

# Media & Technology



Introduction to Sociology | Hunter College  
Jessie Daniels, PhD

**Which has created more change?**

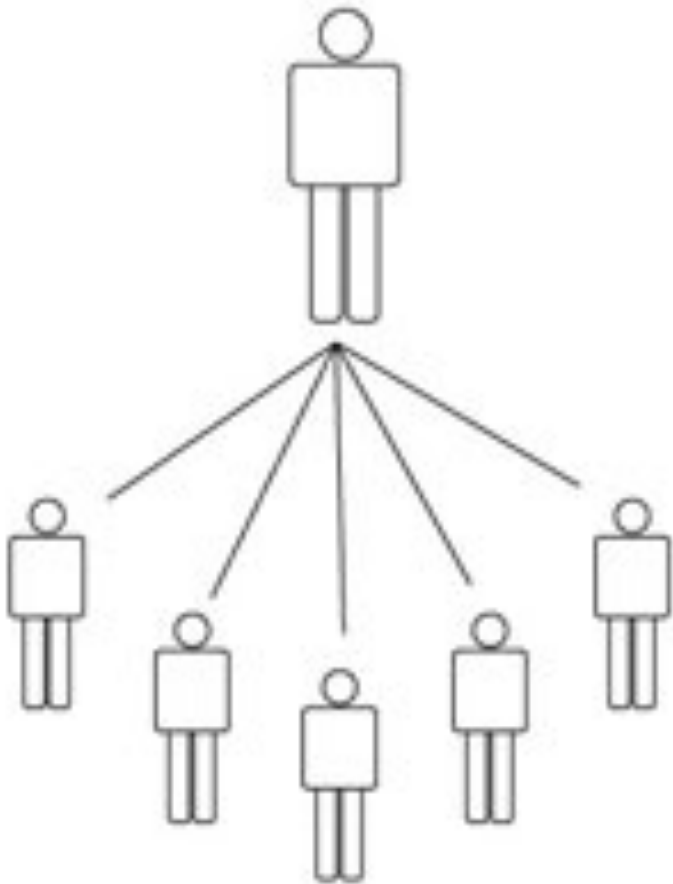
**Internet or Industrial Revolution?**

**changing models of media**

**broadcast media**

**“one-to-many”**

“one-to-many”







