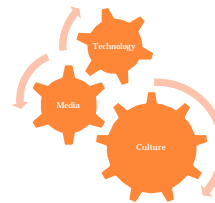# NEW MEDIA CULTURES

Digital Culture and New Reading Practices (COM2418)
Faculty of Arts
School of Arts & Sciences
Monash University Malaysia
1 October 2007

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NEW MEDIA CULTURES

- **Introduction & Definitions**
- **Social Fields**
- **New Media Affordances**
- **New Media Fields**
- **Conclusions**

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NEW MEDIA CULTURES
INTRODUCTION & DEFINITIONS
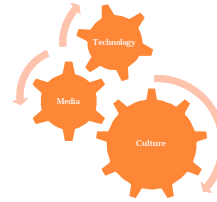
- ‘New’ media?
  - Various definitions
- The Berkeley Center for New Media: "New Media refers to media that are discovered, invented, or adopted during a particular point or period in history… include ideas that facilitate perception and communication: Theories are media."
  - ‘Large’ definition of media: e.g. body as media, discourse etc.
- "graphics, moving images, sounds, shapes, spaces, and texts that have become computable; that is, they comprise simply another set of computer data." (Manovich 20)
- Basically, media that is related to computers – digital as opposed to analogue (Poster 2001)
- New media = digital media

NEW MEDIA CULTURES
INTRODUCTION & DEFINITIONS
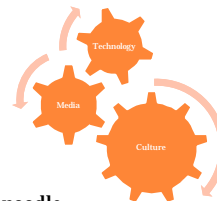
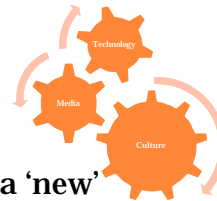- Culture
  - Often used in a loose manner: e.g. ‘mamak culture’, ‘instant noodle culture’,…
  - Linton: "Culture refers to the total way of life of any society…includes such mundane activities as washing dishes…" (qtd. in Ember et. al. 222)
  - Ember et. al.: "culture [is] the set of learned behaviours, beliefs, attitudes, values and ideals that are characteristic of a particular society or population." (*ibid.*)
  - The collection of material and immaterial artefacts that constitute the learned meaningful basis for the shared practices and beliefs of an identifiable group of people.
- The postmodern approaches emphasise the centrality of power in culture, and its mutability
  - Bourdieu – habitus: "the durably installed generative principle of regulated improvisations" (Bourdieu 78)
    - Culture reproduced inexactly through practice
  - Foucault – discourse: linguistic patterns reflect generative relationships of power
  - Bakhtin: the inevitability of change; centripetal and centrifugal forces (Morson & Emerson)
- Cultures always change
  - When studying cultural change we shouldn't be asking why things change, but what is changing, and how

NEW MEDIA CULTURES
INTRODUCTION & DEFINITIONS

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- **The term 'New Media Cultures' implies a 'new' culture, i.e. different in kind**
  – **Important to distinguish changes in 'degree' and changes in 'kind' (Collingwood; Inden)**
- **New media introduce a potential for change; how that change happens depends on multiple factors**
  – **Underlying economic system, gender, religious forces, etc.**
- **What are new media cultures?**
  – **Clusters of new and old practices that coalesce around digital media technologies**
  – **But 'culture' implies a holistic, self-integrated, autonomous whole: difficult to look at 'New Media Cultures' in this way…**

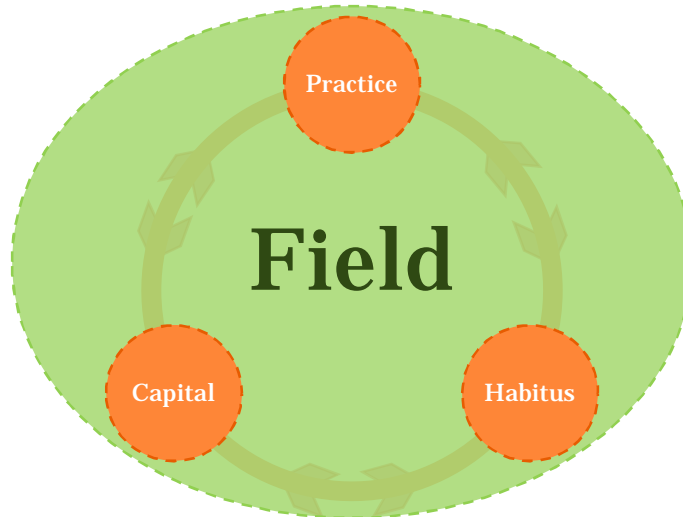## NEW MEDIA CULTURES
SOCIAL FIELDS

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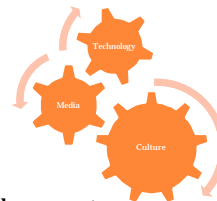
- **The concept of 'field' is useful:**
  – **"a domain of practice in which social agents compete and cooperate over the same public rewards and prizes"(Martin 2003 qtd. in Postill)**
  – **"Cultural fields are made up … of institutions and rules … [and] the interactions between institutions, rules and practices." (Schirato & Yell 37)**
- **Within a field power devolves to the person/institution that accumulates the most capital (cultural, symbolic, economic, …)**
  – **"capital value is largely determined within, and often confined to, a particular field – although overlapping does occur" (Schirato & Yell 38)**
  – **à This means that one way of identifying a field is by identifying the types of capital valued**
- **The valuing of particular capital is normalised through habitus, and "Habitus is always constituted in moments of practice." (Schirato & Yell 42)**
  – **Thus: practice à habitus à capital à field**
  – **But it is a cyclical process, not linear: having capital enables one to influence habitus, which influences practice, etc.**

