

The Day the Music Died

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Introduction

Throughout history, as 'new' media emerge there is an exciting, yet complicated period of transition. Some people fear 'old' media will be replaced, but old and new media typically learn to coexist and a richer experience emerges. This paper looks at media through the ages and how new technologies impact society, while society influences technology. First, a review of the literature looks at social media and traditional media with a focus convergence, participation, and spreading information. Second, a history of 'new' media, and media influences on popular culture is offered, revealing that social media is not a new phenomenon. Next, this paper attempts to understand the effects of new media by looking into some theoretical and philosophical perspectives. These perspectives provide incite into how old media and new media have historically influenced one another while the public learns to adapt. Ultimately the media coexist, creating a convergence culture based on participation and collective intelligence. Finally, this paper looks at today's media landscape, to help understand modern modes of communication. Today's media is about community, participation, and sharing stories. It can be difficult to weed through all of the information available today. This creates new challenges for media professionals. Entertainment and advertising industries have had to rethink their processes. The threats of privacy and ethics of piracy have become important concerns. Modern social media has changed our world and we are just beginning to understand the effects. A look back through history can be helpful, as you can't tell where you're going until you know where you've been.

Literature

'Social media is nothing new,' states Tom Standage in *Writing on the Wall: Social Media - the First 2,000 Years*. While new media is very different from old media, there are many similarities, most importantly they provide an outlet for sharing information. The author traces social media back to ancient Rome, and other key points in history. Historical social networks have many similarities with modern social media. An overview of the evolution of social media through the ages can help understand where we are today (Standage, 2013). In *The Medium is the Massage: An Inventory of Effects*, Marshall McLuhan states, "societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication" (McLuhan, M., Fiore, Q., & Agel, J., 1996, p. 8). Even before the Internet, McLuhan could perceive the way communication was going. He had the insight to predict how electronics would change communication, how society views the world, and how these views are changed by the media. Many of the concepts introduced by McLuhan are remarkably relevant in reference to technology and communication in the 21st century. (McLuhan, et al., 1996). Today, we are experiencing an intersection of old and new media. Historically, new media doesn't just replace old media but interacts with it, creating new opportunities for the media consumer and media producer. Participatory culture enhances today's media experience, while knowledge is gained through collective intelligence. Henry Jenkins' *Convergence Culture: Where Old and New Media Collide*, is a look into the culture of convergence and how new media combines with the old (Jenkins, 2008). Humans have a basic desire to communicate, and we do this through storytelling. Storytelling has evolved so that the audience is no longer just spectators, but active participants in mass media. This changes how we work, play, think, and communicate. as Frank Rose explains in *The Art of Immersion: How the Digital Generation Is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories*, YouTube, Facebook, Twitter, and blogs effect the way we watch movies, television, and advertisements (Rose, 2012). Today's media users have the power to control their own content, but what keeps an audience engaged and what makes people want to share information in the media is difficult to predict. There are exciting changes going on in the 'information age,' In *Spreadable Media: Creating Value and Meaning in a Networked Culture*, Henry Jenkins ex-

plains how audiences use media to strengthen social relationships and to make sense of the world around them (Jenkins, 2013). With advances in technology, it becomes more and more difficult to understand how to use online tools. Weeding through the plethora of information to participate in new technology without 'drowning in the flood' is a challenge. Knowing how to use online time wisely is important in today's society, as revealed by Howard Rheingold in *Net Smart: How to Thrive Online* (Rheingold, 2012).

History of Media and 'Modern' Technology

Humans have a basic desire to communicate, the media facilitate this need. From smoke signals to social networks, mass media has evolved throughout history: hieroglyphics, the alphabet, printing, the telegraph, radio, television, the Internet, the list goes on. Throughout history, the effects of new technologies have been cause for concern among scholars. Recognizing the importance of the media, helps scholars understand the effects of communication. In order to move forward, it is important to consider the past. McLuhan recognized that an 'Age of Anxiety' emerges from "the result of trying to do today's job with yesterday's tools - with yesterday's concepts" (McLuhan, et al., 1996, p. 9). Embracing this concept eliminates confusion.