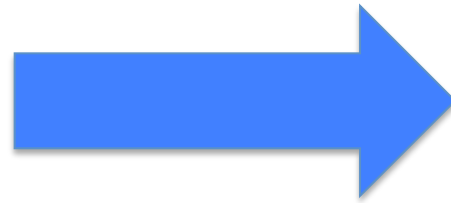


network



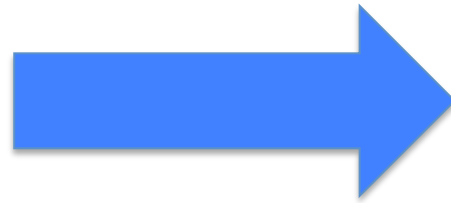
mass audience

newspaper



mass readership

network/news



mass consumption

# Economic Model Dependent on Advertising





ONE DAY I WOKE UP &

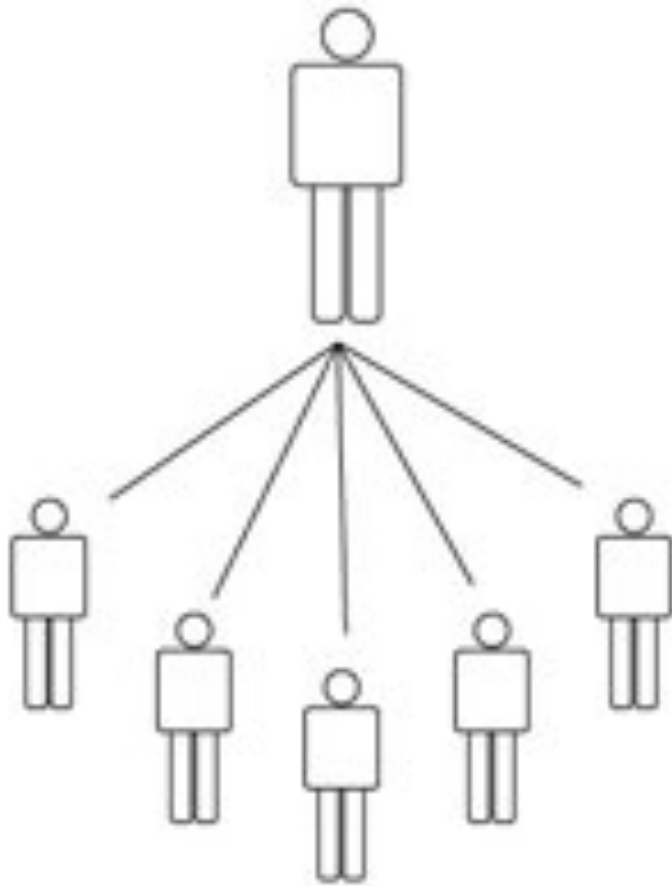
THE INTERNET HAPPENED



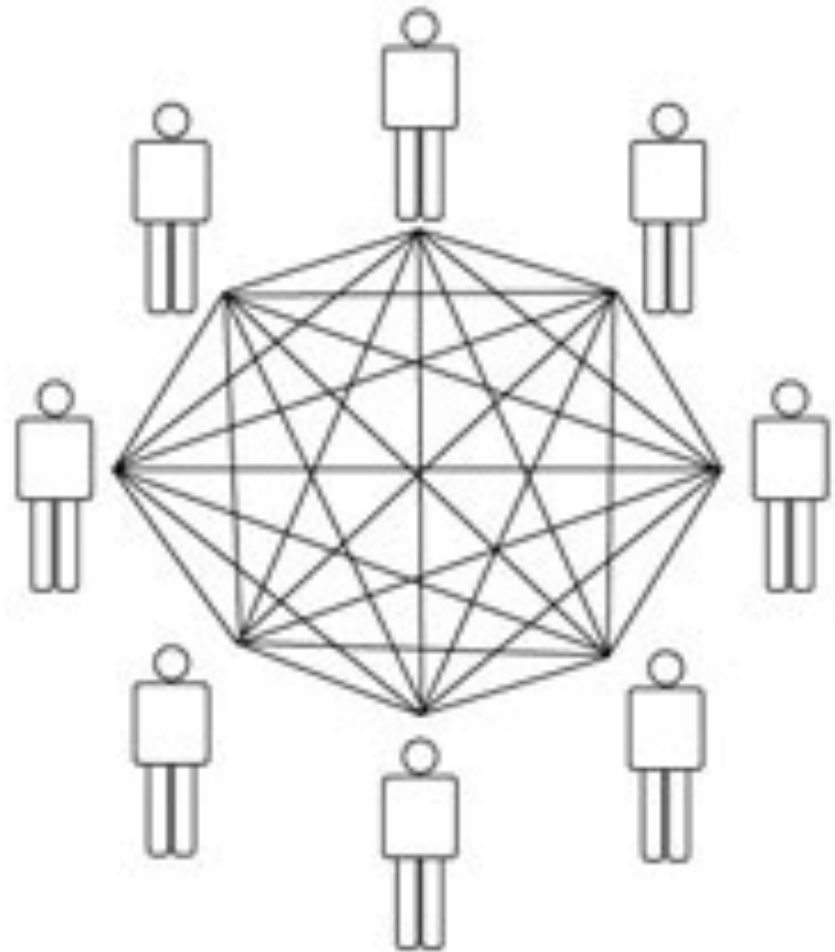
**“many-to-many”**



“one-to-many”



“many-to-many”