NEW MEDIA CULTURES
SOCIAL FIELDS

Practice

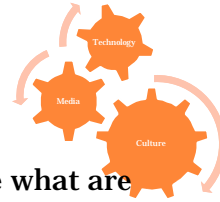# Field

Capital

Habitus

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NEW MEDIA CULTURES
SOCIAL FIELDS

- **So: our subject matter today is 'new media fields'**
  - **Specifically: we are looking to find if there are any social fields in which new media technologies are constitutive of the field itself**
- **Additionally: what is the relevance of these fields to the wider set of social fields within which we all operate?**
  - **Economic, cultural, national, gender, etc.**
- **Guiding questions:**
  - **What practices are enabled by new media?**
  - **How do these practices translate into fields, via the constitution of capital and habitus?**

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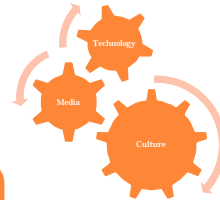
NEW MEDIA CULTURES
NEW MEDIA FIELDS

- **Look at different 'new media fields', and see what are their formative practices**
  - i.e. What makes them different from other fields?
- **We can also look at different practices that cut across different 'new media fields', and speculate about practices common to all of them**
  - This can allow us to draw conclusions about the effect of new media as a whole
- **In this context, 'new media' mostly means internet**
- **Although some practices are specific to mobile phones, and they have had distinct effects – e.g. use of SMS to mobilise political protestors in the Philippines (Rheingold 157-8)**
  - Rheingold argues that mobile phones will be crucial in promoting 'Smart mobs'
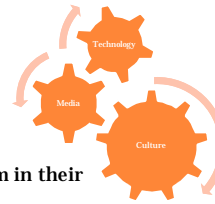
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NEW MEDIA CULTURES
NEW MEDIA PRACTICES

Friending   Commenting   Avatars

Common practices?

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NEW MEDIA CULTURES
NEW MEDIA AFFORDANCES

- Affordance: "an action that an individual can potentially perform in their environment." ("Affordance")
- Technical aspects
  - **Connectivity**: lots quickly and simultaneously
    - Distance becomes almost irrelevant for communication
  - **Storage**: memory is automated, e.g. reminder in calendar…
    - Relevant to perception of time?
  - **Perfect reduplication** (though Manovich (54-5) disputes this)
    - These last two enable asynchronicity
  - **Disembodiment**
    - Though not unique to new media – i.e. a book, a letter… Cyrano de Bergerac
- Sociotechnical aspects
  - **Anonymity**: à not an inherent consequence (e.g. Korea's Internet Real-Name System…)
    - Relates to political aspect – e.g. anonymous blogs
  - **Cheap** (relatively): consequence of the technology (e.g. no need to use new paper all the time), but also of the economic system and cultural/political decision (could put extra taxes like cigarettes…)
    - Also think of ecological consequences of rendering electronic material rapidly obsolete
  - **De/centralising of information control**: strong political implications, controllable though (re Foucault – Knowledge/Power)
    - Binary here – can also be more completely controllable…

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NEW MEDIA CULTURES
NEW MEDIA AFFORDANCES
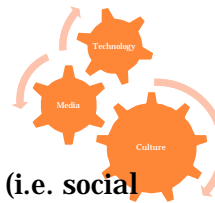
- **Wellman *et al.* mention "social affordances" (i.e. social potentialities) of the internet**
  - **Broader Bandwidth: more data can be transmitted**
  - **Always Connected: "It is not necessary to make a special ritual of signing onto the Internet." – communication can be spontaneous and instantaneous**
  - **Personalization: individuals control their own communication more**
  - **Wireless Portability: person-to-person communication supplants place-to-place; *where* you are becomes less relevant**
  - **Globalized Connectivity: local boundaries become less restrictive, and ties between people can survive migrations etc.**
    - **Digital divide lessens**
- **(See also Manovich, chapter 1)**

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NEW MEDIA AFFORDANCES
DISEMBODIMENT & ANONYMITY
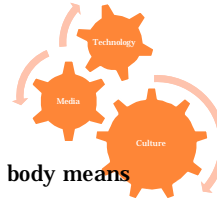
- **The possibility of interaction without the presence of the body means one can claim to be of any gender**
  - However, mostly, gender is not left behind when people interact online
- **Initially the internet was a lot more likely to be used by men: white, middle-class, younger, American, men**
  - Now the profile of internet users reflects general population a lot more (*cf.* Wellman *et al.*)
- **Consalvo discusses how the internet initially was seen as a 'frontier' area, where women had to play by the male rules.**
  - Then as it became more commercialised, women were constructed and allowed for – mostly as consumers
- **Jamie Poster observed a lesbian chat room that did not allow men to participate, and discusses techniques used to detect fakers**
  - Asking certain questions: 'performance' is central
  - Issues also arose about allowing transgender, etc.
- **Tiernan observed a chat room for female Vietnam veterans, and noted the preference for all/mostly female participants, and the need to occasionally ban males who had different ways of approaching dialogue**