While the delivery method of some technologies may have become obsolete, the media evolves. The functions of the media shift as new technologies emerge (Jenkins, 2008). While many of the 'new' technologies of the 21st century may seem innovative, they actually have roots in concepts that have been developing for centuries. 'Social media is nothing new,' says Standage, as he traces social media through key points in history back to ancient Rome. Historical social networks have many similarities with modern social media. The technology that facilitates this information sharing has evolved from messages written on scrolls of papyrus to modern day Internet and mobile technology (Standage, 2013). Modern day social media connects us with our past. Winston Churchill said in 1944, "the longer you can look back, the further you can look forward" (Standage, 2013, Kindle Location 4046).

A new medium or technology does not stand alone, but works together, along with traditional media (Rheingold, 2012). In 51 B.C., Roman statesman, Marcus Tullius Cicero used a system of information distribution to keep himself informed through an exchange of letters that were copied onto papyrus scrolls. This was Cicero's social media, "an environment in which information was passed from one person to another along social connections, to create a distributed discussion or community" (Standage, 2013, Kindle Location 49). Today, the technology is much different, but the idea is basically the same. Other examples of ancient social networks include the circulation of documents by early Christian churches, printed information in 16th century Germany, poetry among the Tudor and Stuart courts, political pamphlets during the English Civil War, news sheets circulated at Enlightenment coffee houses, pamphlets supporting American independence, and newsletters and poems that spread gossip throughout pre-Revolutionary France. New technologies offered one to many communication with speed that was unheard of during these times (Standage, 2013).

Modern media offer important communication tools in today's society, while also connecting us with the past. Socrates spoke of the spread of information creating an environment where people become "hearers of many things, and will have learned nothing" (McLuhan, et al., 1996, p. 113). He felt the written word would cause "forgetfulness in the learner's souls, because they will not use their memories" (McLuhan, et al., 1996, p. 113). It is ironic that the reason we know about Socrates' revelation is because someone wrote it down. Aristotle also believed that spoken words were superior to writing. Ancient philosophers felt that intellectual life will be lessened as we shift away from oral communication. Recently, there have been similar claims with computer mediated communication. Why remember something when you can Google it? Some researchers feel that new technologies create a laziness in society and may have negative effects (Standage, 2013).

Written communication has proven to be an important way of sharing and recording information. As Standage observes, it also helped to build and strengthen communities. Cicero's scrolls were posted on a board in the Roman Forum each day. The scrolls contained gossip, important announcements, and political information. Information was copied onto scrolls by scribes, the scrolls were carried by messengers to other cities, with comments and opinions added along the way. Romans were kept informed through this web of information sharing similar to modern social networks. In addition to Cicero's letters, the teachings of Christianity were shared through Roman social media. Early churches began sharing letters, delivered from one church to another. People felt a part of a large movement. The apostle, Paul became one of the

most popular social media influencers of the day. These letters and teachings are still around today, showing the power of the written word (Standage, 2013).

The first books were handwritten on parchment or animal skins and were expensive to produce. Johannes Gutenberg began experimenting with letters cast out of metal around 1440. Using an oil-based ink which would adhere to the metal letters, paper was pressed against the metal letters to transfer ink to paper. The first major book printed on a Gutenberg press was the Bible, written in Latin. The first printing of 180 copies sold out before they were released in 1455. The press provided a way for ideas to be circulated quicker than ever before. Shortly after, Martin Luther began circulating pamphlets in Germany with his ideas that opposed actions by the church. The pamphlets were in great demand and started an entirely new phenomenon. The members of these social networks decided what information was copied, recommended and shared among communities. In today's social media networks, Likes Comments and Shares are the equivalent to Martin Luther's pamphlets being shared in 1523. Bulletins and pamphlets continued to be popular ways of sharing information throughout the 1600's, they often contained dialog quoting other authors, similar to today's blogs (Standage, 2013).

People use poetry to attract a love interest, share feelings, or make fun of others through subtle messages. Virtual communities developed among ancient poet societies as users began sharing books of poems. Comments were often added in the margins and distributed through social networks. Most information that was shared was not original, but quotations from other authors. This is standard practice today on social networks, over 80% of information on social networks is information that was previously posted by someone else (Standage, 2013). People define themselves by the information that they share, creating a different form of self-expression. Exchanging information is a way of making connections, forming relationships, gaining popularity, and advancing careers.(Standage, 2013).