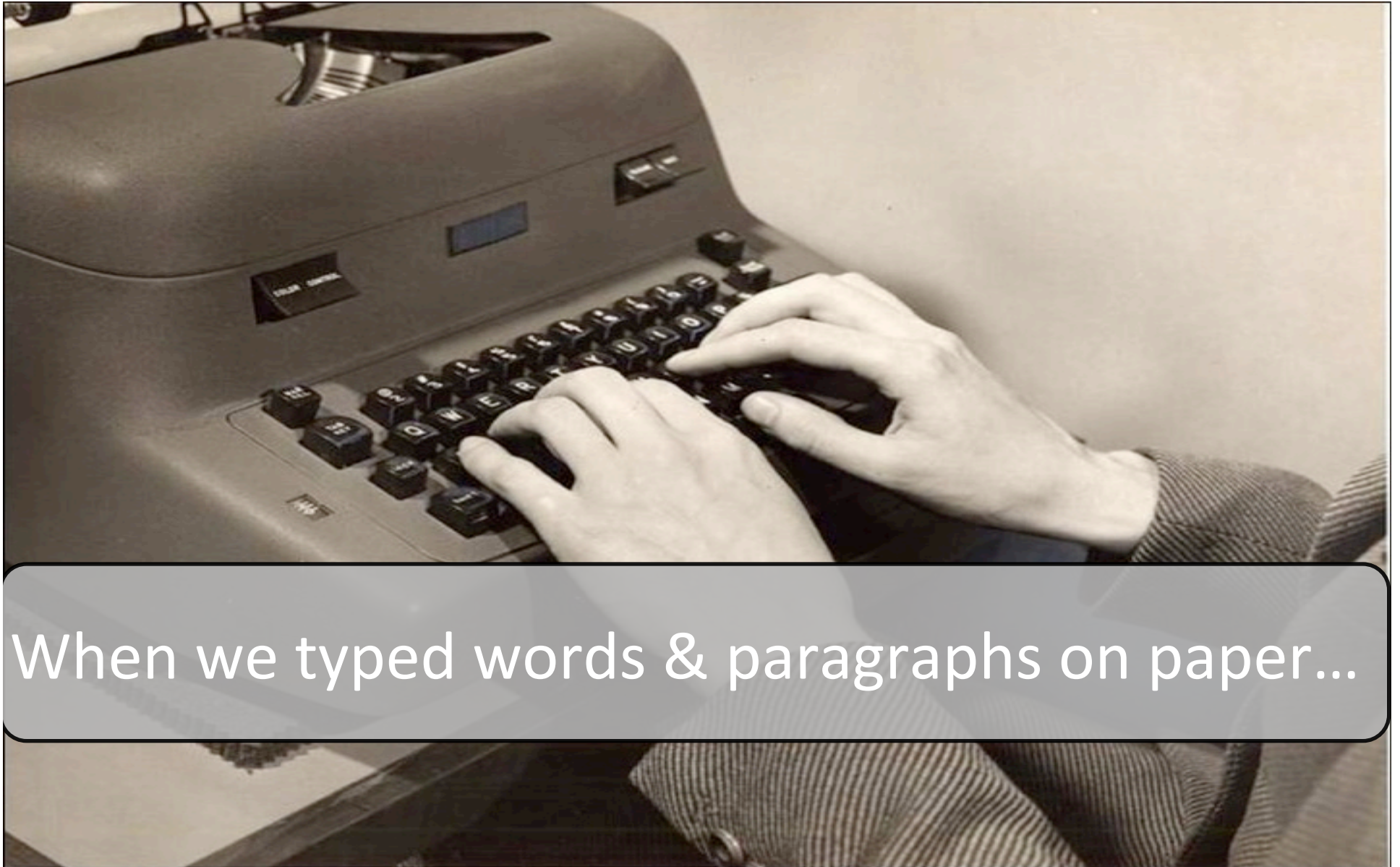
rise of digital technologies



what difference does it make?

analog to digital

**one example**



When we typed words & paragraphs on paper...



...this was how we “deleting” things....

...and this was “cut and paste.”







## Copying and pasting in Google Docs

These actions are unavailable via the Edit menu, but you can still use:

**Ctrl+C**

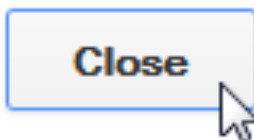
for copy

**Ctrl+X**

for cut

**Ctrl+V**

for paste



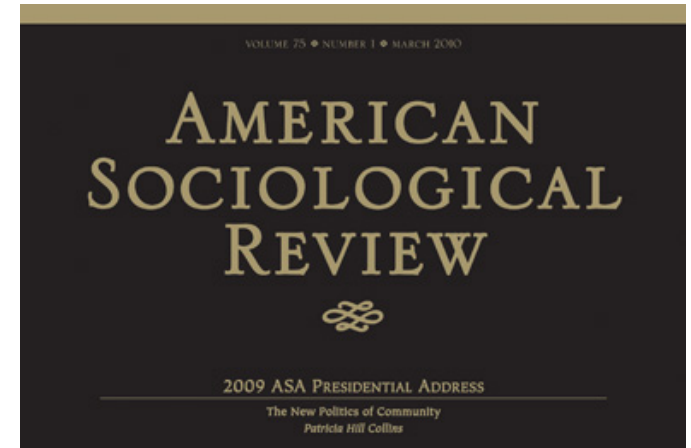


← analog

digital



**economic, social, cultural, political changes**



# Social Implications of the Internet

Paul DiMaggio, Eszter Hargittai, W. Russell Neuman

*Annual Review of Sociology*

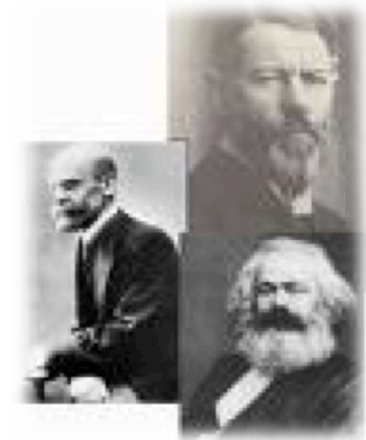
Vol. 27 (2001), pp. 307-336

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2001

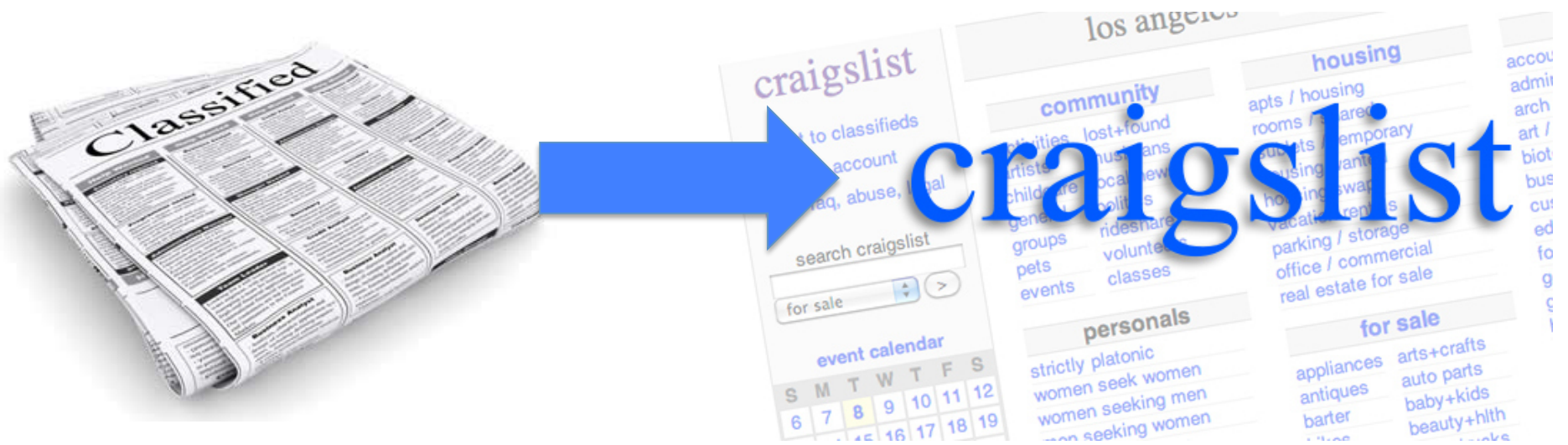
# Domains of Internet Implications (Dimaggio et al. 2001)