NEW MEDIA AFFORDANCES
DISEMBODIMENT & ANONYMITY
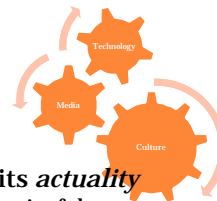
- **The *potential* of gender-less space does not induce its *actuality***
  - Purposefully gender-based groups have formed, with meaningful interaction; some form around conventional gender roles
  - Commercial interests also use stereotypical discourse to mobilise a potential market (Gustafson)
- **But the potential is appreciated and used by some**
  - Gaming: women can compete equally with men (e.g. Dovey & Kennedy 117-9)
  - Also: people are likely to adopt stereotypical gender practices even if they are 'experimenting': e.g. Nakamura – most 'other' identities are taken on by white men, and are usually sterotyped
- **Performing gender online seems to be contingent upon various factors**
  - In some contexts it is relevant: e.g. dating, social interaction, psychological support
  - In other contexts it is not necessary: e.g. gaming, technical forums
- **Seems like the potential enabled by new media is not a determining factor**
  - The 'field of gender' overlaps, and usually dominates, the 'new media field'

1

NEW MEDIA AFFORDANCES
DISEMBODIMENT, ANONYMITY & DUPLICATION

- **The different environment make the moral barrier to some crimes easier to surmount**
  - **It is easier to steal something if it is seen as being infinitely duplicable**
    - e.g. Downloading an mp3 or a movie
  - **Not having to physically 'break in' to a location (hacking), or shoplift a CD ('ripping') makes it easier to do**
    - No person is present or can be physically hurt
- **New crimes enabled by the internet: spam, hacking**
  - **But most are old crimes delivered by new means**
    - Fraud (phishing); child pornography; 'cyberstalking'; etc.

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1993

"On the Internet, nobody knows you're a dog."

2000

THE BEST THING ABOUT THE INTERNET IS THEY DON'T KNOW YOU'RE A DOG.

You're a four-year-old German Shepherd – Schnauzer mix, likes to shop for rawhide chews, 213 visits to Lassie website, chatroom conversation 8-29-99 said third Lassie was the hottest, downloaded photos of third Lassie 10-12-99, e-mailed them to five other dogs whose identities are...

DID YOU MARK ALL THAT?

4

New Media Affordances
Anonymity, duplication

- The public/private divide is very important – determines the discursive limits of agency
- Privacy paradox – anonymity is possible, but no forgetfulness
  - Whatever you write now can be in the net decades later
  - à Relates to storage and perfect reduplication
- Blanchette & Johnson comment on the cultural relevance of forgetfulness
  - e.g. In America, a cultural value placed on the possibility of making a 'new start' (immigrants, Christians, bankruptcy laws)
  - There are legal limits to keeping some information – e.g. juvenile crime records
  - There is a balance between "discard and forget" and "preserve and evaluate"
- Technological advances mean that massive amounts of information can be easily stored and retrieved "the sheer cumbersomeness of archiving and later finding information often promoted a form of institutional forgetfulness" (Blanchette & Johnson)
  - e.g. Recent banning of sex offenders from MySpace, could include a college student who mooned in public once (*cf.* Booth)

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NEW MEDIA AFFORDANCES
ANONYMITY, DUPLICATION
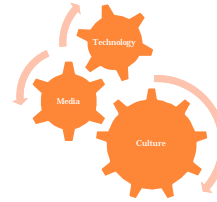
- **Facebook – Social Networking Site (SNS):**
  - "By posting User Content to any part of the Site, you automatically grant, and you represent and warrant that you have the right to grant, to the Company an **irrevocable**, **perpetual**, non-exclusive, **transferable**, fully paid, **worldwide** license (with the right to sublicense) to use, copy, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part) and distribute such User Content for **any purpose**…" (Facebook; my emphasis)
- **"what are the social implications of a lack of institutional forgetfulness?" (Blanchette & Johnson)**
  - Will people find new ways of hiding themselves (pseudonyms, multiple identities), or become less 'private'?
  - How would this interact with different cultural values: e.g. individualism and collectivism?
  - Foucault and the panopticon: self-discipline and hegemony
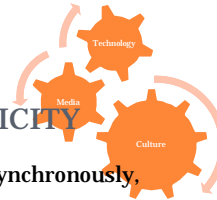- **Would you like your future employers to be able to see your Facebook profile? Your blog? Your MySpace?**

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NEW MEDIA AFFORDANCES
CONNECTIVITY, STORAGE, ASYNCHRONICITY

- **One can connect with many people simultaneously or asynchronously, have these connections automated**
  - Networks are easily initiated, and easier to maintain
- **Individuals can connect to many people, and build up social capital**
  - One-to-many broadcasting
  - Historical parallels with printing, radio, television: but now there is more ease of access (cheaper) and difficulty of centralised control
- **Social Networking Sites (SNS) have developed which form part of the social life of millions, especially the younger generations**
  - Specialised SNS are developing for particular groups: USA Intelligence services; job seekers; …
- **Asynchronicity helps in suburban lifestyle**
  - "suburban families with young children and dual-career parents are driven by the imperative to find and maintain a social environment conducive to family-building and class reproduction (cf. Miller 1995); an imperative that shapes their use of Internet technologies… importance of… interactivity and asynchronicity, to suburban residents who are able to engage with local issues despite their work and childcare commitments." (Postill)