Early newspapers were also a form of social media. Communities had a way to speak, as the news letters often included an area for comments to share with other readers. During the 19th century, newspapers evolved from local, handmade publications to a powerful industry. Delivering the news became a one-way channel, rather than a community for discussion. Media changed as it turned into something to be consumed, without user participation (Standage, 2013).

In March of 1843, Samuel Morse demonstrated a new invention, the electric telegraph. A signal was carried over a single wire, assigning dots and dashes to characters. Telegraph links were run between New York, Philadelphia, and Boston in January of 1846. News could be delivered faster, as newspapers used telegraphs for up to date information. Telegraph operators developed their own social networks as the operators could 'chat' with one another. Even though it was an impersonal interaction with another person, operators felt camaraderie between cities, sharing stories, and opinions. Operators developed relationships with friends and romances developed 'online.' The telegraph connected people through a 'web' of wires (Standage, 2013).

RCA began providing broadcast radio entertainment in the 1920's. By 1928, there were 13 million radio receivers in use. Television followed and many radio shows evolved into TV land. Television experienced a much faster adoption rate than previous technologies. During the early 1950's, household television use grew from 9% to 65%, it took radio six years to go from 10% to 40%. Radio and television are actually the opposite of social media, the viewer became a passive consumer. Content was no longer decided by the user, but by advertisers and corporations. But this would soon change (Standage, 2013).

Computers began making their way into homes beginning in the 1980s. Internet service providers developed in the 1990's, and in 1993 - the World Wide Web. Email, mailing lists, weblogs, and social networking sites developed a way for users to become active participants in the media (Standage, 2013). McLuhan passed away in 1980, never living to see the Internet or the popularity of home computers. However, he envisioned a world where society is shaped by the media, information is delivered instantly, and technology connects individuals in the 'global village' (McLuhan, et al., 1996). Humans are social by nature, they participate in social networks to exchange information. Today, four out of five Internet users utilize social networking sites. Facebook is the most popular, with over one billion users. More than half of Facebook users access the site daily, 25% use Facebook more than five times a day (Standage, 2013). There are many different social networks, but they all share something in common: they allow users to share information and participate in conversations with friends or followers. The Internet affords the most global and instant reach, but is no means the first technology to support social networking. Media technology, from ancient papyrus scrolls carried by messengers, to the Internet and mobile technology today, enables the exchange. Social media is an outlet for freedom and openness, as anyone can publish their

views. Sharing news, letters, and poetry builds social connections today just as it has throughout history. Social media is not a new concept, and it's not going away. Blogs are the new pamphlets. Social networks are the new coffeehouses. Media sharing are the new books. Connecting people, enabling ideas, and building social bonds has created new virtual communities (Standage, 2013).

The tools are constantly evolving and each form of communication has unique characteristics. By its nature, social media is most effective when it is engaging and participatory. Even more than ever, the media helps to define us while bringing us together, and ultimately making us unique (McLuhan, et al., 1996). While new media is very different from old media, there are many similarities, most importantly they provide an outlet for sharing information. The invention of the printing press around 1450 allowed for a way of sharing stories through books, magazines, and newspapers. The telegraph, telephone, radio, motion pictures, and television emerged with new ways of communicating. The audience's role in these forms of media was to consume the information. Along came the Internet, which incorporates all forms of media, with an additional aspect: participation. The user selects the information they want to consume, with the ability to comment, contribute, and join in. Early websites were static, but with the emergence of blogs, wikis, and social media, the world wide web transitioned into what became known as Web 2.0. Web 2.0 delivers a 'cornucopia of participation' that connects people and merges their *collective intelligence* (Rose, 2012). Key aspects of Web 2.0 include spontaneity, participation, and involvement, which affords an immersive experience. This was Tim Berners-Lee's vision when he developed the world wide web, "I had (and still have) a dream that the web could be less of a television channel and more of an interactive sea of shared knowledge" (Rose, 2012, location 1531). While there is nothing new about sharing information, technologies and social networks have made the process easier and the results instantaneous. Digital media has enabled new opportunities for audiences to help shape popular culture, build social relationships, and participate in society. The media is changing to adapt to new technologies, while culture is the catalyst for the change (Jenkins, 2013).

