How to survive in the new media ecology

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New information ecosystem: *Then* and *Now*

**Industrial Age**
- Info was:
  - Scarce
  - Expensive
  - Institutionally oriented
  - Designed for consumption

**Information Age**
- Info is:
  - Abundant
  - Cheap
  - Personally oriented
  - Designed for participation
## The internet is the change agent

### Then and now

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage of Adults Using Internet</th>
<th>Percentage of Adults with Broadband at Home</th>
<th>Percentage of Adults Owning a Cell Phone</th>
<th>Percentage of Adults Connecting to Internet Wirelessly</th>
<th>Percentage of Adults Using “Cloud”</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>46%</td>
<td>5%</td>
<td>50%</td>
<td>0%</td>
<td>&lt;10%</td>
</tr>
<tr>
<td></td>
<td>= slow, stationary connections built around my computer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>79%</td>
<td>63%</td>
<td>85%</td>
<td>56%</td>
<td>&gt;two-thirds</td>
</tr>
<tr>
<td></td>
<td>= fast, mobile connections built around outside servers and storage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Media ecology – then (industrial age)

**Product**
- TV stations
- News
- Advertising
- Radio Stations

**Route to home**
- phone
- broadcast TV
- broadcast radio
- mail
- newspaper delivery
- non-electronic
- paper

**Display**
- TV
- radio
- stereo
- non-electronic

**Local storage**
- Cassette/ 8-track
- Vinyl album

Tom Wolzien, Sanford C. Bernstein & Co
Media ecology – now (information age)

Product
Route to home
Display
Local storage
cable TiVo (PVR) VCR
TV stations DSL TV Satellite radio player
Info wireless/phone radio DVD
“Daily me” broadcast TV PC Web-based storage
Content books iPod /MP3 server/ TiVo (PVR)
Cable Nets broadcast radio stereo PC
Web sites satellite monitor web storage/servers
Local news mail headphones CD/CD-ROM
Content from express delivery page satellite player cell phone memory
individuals iPod / storage portable gamer MP3 player / iPod
Peer-to-peer subcarriers / WIFI
cell phone pagers - PDAs
Advertising
newspaper delivery non-electronic cable box
Radio stations camcorder/camera PDA/Palm game console
Game consoles paper
Satellite radio e-reader / Kindle storage sticks/disks
Adapted from Tom Wolzien, Sanford C. Bernstein & Co

47% of adults own laptops – up from 30% in 2006

37% of adults own DVRs – up from 3% in 2002

37% of adults own game consoles

18% of adults own personal gaming devices

45% of adults own MP3 players – up from 11% in 2005
10 ways the media ecosystem has changed in the digital age
Volume of information grows

-- Chris Anderson
Hal Varian
Variety of information and sources of information grow
Media ecosystem change – 3

**Velocity** of information increases and smart mobs emerge

-- Howard Rheingold

Clay Shirky
Venues of intersecting with information and people multiply and the availability of information expands to all hours of the day and all places we are

-- Nielsen Company
People’s **vigilance** for information changes in two directions:

1) **attention is truncated** *(Linda Stone)*

2) **attention is elongated** *(Andrew Keen; Terry Fisher)*
The **vibrance** and immersive qualities of media environments make them more compelling places to hang out and interact

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**1) Virtual Worlds**

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-- Metaverse Roadmap Project
The **vibrance** and immersive qualities of media environments makes them more compelling places to hang out and interact

-- Metaverse Roadmap Project
The **vibrance** and immersive qualities of media environments make them more compelling places to hang out and interact.

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**3) Augmented Reality**

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-- Metaverse Roadmap Project
The **vibrance** and immersive qualities of media environments makes them more compelling places to hang out and interact

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**4) Life-loging**

-- Gordon Bell

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Valence (relevance) of information improves – search and customization get better as we create the “Daily Me” and “Daily Us” – Nicholas Negroponte
The **voice** of information democratizes and the **visibility** of new creators is enhanced. Identity and privacy change.

-- William Dutton
Voting on and ventilating about information proliferates as tagging, rating, and commenting occurs and collective intelligence asserts itself

-- Henry Jenkins
David Weinberger
31% of adult internet users have rated a person, product, or service online.
Social networks become more vivid and meaningful. Media-making is part of social networking. “Networked individualism” takes hold.

-- Barry Wellman
Behold the idea of networked individualism
Barry Wellman – University of Toronto

The turn from groups to social networks = a new social operating system
Networked Individuals … have a different …

• Sense of information availability – it’s ambient
• Sense of time – it’s oriented around “continuous partial attention”
• Sense of community and connection – it’s about “absent presence” and “smart mobs” and personal efficacy

• **Sense of the rewards and challenges of networking for social, economic, political, and cultural purposes – new layers and new audiences**
Technology has helped people change their networks

- Bigger
- Looser
- More segmented
- More layered

= 

- More liberated
- More work
- More important as sources of support and information, filters, curators, audience
Punchline #1

Museums can be nodes in people’s networks
Punchline #2

People can be nodes in museums’ networks
Every artifact a community

[Sylvia Sweets Tea Room, corner of School and Main streets, Brockton, Mass.] (LOC)
A general new pattern of communication and influence – the 4 As

• attention
• acquisition
• assessment
• action
How do you…. 

• get his/her attention?
  – leverage your traditional platforms, display style, curation, expertise
  – offer alerts, updates, feeds
  – be available in relevant places
  – find pathways through his/her social network
How do you….

- help him/her acquire information?
  - be findable in a “long tail” world
  - pursue new distribution methods
  - offer “link love” for selfish reasons – you want joint referrals
  - participate in conversations about your work
How do you....

• help him/her assess information?
  – honor the ethics of your kind of data and culture
  – be transparent, link-friendly, and archive everything
  – aggregate the best related work
  – when you make mistakes seek forgiveness
How do you....

• assist him/her act on information?
  – offer opportunities for feedback
  – offer opportunities for remixing and mash-ups
  – offer opportunities for community building
  – be open to the wisdom of crowds
Thank you!

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