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NEW MEDIA AFFORDANCES
DISEMBODIMENT

- One consequence of disembodiment is that people communicate via the written text
    - Not new, but a lot more common now: e.g. email or SMS as opposed to voice call
    - However, this is changing: audio and video are increasing
- Using email in the office instead of speaking to a person is one way to exert control over the situation – i.e. cover your a**
    - Though people can sometimes be more aggressive when not faced with the person
- Baron discusses the relationship between the way we think and the act of writing
    - Does writing and reading affect cognition – the way we understand the world? Can it have social effects – e.g. less face to face communication and interaction?
- Motivation for bloggers: "thinking while writing" (e.g. Nardi *et al.*)
    - The process of putting words onto a screen, and imagining an audience, may influence a person's interpretation of issues and events
- Use of emoticons returns writing to a 'pre-literate' phase
    - Though have you ever wished for an emoticon you don't have?
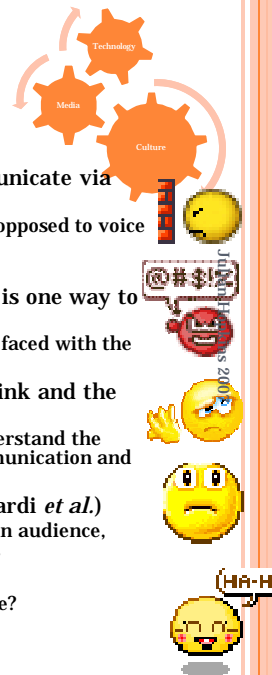
NEW MEDIA CULTURES
FIELD PRODUCTION

- We have seen how new media can actuate certain affordances
- How might this potential become a significant set of social practices – i.e. produce a social field?
- Ethnographically, a field can also be divined using the concept of 'subculture'
    - A subculture is identifiable by a set of distinct practices such as: particular clothes; slang; gathering in particular places; an in-group/out-group ethos; etc…
- A field and a subculture are <u>not</u> the same thing, but may complement each other
- Using some case studies, try to identify the significance of new media affordances

Email	•BBS – Centralised •Usenet – Decentralised •Text •Asynchronous	• Phish.net • Social interaction, hobbies
'Multiple access'	•Centralised •Text models/describes space •Synchronous	• Multi User Dungeons/Dimensions (MUDs) • Games, social interaction
IM	•Centralised •Text •Synchronous	• Chatrooms: IRC, ICQ, … • Hobbies, social interaction
HTTP	•Decentralised •Text and visual •Asynchronous (?)	• Browser, HTML: Mosaic, Netscape • Homepages, e-commerce, blogs, SNS, video … à Hosts multiple activities
'Graphic worlds'	•Centralised •Text and avatars •Synchronous	• MMORPG: Meridian 59, WoW, SL • Games
VoIP	•Decentralised (?) •Voice •Synchronous	• Skype; voice also used in SL, MMORPG • Social interaction

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NB: This diagram is not strictly chronological nor does it imply necessarily causal sequential relationships.

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NEW MEDIA FIELDS
PHISH.NET

- **Phish: notable because did not market itself via conventional methods**
  - Strong fan base built via Usenet (initially), later BBS and then a website
- **Phish 'phans' have online meeting points, meet offline to attend events, focus on particular issues (women, technical aspects, music)**
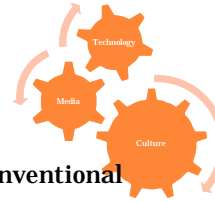 - The band is influenced by the feedback from the fans
  - Jargon, sense of community, common values, sense of 'in-group' à all the elements of a subculture
- **"Our entire career has been based on word of mouth… When the Internet took off, so did we. There's no way it would have been the same without it." (Anastasio qtd. in Hendrikson)**
- **Operates within the wider field of music production and appreciation**
  - Types of capital: non-commercial, originality, spontaneity, loyalty
  - The prime holders of the capital would be the band-members themselves, though the phan website creators and other leaders also get a great deal
  - A restricted field

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7

14

NEW MEDIA FIELDS
MUDS & MORE
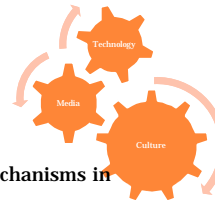
- **Reid outlines distinct hierarchies of power and social control mechanisms in MUDs**
- **Reid argues that the structure of MUDs encourages the development of meaningful social interaction**
 - "the MUD community depends on a richness of communication and the creation of social context. The system itself encourages MUD users to become intimate – or at least to simulate intimacy." (Reid 113)
- **This could be an example of a practice that is constitutive of a field**
- **Mnookin (254-5):**
  - "politics in LambdaMOO cannot be seen as a mere superstructure nor understood as entirely distinct from technology. Rather, politics in LamdbaMOO is implemented *through* technology."
- **Maybe this just like 'real life', just more obvious?**
- **Two kinds of MUD: 'adventure' and 'social'**
  - The adventure type involve gaining points and rising in rank; often working in groups is beneficial
  - The social type are for social interaction and are less hierarchical
- **They are immersive, can be time-consuming, 'addictive', and can become a site for the development of important interpersonal ties**
  - Bromberg argues that MUDs can affect a person's consciousness – sense of self and identity – and can have offline consequences
    - e.g. A woman experimented with expressing a lesbian identity online, led to her 'coming out' offline