- Inequality
  - Emphasis on Marxist sociology
- Community and Social Capital
  - Emphasis on Durkheimian and Weberian sociology
- Political Participation
- Organizations
- Cultural Participation/Diversity

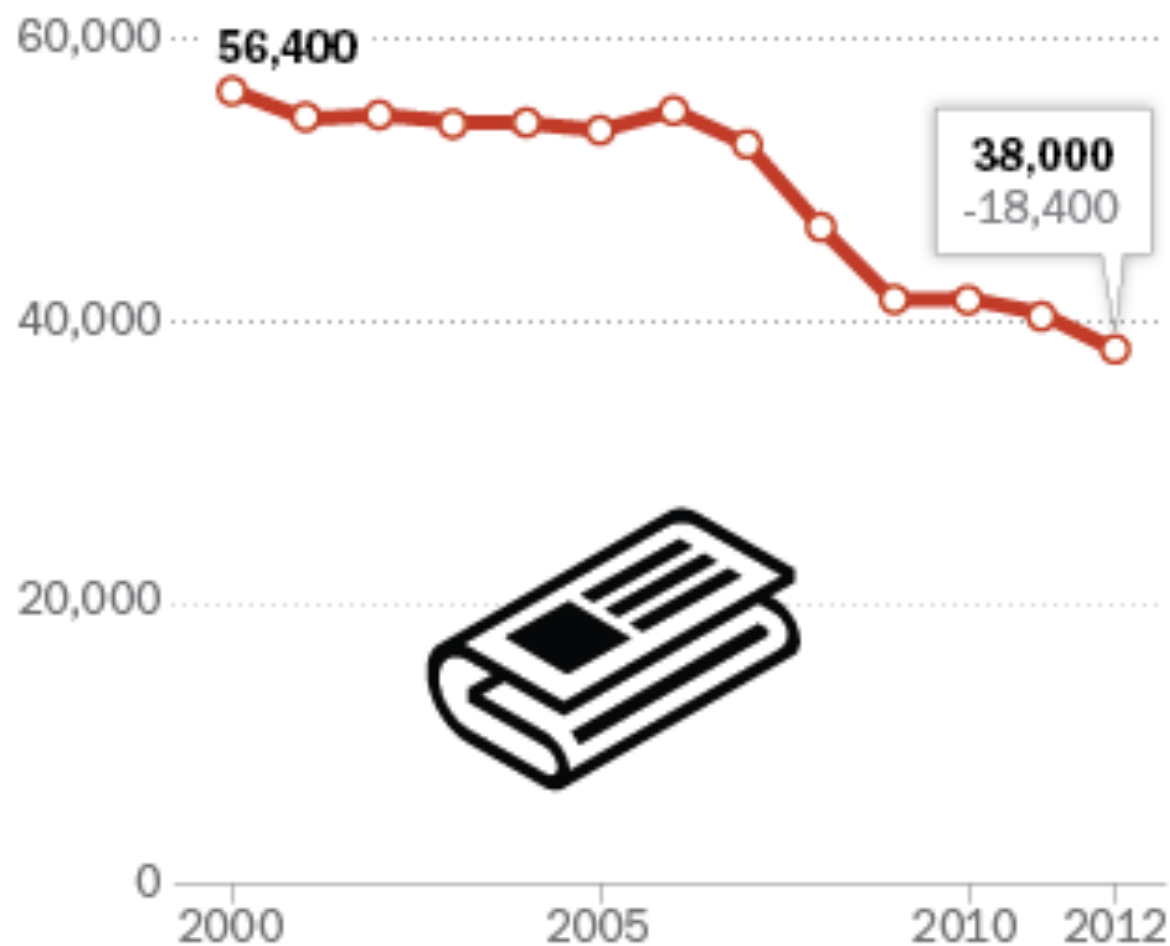


<economic changes>

# “disruption” of advertising business model



## Full-Time Professional News Jobs at Newspapers

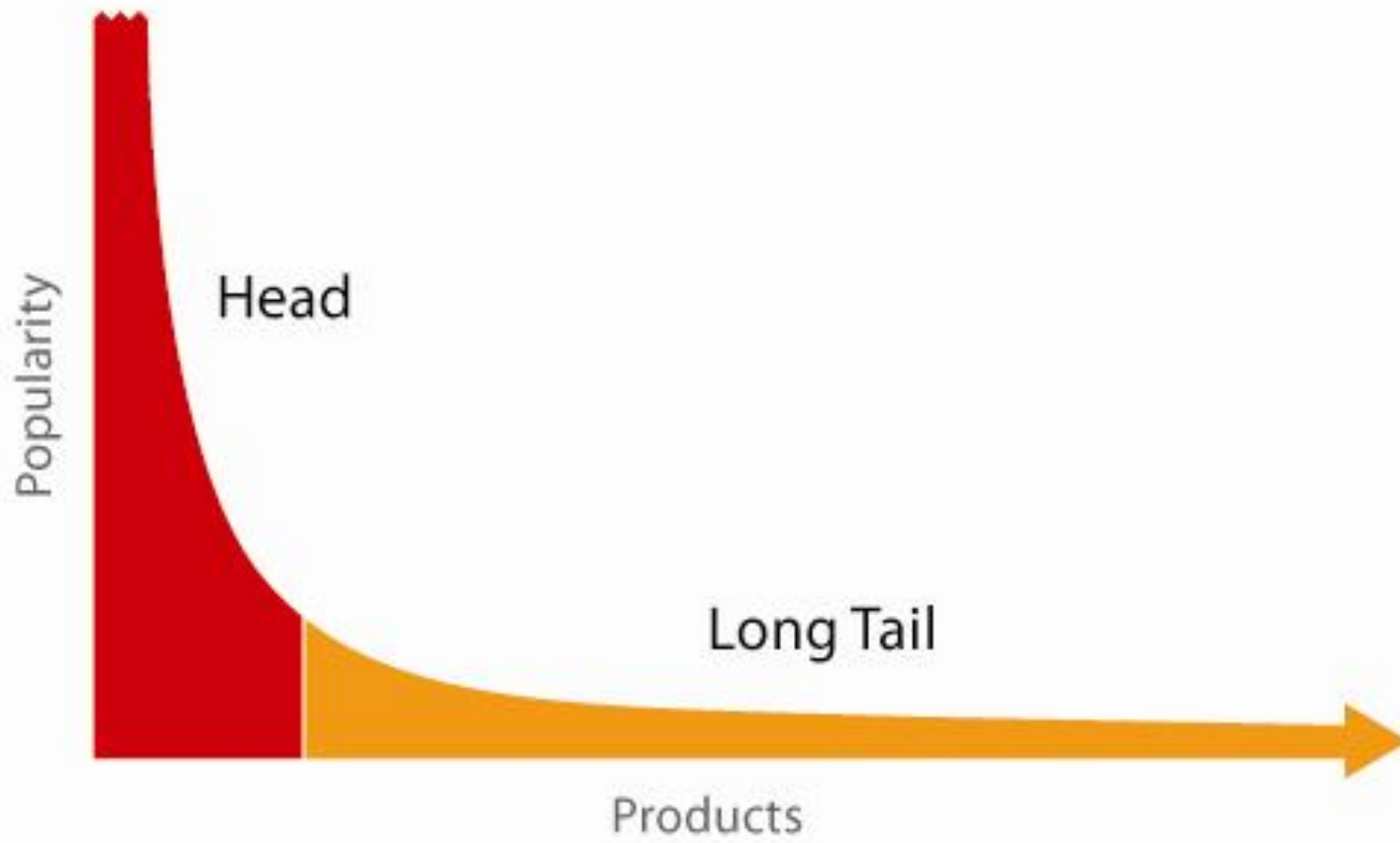


