



603 Presentation - Theoretical Underpinnings of Digital Activism

Scan the QR Code to participate in group activities.

Discussion Overview

1. Strategic Social Media as Activism (Ch. 6-7)

- Key Concept Review
- Group Engagement

2. The Craft of Criticism - Ethnography

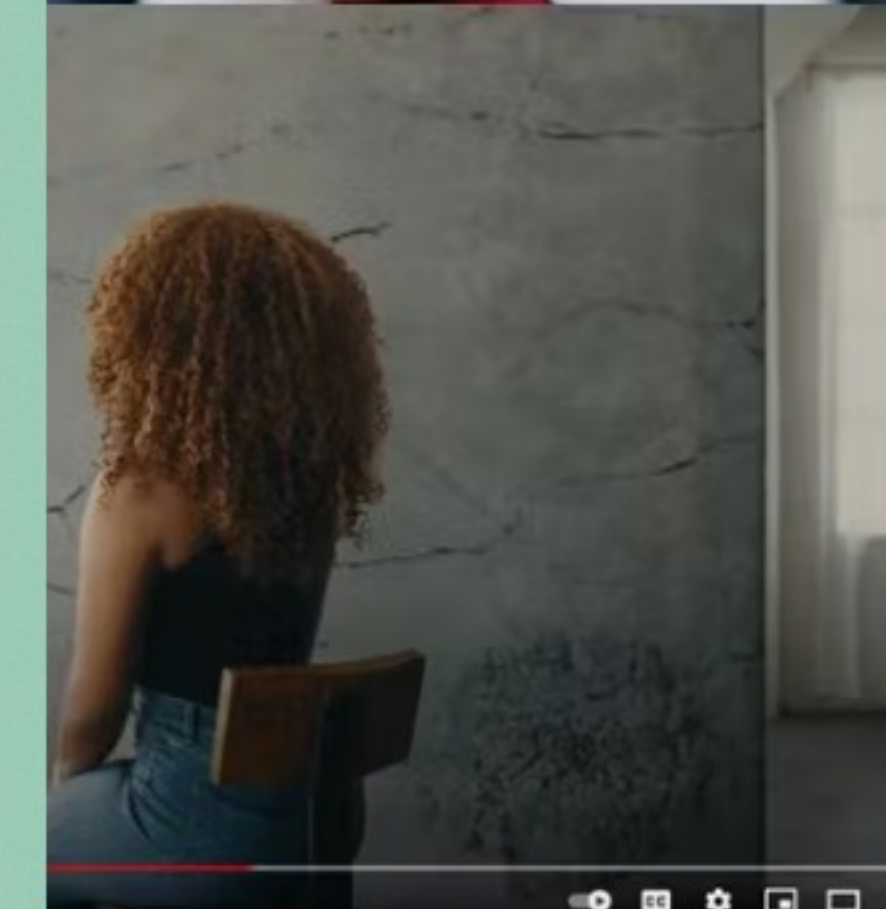
- Key Concept Review
- Group Engagement

3. The Craft of Criticism - Political Economy

- Key Concept Review
- Group Engagement

Key Concepts and Theories

- Demagoguery
- Stigma
- Bias
- Inoculation Theory
- Network Theory
- Group Theory
- Place Attachment Theory



How does the spread of bias/stigma vary between traditional and digital media?

The speed in the spread of information. This also effects the rhetoric, or the various attributions around the msg than just the msg.

Digital channels are more viral, faster

what's interesting is due to the algorithm we are participating in our own bias incidentally in digital more than traditional

There was nowhere near as many ways to spread bias/stigma in traditional media

Digital makes your feel more instantly connected

digitaal media spreads faster than wildfire. a full 24 hours lets bias circulate and settle

Many of the times digital media is not fact checked.

traditional media spreads bias slower and with more control, while digital media spreads it faster and often with less fact checking.

How does the spread of bias/stigma vary between traditional and digital media?

I think of how peoples predisposition to believe the very worst about political opponemts leads to some of the worst viral content