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NEW MEDIA FIELDS
MUDS & MORE
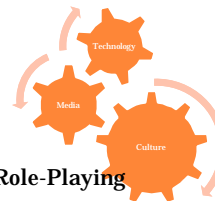
- **The current MMORPGs (Massively Multiplayer Online Role-Playing Games) are the descendents of MUDs**
- **In games get guilds/clans – sustained clusters of interaction, organised on different basis – but no doubt individuals muster more capital than others**
  - 'Sodalities': goal oriented transient coalitions
  - Offline they gather in cybercafes, meet in competitions
- **Different types of games**
  - Some games require regular presence, otherwise your character will 'die'
  - Others, e.g. Counter-Attack, don't require that – but one needs practice to remain good
- **Production of field?**
  - Capital: gaming skill is primary; linguistic (i.e. use of slang, etc.); accumulation of objects (also purchasable with offline money)
    - 2001: economics expert calculated GNP of Norrath (Everquest) as "77th in the world" and its exchange rate as "more valuable than the yen or the lira… gameplay time yielded an hourly income of $3.42 per hour." (Guest qtd. in Dovey & Kennedy 2)
  - 'Gaming field': goes across offline national, economic – though games are often seen as more masculinised

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NEW MEDIA FIELDS
MUDs & More
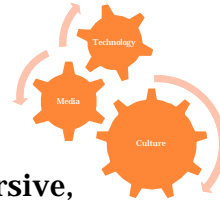
- **Second Life has the same virtual, immersive, environment but is more like a 'social MUD'**
- **Because of the lack of distinct competitive arena – groups are likely to be more fluid**
- **Capital: literary skills (re. Goon); creative skills; accumulation of Linden$; …**
- **Much overlap with offline fields, and presence in SL is transferrable capital to other fields – or so I assume given that so many set up there: embassies, Reuters, …**
  - **Practical/marketing: e.g. to give prospective students a tour of the university, or prospective hotel guest…**

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NEW MEDIA FIELDS
HACKERZ
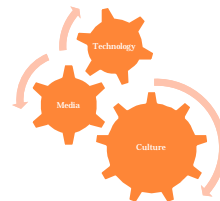
- **Hacking is mostly unique to digital technologies**
  - Though e.g. 'phreaking' was with analogue phones
  - Hacking: "using the technology in a way it's not supposed to be used" ('R' qtd. in Jordan & Taylor 7)
  - For hackers, 'cracking' is 'illegal entry': in the 90's 'hacking' became synonymous (for the wider public) with 'cracking'
- **Various political motivations in original groups**
  - Subverting the technology to make it available to more people, or to avoid paying money to companies/government
- **Associate into named groups online, distribute material, techniques**
  - Have their own slang, language and certain type of aesthetics
  - Definite elements of subculture
- **Production of field?**
  - Cannot exist without the technology to do it: recursive?
  - Capital: technical skill, association with named groups, media coverage
  - Overlaps with computer industry as a whole; many hackers eventually get jobs in IT
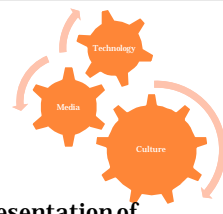
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°± now,  you  are  a part of the game, too. all your personal qualities ±°
°° have  been  logged  and  u  can't exit untill your death. its game of °°
°° information...  someone  call it illegal, someone can't agree with it °
°° or  tries to deny it, it makes one disappoint, or happy, but cracking  °
°° force  exist  without  asking for your opinion. the crime of the most °°
°° enthusiasts  is  that  of curiosity, is that of reversing, is that of °°
°° willing  to  know  'how  it must be'. and they explore... they change °°
°° bytes,  they  unpack,  debug and analyze those 'uncrackable routines' °°
°° you  can't  even  imagine,  and it gives them pleasure, it gives them °°
°° knowledge...                                                          °°
°° nowdays,  many  people  are  envolved  into  it-related  branches of °°
°° industry. lots of ideas and their realizations appear every day. they °
°° make doing specific sums more easier, but software developers want to  °
°° get  compensation  for their 'hard work'. they protect... to the most °
°° of them it seems unbeliveable to share their code, getting experience
 ° by  discussing  it, making it better... there is no argue with buying  °
 °  'really good' apps, their authors never try getting much from it, you °°
°° enjoy  support  and  programm for your money, coz author wants to get °°
°° experience,  too.  he optimizes it, he wants it work better. we want °°
°° more such authors, less those greedy men, who wants you pay for buggy °°
°° shit  never  worth seeing. best is open source... individuals of even °°
° cracking  groups  may  go  down,  but  challenge  will  never  end... °°
±° nevertheless its just a game...                                        °±
°±                                                                        ±°
²±        if freedom is outlawed, only outlaws will have freedom          ±²
Þ²±ÛÛ²²Û                                                          Û²²ÛÛ±²Ý
 ß²²ß ²±Û                                                          Û±² ß²²ß
   ÛÛ²±°            Þ                                Þ          °±²ÛÛ
ÛÛ²²±±°         °         : T S R h  T e a M :      °          °±±²²ÛÛ
 Û²ß ßß   ÛÛ²²²²ÛÛ ±°                                °± ÛÛ²²²²ÛÛ  ßß ß²Û
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```

(Anon)

