and fashion field the last six months. Topics such as search engine and web production that represented an important daily quantitative part did not appear in her preferences. Eventually, it is important to notice the association of some 'distractive' fields to an emotional response that could be linked to a impulse for a possible online shopping experience.

Censorship is another aspect of the narrowing of the search provided by wdyl. com. According to Boing Boing, a website devoted to IT news, (Jardin, 2011) there are 452 words that when they are searched for, are replaced by the word kittens. Most of the these words belong to the semantic field of profanity and explicit sexual content. As the project is still in the testing phase, this could be interpreted as a temporary censorship choice in order to avoid undesirable search results. In any case, if this is so, this also shows the intentions of Google to draw attention towards only valued areas of knowledge, again suppressing objectivity.

CONCLUSION

If information has become the new source of power and the algorithm the new tool to optimise it (Carr, 2008) wdyl.com finds its place in the development of the tightly personalisation which signifies the direction the web is taking. However, like every project that is being tested and depends on user' feedback, the chance to exit from the bubble and turn the search engine to in something useful not only for our entertainment and fun is still possible. Like dictionaries represented the universal knowledge in the print era, search engine should have the same value in the digital revolution. Searches should be associated to synonymies and antinomies in order to maintain the objectivity that was usually considered a positive outcome of the WWW at the early stage. As a result, personalisation should not be interpreted as consumer strategy, but a prosumer (Toffler, 1991) approach where is possible to establish a two-way communication model. Relevant information should be measured according to plurality and not to individuality, by allowing individual to gain sustainable and universal knowledge from Other contribution as a resistance form against the dominant capitalistic interests. As Pariser argues "in the fight for

control of the Internet, everyone's organized but the people...If the great mass of us decide that an open public-spirited Internet matters and speak about it..the lobbyists don't stand a chance" (2011, pp. 242-243). So far, it seems that good news is that we are still in time.

REFERENCES

Berndt, A 2011, "What Do You Love?", The Official Google Blog, web blog post, 7 July 2011, viewed 6 October, http://googleblog.blogspot.com/2011/07/what-do-you-love.html

Carr, N 2008, Is Google making us stupid?, Atlantic Monthly, vol. 302, no 1, pp. 56-63.

Horling, B 2009, Personalised Search for everyone, The Official Google Blog, web blog post,

4 December 2009, viewed 6 October 2011, http://googleblog.blogspot.com/2009/12/personalised-search-for everyone.html

Jardin, X 2011, Words banned from Google's "What do you love" project, viewed 7 October 2011, http://boingboing.net/2011/07/29/words-banned-from-googles-what-do-you-love-project.html

Pariser, E 2011, The filter bubble: what the Internet is hiding from you, London, Viking.

Schilke, Steffen W., Udo Bleimann et al. (2004), Multi-dimensional-personalisation for location and interest-based recommendation", Internet Research, vol. 14, no 5, pp. 379 – 385

Toffler, A 1990, Powershift: Knowledge, Wealth, and Violence at the Edge of the 21st Century, New York, Bantam.

Vesanen, J 2007, What is personalisation? A conceptual framework. European Journal of Marketing, Vol. 41, 5/6, pp. 409-418