30 Sec. Brainstorm: #NetworkMovements

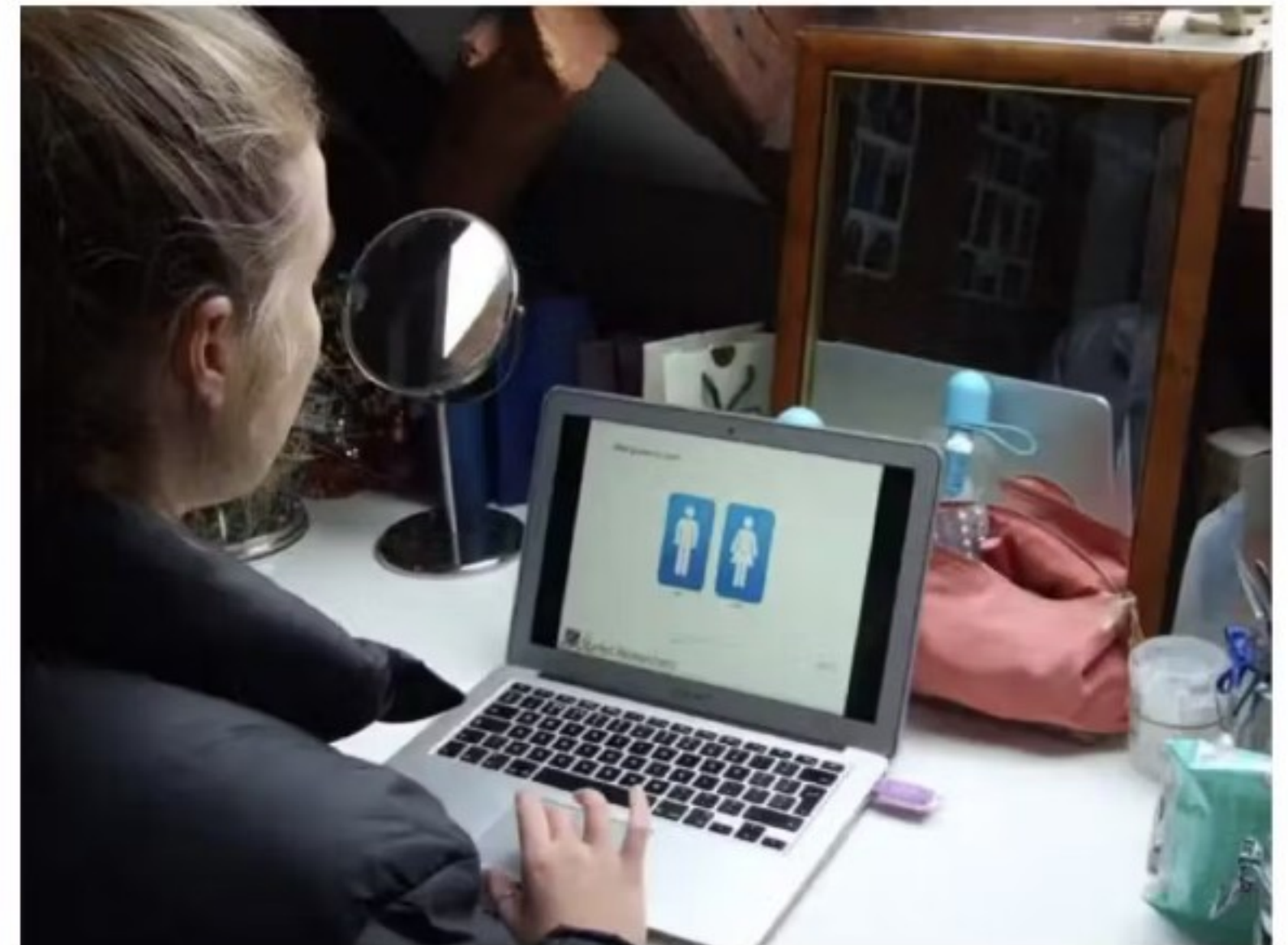
26 responses



Defining Ethnography

Popular Discourse (Pros and Cons) Discussion

- Traditional Ethnography (Qualitative)
- Online Ethnography (Quantitative)