# NEW MEDIA FIELDS
SOCIAL NETWORKING SITES

- **Friendster, MySpace, Facebook, …**
  - **Members create an online 'profile' – a digital representation of themselves**
  - **"Using text, images, video, audio, links, quizzes, and surveys, teens generate a profile that expresses how they see themselves." (boyd 2007)**
- **Users are having to reassess the meaning of their social relationships**
  - **What is a 'friend'? How much meaningful contact can be maintained with a large number of people?**
  - **"Perhaps social networks allow stronger bonds to build with casual acquaintances – changing the nature of weak friendship – or, perhaps members build an extended network of acquaintances but concentrate most of their social networking activity on their best friends." (Thelwall)**
- **boyd (2007) calls SNS a form of "mediated public", this has four properties that "change all of the rules"**
  - **Persistence; Searchability; Replicability; Invisible audiences**

NEW MEDIA FIELDS
SOCIAL NETWORKING SITES
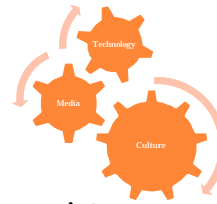
- **Production of field?**
  - Capital: social recognition, ability to express appropriate taste, etc.
    - Recognition is expressed in numerical and visible terms – i.e. number of 'friends'.
    - Taste expressed through choice of applications
  - Overall, field is in a different 'place', but changes are well within usual youth culture parameters
- **"Youth are also working through the implications of the comments system. For example, teens often break up with their significant other through MySpace comments (typically boys breaking up with girls). The reason for this is simple: a vocalised breakup is visible to all Friends, making it difficult to play the 'he said/she said' game or to control the breakup narrative by modifying the Instant Messaging (IM) conversation." (boyd 2007)**

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NEW MEDIA FIELDS
BLOGS
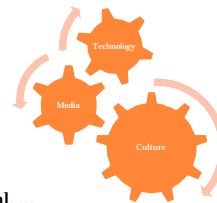
- **Blogs: since 1999 have been growing rapidly**
  - Used as online diary, social commentary, networking tool, commercial, …
- **Much talk of the 'blogosphere' – but the assumption of unity/homogeneity is much overplayed**
- **Most bloggers have a small audience of people known to them offline (Herring *et al.;* Nardi *et al.*)**
- **However, there are patterns of interactions, and production of field**
  - All-Blogs: Malaysian alliance of bloggers
  - Mostly 'SoPo' bloggers –identify with the concept of being bloggers, and collaborate to establish agreed-upon practices etc.
- **Contestation about what it means to be a 'blogger'**
  - Muslim Alliance of Bloggers, PABS, AllMalaysian Bloggers Project (Hopkins)
- **Effect of the government/power: All-Blogs was sparked off by defamation case and negative MSM (MainStream Media) attention to blogs**
- **Field production:**
  - Capital: incoming links; verbal/literacy skills
  - Different fields within blogging? SoPo, personal, etc. (*cf.* boyd 2006)
- **What are the components of 'field production' in the blogosphere?**
  - If the motivation is to have readers, a reflexive awareness the audience is needed to generate that audience
  - Commenting, and responding to comments is a reciprocal exchange of recognition
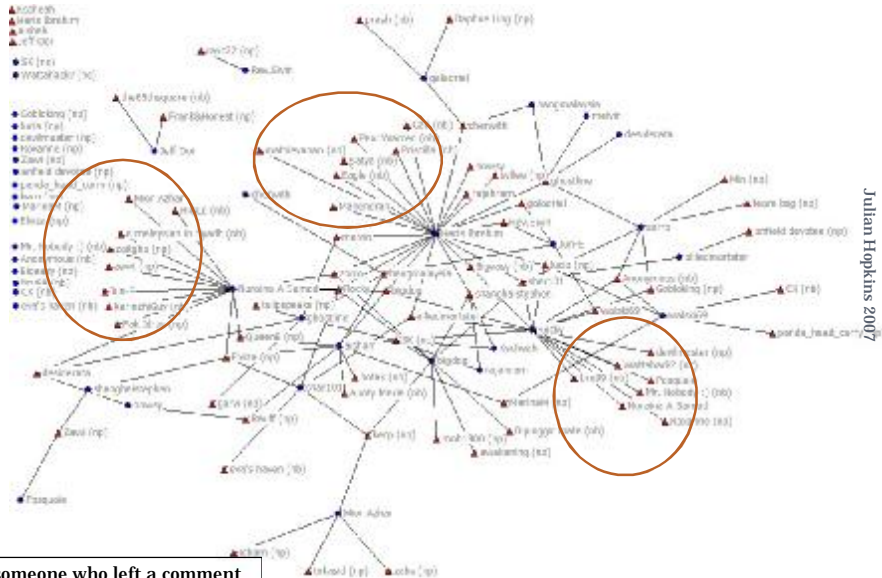
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ALL BLOGS

www.julianhopkins.net

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▲ someone who left a comment (outgoing)
● a blog with a comment (incoming)

19

Although Jeff Ooi is a very prominent blogger, and founding member of All-Blogs, he is not significant in terms of connections here.