Source: American Society of News Editors

PEW RESEARCH CENTER



## The New Marketplace



The theory of the “Long Tail” suggests that the economy is increasingly shifting away from a focus on a few products that sell to mass markets and toward a huge number of ***niche*** markets.



Store Closing

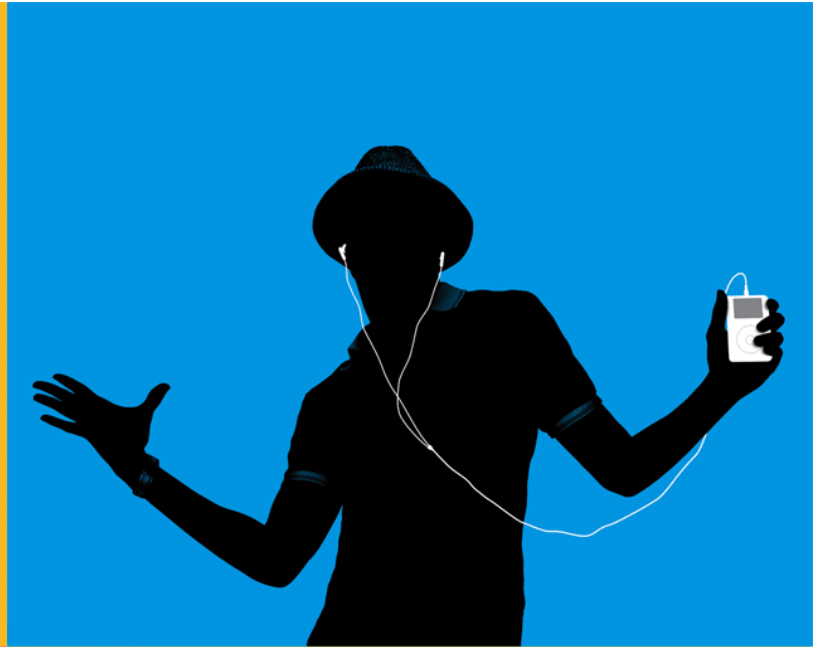
GOING OUT OF BUSINESS

TOWNED DECORS

OPEN 9 AM TO MIDNIGHT EVERY DAY!