**Traditional and Online Ethnographers:
Professor Dwight Conquergood and
Professor Bonnie Nardi**



Online vs. Traditional Ethnography

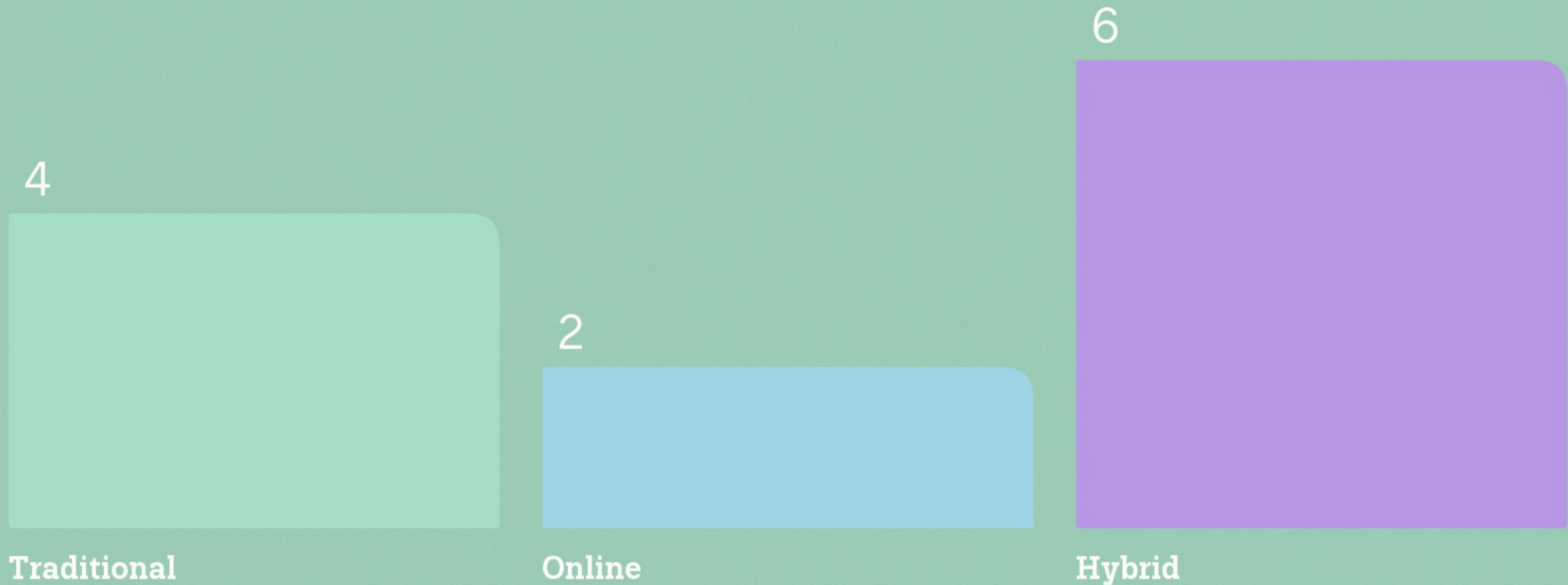
Is online ethnography less "present" than the traditional "going native?"

6.0

Strongly Disagree

Strongly Agree

Which ethnography research method would you adopt?



Pirate Politics

Habermas's Theory of Communicative
Action - Instrumental Rationality vs.
Communicative Rationality



IP & the U.S. Economy

STRONG IPR PROTECTION AND ENFORCEMENT ARE ESSENTIAL TO CREATING JOBS AND PROMOTING ECONOMIC PROSPERITY; OPENING NEW MARKETS FOR U.S. GOODS AND SERVICES; AND FOSTERING INVESTMENT IN INNOVATION AND DEVELOPMENT.

In 2019 IP-Intensive Industries Accounted for.....



\$7.8 trillion in GDP

33% of all U.S. employment



41%

Of U.S. GDP

79%

Of U.S. Commodity Exports

47.2

Million Jobs

60%

Wage Premiums

IP as a Business

Let's talk about how the EU and America use IP to advocate for different groups.

The screenshot shows the Techdirt website with a navigation bar containing links for TECHDIRT, GREENHOUSE, FREE SPEECH, ERROR 402, CTRL-ALT-SPEECH, DEALS, JOBS, and SUPPO. Below the navigation bar is a podcast player for 'Techdirt - How Fact Checking Fails'. The main article title is 'How Years Of Copyright Maximalism Is Now Killing Pop Music', attributed to 'from the originality-is-a-con dept' and dated 'Mon, Jan 13th 2020 09:30am - Mike Masnick'. The article features a logo for 'WALLED CULTURE' with the subtitle 'A JOURNEY BEHIND THE COPYRIGHT BRICKS'. A navigation menu includes Home, Podcasts/Vlogs, Libraries, Audiovisual, Media, Music, Knowledge, and Beyond the Bricks. The article preview text reads: 'Coming soon: the next phase of copyright maximalism – destroying the public domain'. At the bottom, it says 'BEYOND THE BRICKS / THOUGHTS / 6 OCTOBER 2022'.

Copyright Maximalism

Internet freedom and copyright maximalism: Contradictory hypocrisy or complementary policies?

<https://doi.org/10.1080/01972243.2017.1294128>

How will AI impact the narrative of copyright maximalism from creators and government entities? Who will benefit more?

What is audience commodification?

A political economy concept related to media. Audiences contribute to media companies' profit-making process both as worker and buyer. But they gain no financial profit.

What pros and cons come to mind of using an audience as a commodity?

9 responses



Let's explore the relationship further.

I would sacrifice data privacy for a more personalized media experience.

1.4

Due to data mining and surveillance, we are more predictable as an audience.

4.1

High volume of media ownership threatens our democracy.

2.8

2.8

Strongly disagree

Strongly agree



Which communities are disproportionately impacted by these concepts?

Let's connect these two concepts: copyright maximalism and audience commodification.

FREEFORM DISCUSSION TIME! :)

Thanks so much!



Quiz leaderboard

No results yet

Top Quiz participants will be displayed here once there are results!