Haris Ibrahim is the most linked to by multiple commenters – implies he has more 'social capital', for this particular event…
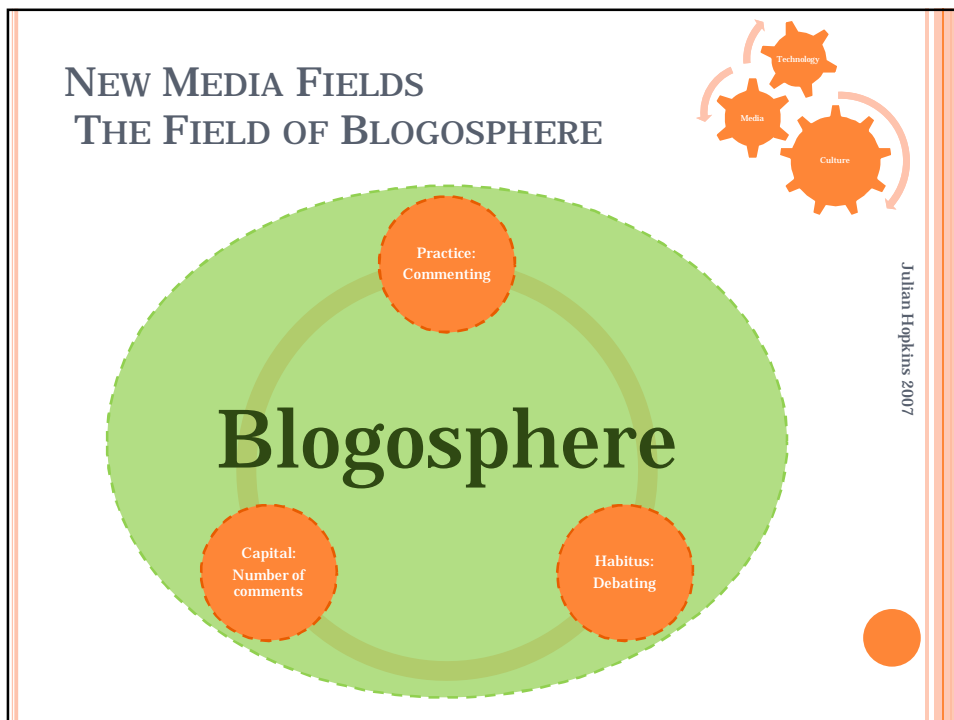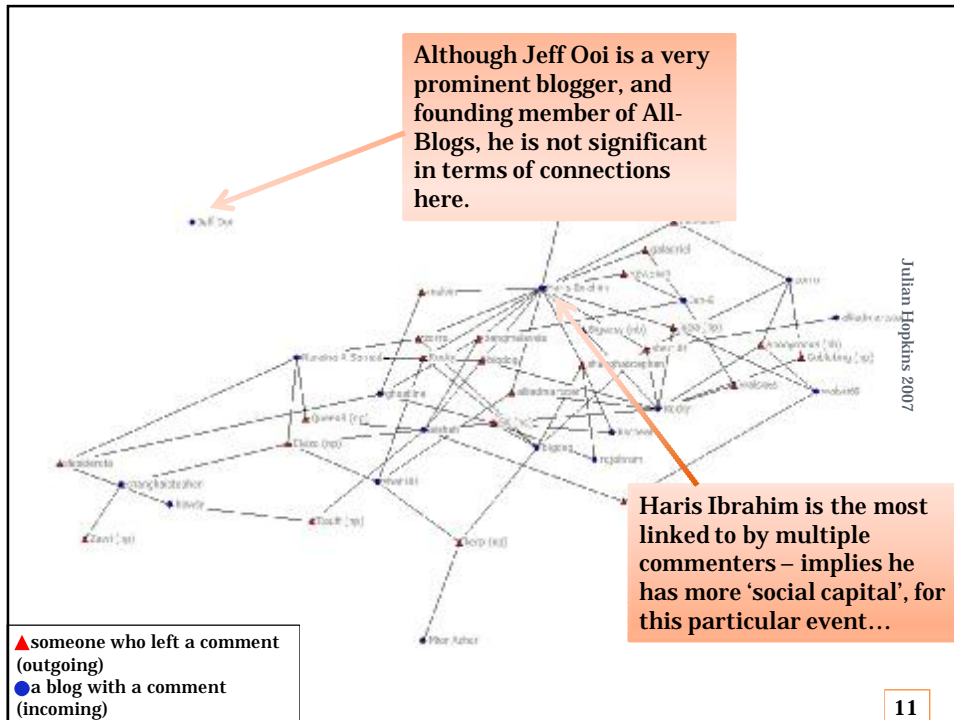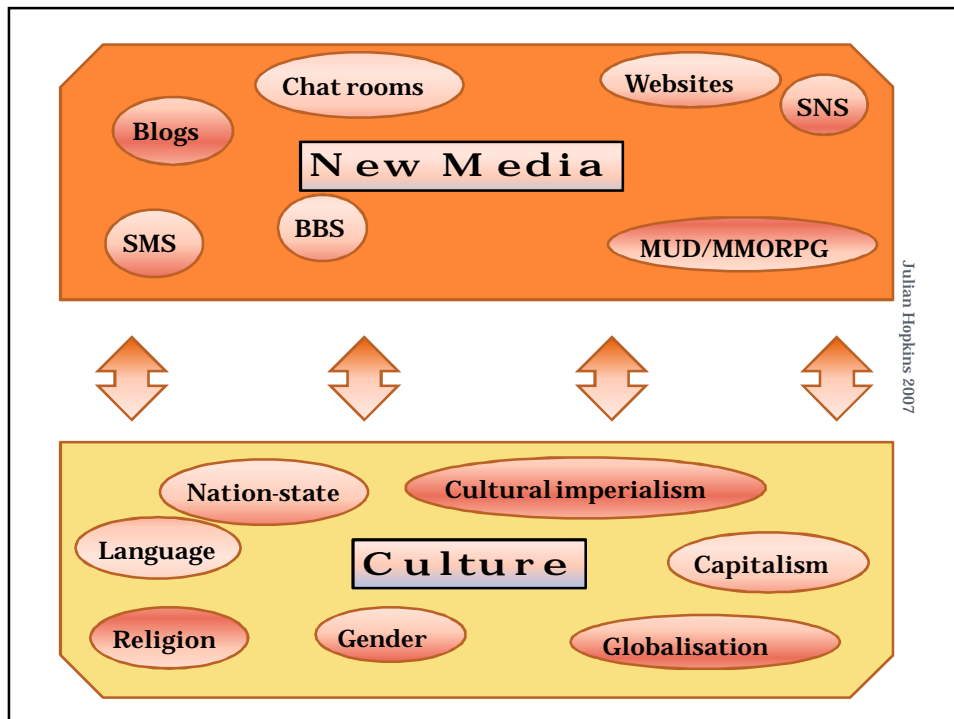
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▲someone who left a comment (outgoing)
●a blog with a comment (incoming)