TOWNED DECORS

1500



consumption

production

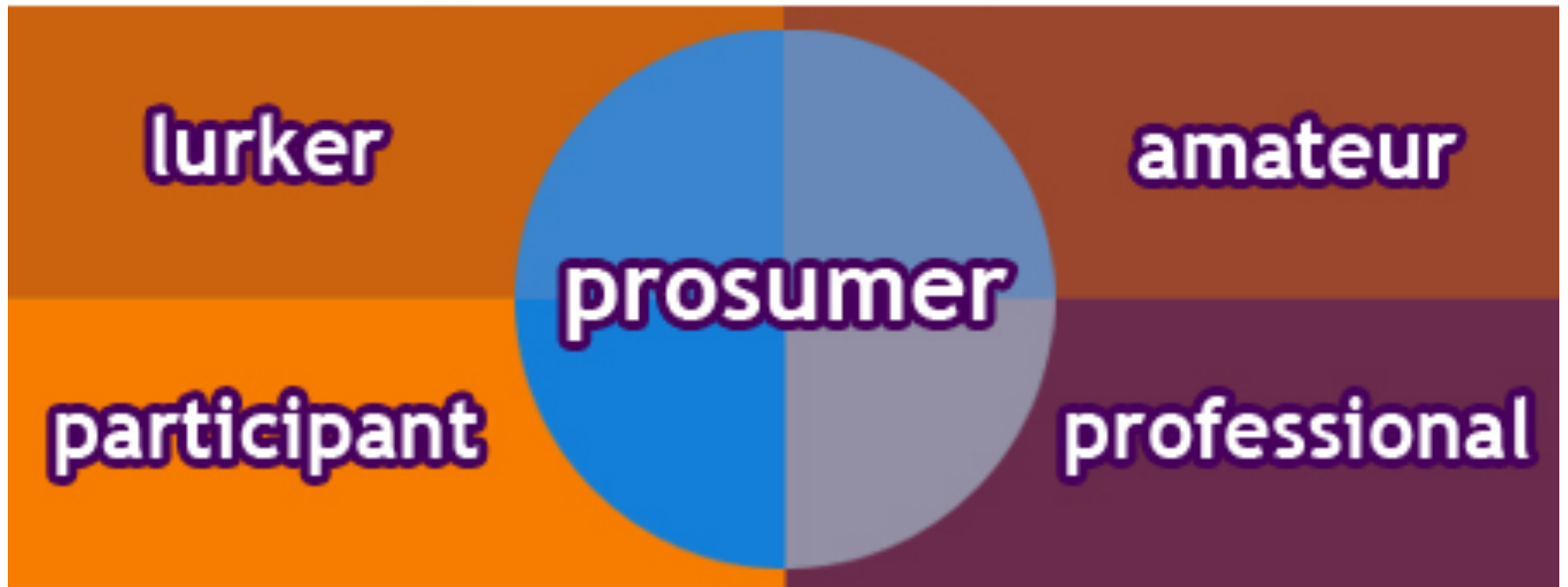
lurker

amateur

prosumer

participant

professional



The “***prosumer***” is a person who consumes and produces media. This marks a profound departure from the broadcast (one-to-many) model in which producers and consumers were distinct and separate groups.

“DIY” = 15,000,000 hits



**“sharing economy”**





U B E R



airbnb



Uber (+ others) say they are:  
*“leveraging technology to empower individuals to work flexibly and companies to more efficiently share or provide their good and services.”*

no (or, very few) full-time employees

sharing economy



gig workers

**Instead of full-time employment with job security, advancement and benefits...**

**...workers go from gig to gig, as part-time, subcontractors without benefits**

great for company **owners**  
terrible for **workers**

**Which social theorist would best explain this?**



<social changes>

Are we a “distracted” digital nation?



**Douglas Rushkoff & Rachel Dretzin**  
*FRONTLINE, Digital Nation*

**two arguments about this**

“technology makes us more isolated”



“technology makes us more connected”

## **Neighboring in Netville: How the Internet Supports Community and Social Capital in a Wired Suburb**

Keith Hampton\*

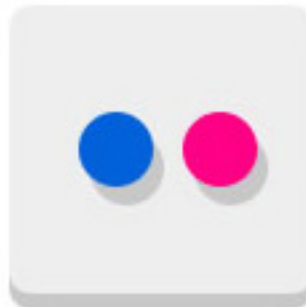
*Massachusetts Institute of Technology*

Barry Wellman

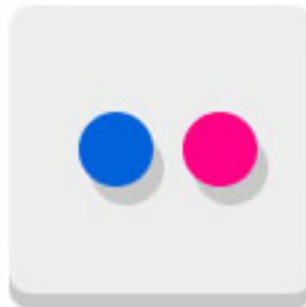
*University of Toronto*

What is the Internet doing to local community? Analysts have debated about whether the Internet is weakening community by leading people away from mass