Media Convergence

McLuhan believed that the media effect every part of us, altering the way we think, act, and perceive the world. Knowledge of how media works is essential to understanding our ever-changing society. Media encourages participation, supplying the opportunity to become more involved with each other. Technology becomes absorbed until we no longer think about it, but it comes naturally. "Ours is a brand new world of allatonceness. 'Time' has ceased, 'space' has vanished. we now live in a global village... a simultaneous happening" (McLuhan, et al., 1996, p. 63). This is especially true today with the Internet. There is no time or space, messages are instant and continuous. In primitive times, people considered time and space as one, new media technologies bring us back (McLuhan, et al., 1996).

The integration of media convergence, participatory culture, and collective intelligence combined with old and new media is helping to redefine American popular culture. "Welcome to convergence culture, where old and new media collide, where grassroots and corporate media intersect, where the power of the media producer and the power of the media consumer interact in unpredictable ways" (Kindle Location 183). *Media convergence* refers to content that is distributed through multiple media channels. Convergence occurs in the minds of consumers through social interaction, synergy, and cooperation. The information flows across many channels, offering new opportunities for both the message sender and the message receiver. Through convergence, there is a change in the way consumers obtain information. Convergence changes the way media is produced, and also the ways in which it is consumed. In this sense, convergence is both a top-down (corporate driven) and bottom-up (consumer-driven) process. Convergence is a process that is ever-changing and constantly evolving to meet the needs of society (Jenkins, 2008). Convergence is actually an old concept that has taken on new meaning in today's media. Throughout history, scholars heed warnings of the implications new technologies may introduce. While new technologies may change, they coexist with the old, creating new opportunities. Printing did not replace the spoken word, films did not replace live theatre, television did not replace radio. They intersect, merging to create new relationships between the sender, the message, and the receiver. Information that was broadcast over one medium, now arrives through multiple channels. This convergence impacts our popular culture (Jenkins, 2008). A new model of circulation has emerged that is both top-down and bottom-up. The audience has more control over the content they see. The public no longer just consumes information from media professionals, they are active participants in developing, sharing, and discussing information (Jenkins, 2013).

People are more connected through social networks, blogs, mobile technology, the Internet, television, and other forms of media. Today's audience wants to be involved in a story and make it their own. Technology allows a new way of sharing stories, strengthening relationships, and changing the way stories are told. Stories can be shared through many different forms of media, and it is no longer a one-way channel. Story-telling is an important aspect of communication. We find meaning through the exchange of stories, gaining as much benefit from providing information as from receiving it (Rose, 2012). "People make many active decisions when spreading media, whether simply passing content to their social network, making a word-of-mouth recommendation, or posting a mash-up video to YouTube" (Jenkins, 2013, Kindle location 503). Individuals choose to share content that reflect their own attitudes and beliefs. Each person has their own agenda and they determine what is of value, acting as individual gatekeepers in the spread of information. People share information in hopes that the world is paying attention and finds value in the information they share. Whatever the motive, audiences sharing content opens new opportunities for corporations, their content takes on new meaning, and has the potential to become part of contemporary culture (Jenkins, 2013). People like to share stories among their social connections. Social media has made the process more visible. The 2010 Pew Research Center's study found that 75 percent of study participants receive or post news on social networks (Jenkins, 2013, Kindle location 372). People today are relying on each other to be informed. Circulating content can serve many interests including: building professional and personal networks, strengthening community and political awareness. Sharing information on social networks builds closer relationships with friends, family members, and business associates (Jenkins, 2013).

In a *participatory culture*, the media audience becomes the media producer (Jenkins, 2008). Today's technology enables participation and cooperation in ways that were unattainable in previous times. Knowledge is a social process, exciting possibilities develop from online collaboration. Today, we can turn to social networks to gauge meaning and explore alternative viewpoints. This can make it easier to evaluate information and sources through *collective intelligence*. Collective intelligence involves using the wisdom of many different opinions to gather information (Rheingold, 2012). As Pierre Lévy, a French theorist, explains: no one knows everything, but everyone knows something. By combining individual expertise, communities can achieve shared goals and objectives. This creates diversity in perspectives, while helping to marry ideas and ultimately solving problems (Jenkins, 2008).