11

NEW MEDIA FIELDS
THE FIELD OF BLOGOSPHERE

Technology
Media
Culture

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Practice: Commenting

Blogosphere

Capital: Number of comments

Habitus: Debating

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NEW MEDIA CULTURE
NEW MEDIA FIELDS
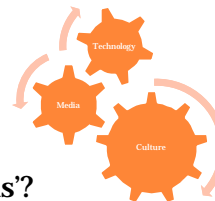
- **Can we speak of particular 'new media fields'?**
  - Yes but they are heavily interleaved with offline fields
  - New sources of social capital and practices, but limited in their scope
- **Subcultures/Contesting fields define themselves in opposition to the dominant culture – i.e. relative**
  - One different value or practice, strongly held and sufficiently divergent, is enough to result in a nodal point for a new field
- **Issue with internet subcultures – they should be measured in relation to which dominant culture?**
  - Relevance of national borders, ethnic communities
  - Globalisation / Glocalisation

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NEW MEDIA CULTURE
COMMON PRACTICES?
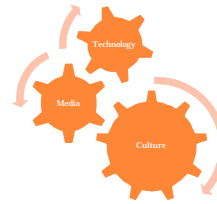
- **Is there a 'new media culture'?**
  - Are there practices common to all new media?
  - Speed – things happen faster

$$\frac{Distance}{Time} = Speed$$

  - Time and distance become less of an issue sometimes
- **Networks: connecting with many people is easier**
  - But we connect with their representations, their database ID
- **Decentralisation?**
  - This may be more apparent than real – all communication needs to go through nodal points which may or may not be high in number
- **Emoticons: parallel with universal face expressions?**
- **Public and private spaces being renegotiated**

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NEW MEDIA CULTURE
NEW MEDIA AND CULTURE
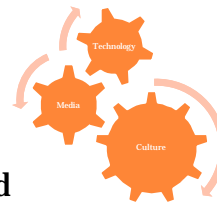
- **How could new media be interacting and influence 'culture' in a larger sense?**
  - e.g. Malaysian culture
- **Need to see how the 'new media fields' could overlap with other fields?**
  - Is capital transferable from one to the other, and what is the 'exchange rate'?
  - e.g. Symbolic capital of 'geekness' – used to be low, now has a lot more value, even affecting ideas of masculinity and beauty
    - Also get the female geek – woman on Mythbusters
- **Political: influence of alternative media voices online**

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CONCLUSIONS
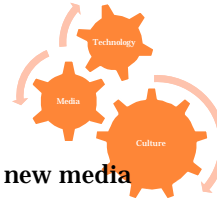
- **Although this lecture is mostly about the internet, new media is significant in other areas**
  - Cinema, music, teaching, telephony, …
- **If the capital accumulated in new media fields became significant enough to shift the overall fields/practices – then we would have a 'new media culture'. But by that time it wouldn't be 'new' anymore…**
  - Gender, beauty, hierarchies…
- **Culture is inherently dynamic and constantly changing – in that sense culture is always 'new' and therefore – conceptually – speaking of a 'new' media culture is somewhat irrelevant**
  - But new media are having an influence on the way many people interact (younger, relatively richer, people)
- **Always need to put in the context of the wider social fields: politics, economics, etc.**
  - Can any culture be just a 'media' culture?
- **Next lecture: Cyber Politics and Cyber Futures à explore this**

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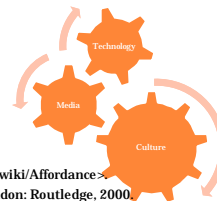
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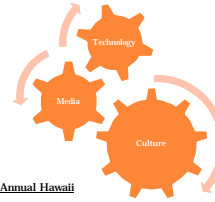
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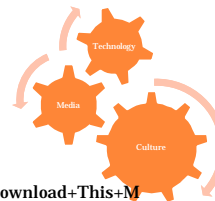
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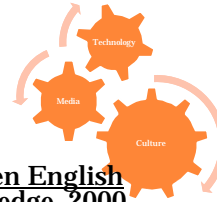
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Technology
Media
Culture

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