Each use of social media creates data



This data gets collected by companies



The collected data is called “big data”





Read & analyzed using algorithms



# al·go·rithm

/ˈalgəˌrɪθəm/


*noun*

a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.

these are sociological questions



EDITED BY DAVID

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GET THE UPSHOT

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**HIDDEN BIAS**

# When Algorithms Discriminate

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JULY 9, 2015

# who controls our data?

Forbes / Tech

The Little Bla

JUL 5, 2011 @ 07:58 AM 83,990 VIEWS

## Fitbit Moves Quickly After Users' Sex Stats Exposed



**Kashmir Hill**  
FORBES STAFF

Welcome to *The Not-So Private Parts* where technology & privacy collide

[FOLLOW ON FORBES.COM](#)



FULL  
BIO >



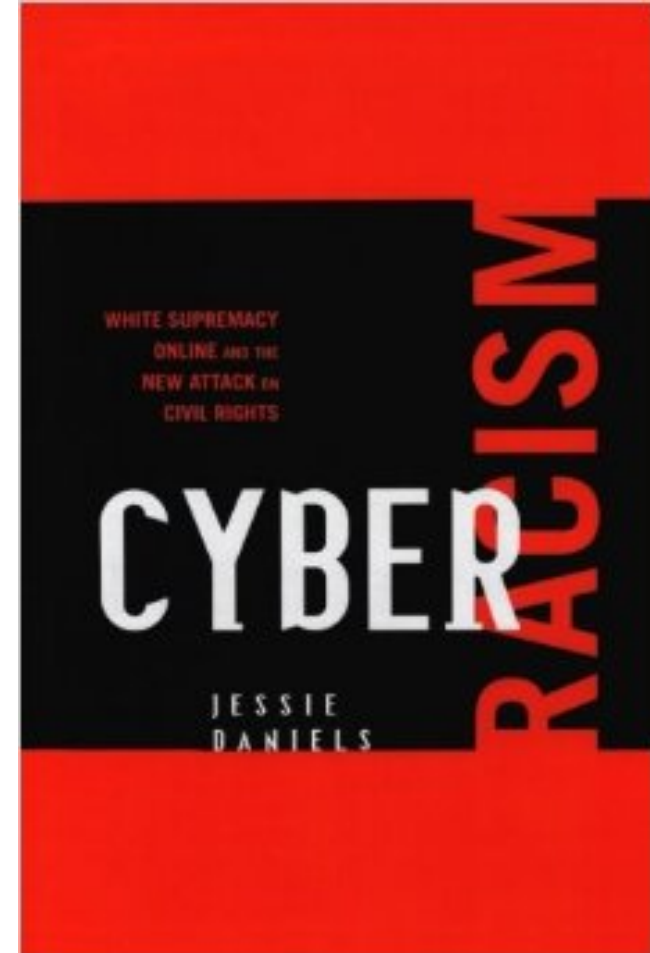
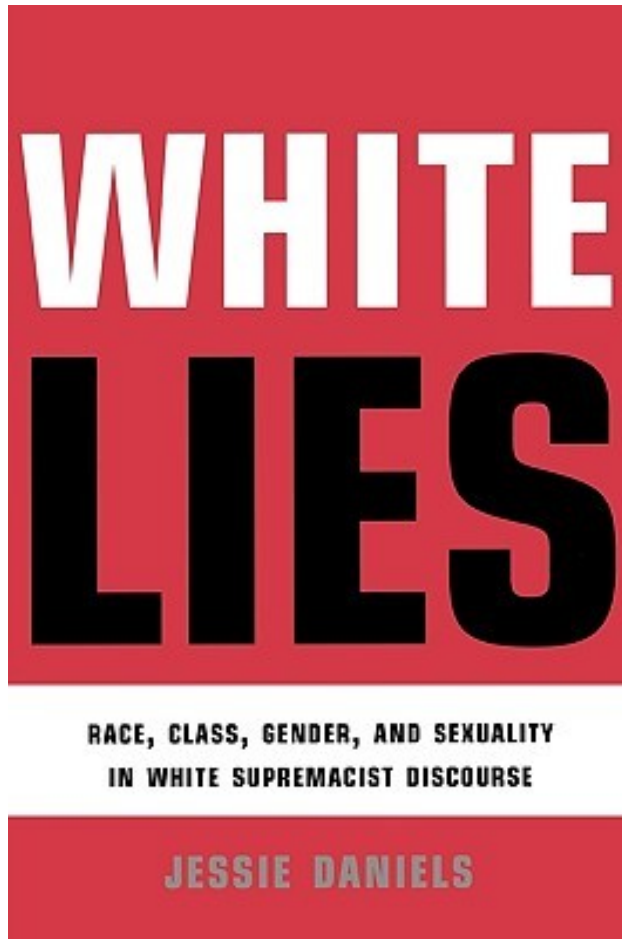
Over the holiday weekend, there were fireworks over at Fitbit.com after techie Andy Baio [noticed](#) that the self-trackers the company caters to were revealing their sexual activity stats online.