Rheingold points out that new ways to collaborate online are being offered every day. Examples include The Library of Congress needing information to describe a catalogue of photographs, and uploading them to Flickr, where volunteers could tag them. Social networks used effectively can be valuable resources. Using Twitter to search, follow, engage, and respond to comments can be a great way of tracking emerging trends in the media. Users build relationships and become each other's filter. Developing a diverse network and engaging with connections provides a richer online experience. Individuals can use the power of participation to weed through the 'tsunami of information' available without missing opportunity (Rheingold, 2012).

Media Effects

There have been many challenges for media professionals as new technologies emerge; there have also been new opportunities to connect and engage with the audience. Rose observes, "the role of the broadcaster is not just to speak but to listen; the role of the audience is not just to listen but to speak" (Rose, 2012, Kindle location 118). The author tells the stories, but the audience has the authority to contribute. With emerging technologies, media professionals can reach their audience through many channels (Rose, 2012). Hyperlinks enabled a new form of involvement, changing the relationship between user and information. What emerged was an unexpected empowerment of individuals to control the information they receive (Rose, 2012). This has transformed mass media communication, entertainment, and advertising. The sender of a message can reach many receivers through multiple forms of media (Rose, 2012).

Today's media encourages participation and interaction between the audience and the media. There are new sets of rules that are constantly changing and difficult to understand. On one level, technology enables communication, and on another level, cultural practices emerge from the technology. In the words of Marshall Sella (2002), a columnist for *The New York Times*, "A man with one machine (a TV) is doomed to isolation, but a man with two machines (TV and a computer) can belong to a community" (Jenkins, 2008, Kindle Location 5408). Online communities have emerged through the Inter-

net to provide new opportunities for individuals to find others who share common interests and goals (Jenkins, 2008).

“In August 2010, Google CEO Eric Schmidt dropped a mind-boggling statistic at a high-tech conference: every two days, humans produce as much information as we did from the era of cave paintings up to 2003” (Rheingold, 2012, Kindle location 2232). Some critics say Google is making us lazy and stupid, others argue that Google is making us smarter. These claims have been cause for concern throughout history as new forms of media emerge. Other claims about modern media debate the users’ loss of privacy and shorter attention spans created by distractions and multi-tasking. Rheingold feels this depends on how well society learns to use the media. Users can benefit from the collaboration and participation if they can avoid becoming bogged down with too much information (Rheingold, 2012). A University of California at San Diego study found in 2009 that, “the average American consumes thirty-four gigabytes of information on an average day” (Rheingold, 2012, p. 99). This sheer volume of information is the cause for distraction and decreased attention spans. Today, it is not enough to know how to *use* technologies, but how to do so effectively.

Navigating the Web, without becoming distracted or overwhelmed by the wealth of information available is difficult. Setting goals for online activity and ignoring irrelevant information are important first steps. Rheingold offers helpful advice when searching for information online. One must think critically about the information they are given. He states, “The good stuff is out there, if you know how to find it and verify it” (Rheingold, 2012, p. 16). Many people trust search engines to yield the most reliable information. Web developers use many techniques for optimizing and manipulating the way results are ranked by search engines. It is up to the individual to exercise their best judgement to decide which information they search for is trustworthy. Some tips for finding relevant knowledge include: opening your mind by performing multiple searches with different search engines, and looking beyond the first page of results. Many people look for answers that reaffirm their inherent beliefs, creating an ‘echo chamber’ effect. Keep asking questions, be skeptical, and learn to use traditional media techniques, such as fact checking the results. Once the user learns to pay mindful attention and think critically about online information, they can reap the benefits of participation and collective intelligence (Rheingold, 2012).

Today’s media audience seeks participation and entertainment, to become immersed in stories. News reporters, entertainment and advertising professionals are adapting new ways to involve the audience in sharing, commenting, and helping to tell their stories (Rose, 2012). The communication no longer goes one way. News reporters don’t just report the news, they open up forums for discussion. The audience contributes information, expanding and influencing a story with new perspectives emerging. While the author may begin a story, the audience becomes emotionally involved and finishes it. The creator loses some control, while the audience takes over and tells their own stories. At first, this was met with some resistance, but media professionals have learned to embrace the aspect. It is important for the media to evolve along with the audience to communicate in this age of hyperconnectivity (Rose, 2012).

The media has the ability to utilize different outlets to reach their audience, the audience seeks the information they desire through multiple channels (Jenkins, 2008). Consumers today are not passive viewers of the news or a television program. They ‘tweet’ about it, ‘blog’ about it, and share the information with others. The audience has the opportunity to create their own content and participate in the online communities that emerge (Jenkins, 2008). Digital media has redesigned the entertainment industry. The result is immersive and interactive story-telling (Rose, 2012). Today’s audience is never really passive. The days of the ‘couch potato’ are gone. Advertisers have also found that they need to involve the audience. The Internet has changed the face of marketing. Popular advertisements today are shared through social networks, blogs, and YouTube, while companies used to spend a lot of money on television advertisements. Most people become annoyed with commercials and use DVR to skip over the advertisements. Today’s consumer wants to be engaged *and* entertained. The Nielsen Company has even started using engagement as a metric for advertisers. Advertisers are learning the same lesson from other story-tellers: in order to tell their stories, they need to let the audience become immersed in a product (Rose, 2012). Rose states, “Advertising used to interrupt life’s programming. Now advertising is the programming. And if you’re actually being marketed to successfully, you have no idea” (Rose, 2012, location 3293). The entertainment industry has learned to take advantage of many forms of media to heighten and enrich the emotional attachment. People like to tell and retell stories, then dig deeper beneath the surface to become emotionally involved. Parodies and new storylines evolve through fan participation. Technology has given the audience this opportunity. Television networks and motion picture studios have learned they can benefit from letting the audience inhabit a story. There is value in allowing people to share, interact, and make

it their own (Rose, 2012). Today's media audience is prepared to seek out their own information and entertainment experience. This presents the opportunity to connect with multiple media providers, and allows some control over the information the audience receives. Through sharing information among online communities, it becomes easier to cut through the clutter, and absorb a multitude of available information (Jenkins, 2008).

There is both a loss of control and new opportunities for media professionals in today's participatory culture. The technology allows individuals to circulate content, building their individual identity and helping to establish and reinforce a corporation's message. Jenkins states, "new platforms create openings for social, cultural, economic, legal, and political change and opportunities for diversity and democratization" (Jenkins, 2013, Kindle location 155). Corporations have new ways to connect with consumers; the audience has become active participants (Jenkins, 2008). This has had a profound influence on advertising and mass media. Using the proper tools assists in reaching the intended audience. Past media experiences have been passive for the audience. Businesses and corporations who produced media content had limited opportunities to connect with their audience. Audiences are able to share their passion for a brand, creating bonds with a product and with the members of the online communities. The audience experiences and evaluates the stories together through active participation. In this way, every story gets told and new interpretations emerge through the multiple media channels. The audience becomes the storyteller, as well as its best brand advocate. This empowers the audience with more creativity, while relinquishing some of the corporate control. There is a broadened understanding that comes from participatory culture, from which both sides may reap the benefits (Jenkins, 2008).

Before the recent developments of new technologies, access to brands was limited. Today, we have the opportunity to reach out to the sender of a message. The audience has many tools for sharing content, so providing content that is easy to share is important. Corporations are learning to engage with the audience by listening and responding. Based on these efforts, a corporation needs to reevaluate their focus on a regular basis. Corporations can benefit from the activities of their audience by creating content that people want to share. Word of mouth has always been good for recommendations, creating interest in a corporation's brand. The "grassroots participants" become the corporation's best brand advocates. Companies can generate revenue by feeding off of the user-generated content. Brands need to find a balance between value and collaboration, while maintaining respect for the voice of the audience. While being transparent and authentic, corporations establish trust (Jenkins, 2013). The consumer has an active voice in building a brand or telling a story. The lines between sender, message, receiver have become blurred. The conversations and the buzz surrounding a brand are valued by corporations and give power to the consumer (Jenkins, 2008).

There is much talk about seeking influencers in today's marketing strategies. While devoting attention to gaining endorsement from key audience members may result in some success, it can also be detrimental for a corporation. Jenkins shows that messages that are passed through weaker connections may reach a more diverse group. Since we don't know which type of connection is going to be most effective for spreading a message, each connection is important. The concept of influencers may shift depending on the situation or the message at hand. Focusing on specific influencers can result in missed opportunities for engagement. If a corporation targets an influencer, other participants may feel devalued and develop resentments towards the brand. Marketers need to listen to the everyday interactions of the entire audience and develop relationships with members as needed (Jenkins, 2013).

Collective Intelligence raises new challenges in the areas of ethics, verifiability, copyright and fair use. For the most part, the benefits of collective intelligence outweigh the risks. New expertise is revealed as we learn to listen and learn from one another. The benefits of collective intelligence within popular culture have had significant influence on software and product development, education, religion, politics, advertising, and many other areas of today's society (Jenkins, 2008). Sharing information through the Internet and social networks also raises privacy concerns and issues of copyright infringement. The individual who uses new technologies gives up a portion of their privacy. Privacy policies need to be transparent and individuals need to be informed of their rights. A balanced and transparent approach comes from setting limits and guidelines in the online sphere (Rheingold, 2012).

Corporations and individuals rely on copyright protection to protect the value of their intellectual property. The labors of the creators should be rewarded as an incentive for new innovations and expression. Popular culture, science, and technology is built on the sharing and advancement of ideas. Rheingold points out that stifling creative expression can have disastrous results and slow the advancement of knowledge. Granting free access to the work of others has many advantages. There needs to be a bal-

ance that gives value to everyone involved (Rheingold, 2012). Corporations are concerned with piracy, as information is shared with or without permission. Some scholars feel this activity threatens creative industries. This becomes an ethical issue, each person has their own distinction between whether it is appropriate to share another person's intellectual property. The media struggle with knowing how much control the public should have for sharing content. Piracy has an impact on economics and social values. However, recirculating content may be in the best interest of the content creator. The spreadability of their content helps to reinforce the brand (Jenkins, 2013). Jenkins points out that, "as this happens, we are seeing the erosion of traditional boundaries - between fans and activists, creativity and disruption, niche and mainstream, commercial and grassroots, fan and producer" (Jenkins, 2013, Kindle location 657). The impact of a message increases as it is shared between individuals and communities.

Conclusion

A drawing by Alan Dunn appeared in the *New Yorker Magazine* in 1966 and is reproduced in the final pages of McLuhan's *The Medium is the Message*. It summarizes this paper's message. A young man is speaking to his father while seated in a library surrounded by books and states, 'You see, Dad, Professor McLuhan says the environment that man creates becomes his medium for defining his role in it. The invention of type created linear, or sequential, thought, separating thought from action. Now, with TV and folk singing, thought and action are closer and social involvement is greater. We again live in a village. Get it?' Media are constantly evolving, along with communication. They each help to nurture, reshape, and reinvent themselves, forming new ways of spreading messages and building communities (McLuhan, et al., 1996).

Social media connects us with the past, Ancient and historical thoughts on sharing information compare to today's thoughts on computer mediated communication. Some of the terminology, ideas, and metaphors are very much the same. Channels of communication used to take a few weeks to deliver a message, today they arrive instantly. The medium is as important as the message itself, influencing how a message is perceived by the audience. Media convergence, participatory culture, and collective intelligence are shaping popular culture. Consumers are active participants in seeking news and entertainment. They become immersed through multiple channels as the audience assists in telling a story. Media practitioners must embrace the storytelling aspect, along with new technologies. For advertising to work, an audience wants to be entertained. New and old media can work together to build rich, interactive experiences that enhance and facilitate effective communication. While it may be difficult to visualize the future of digital media or the processes of media convergence, participatory culture, and collective intelligence, they offer insightful visualizations of today's media landscape. One thing is for sure, the music never dies. As each new media emerge, new technologies enable fresh ways of telling stories, learning information, and connecting with one another.

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