Angel-funded start-up Fitbit makes thumb-sized, plastic, accelerometer-equipped devices that track users' steps, sleep and calories burned. As I noted when I reviewed the device in February, you can also keep track of your exercise manually, [including sexual activity](#) — ranging from “passive, light effort” to “active and vigorous;” unfortunately, even at its most “difficult,” it doesn't burn nearly as many calories as the elliptical at the gym.

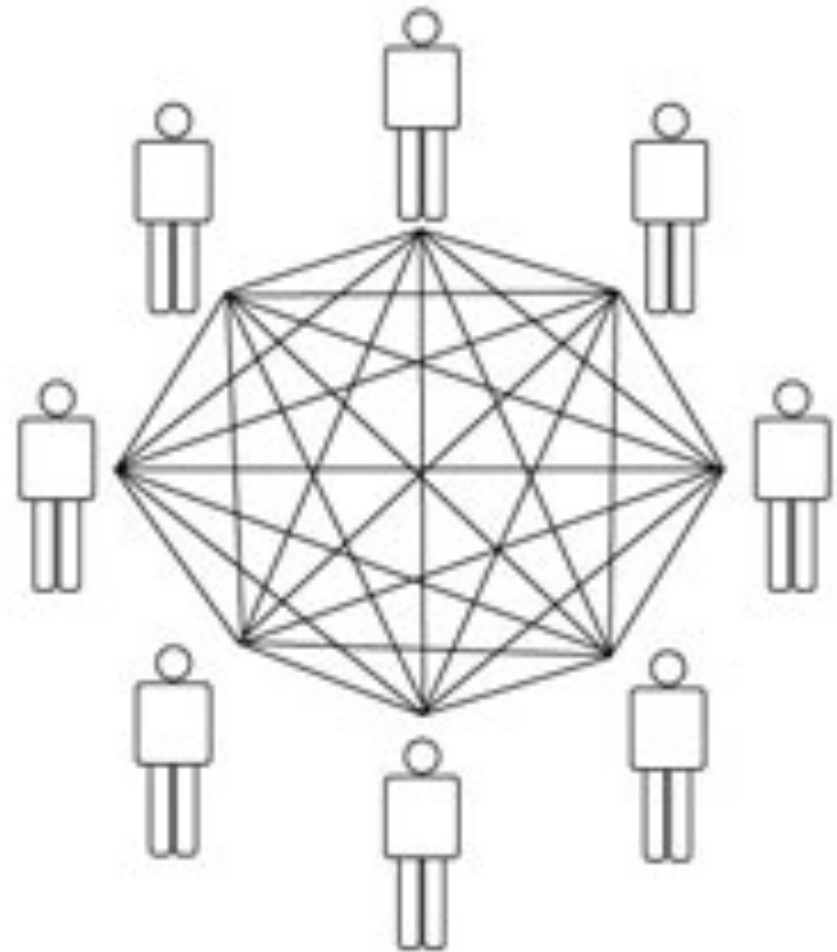
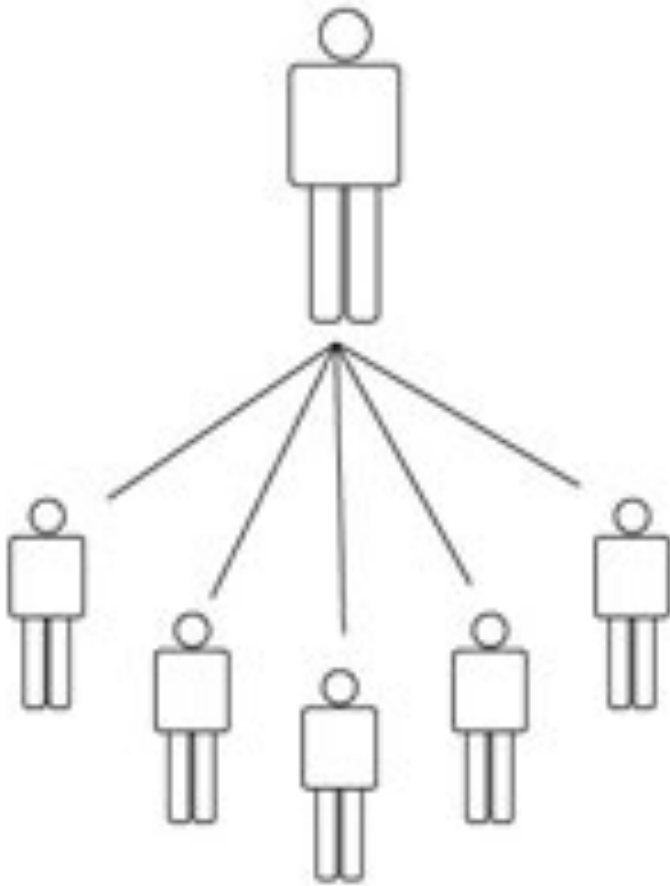
< cultural, political changes >

how ***racism*** is reproduced, distributed,  
experienced is changing

the Internet is changing racism

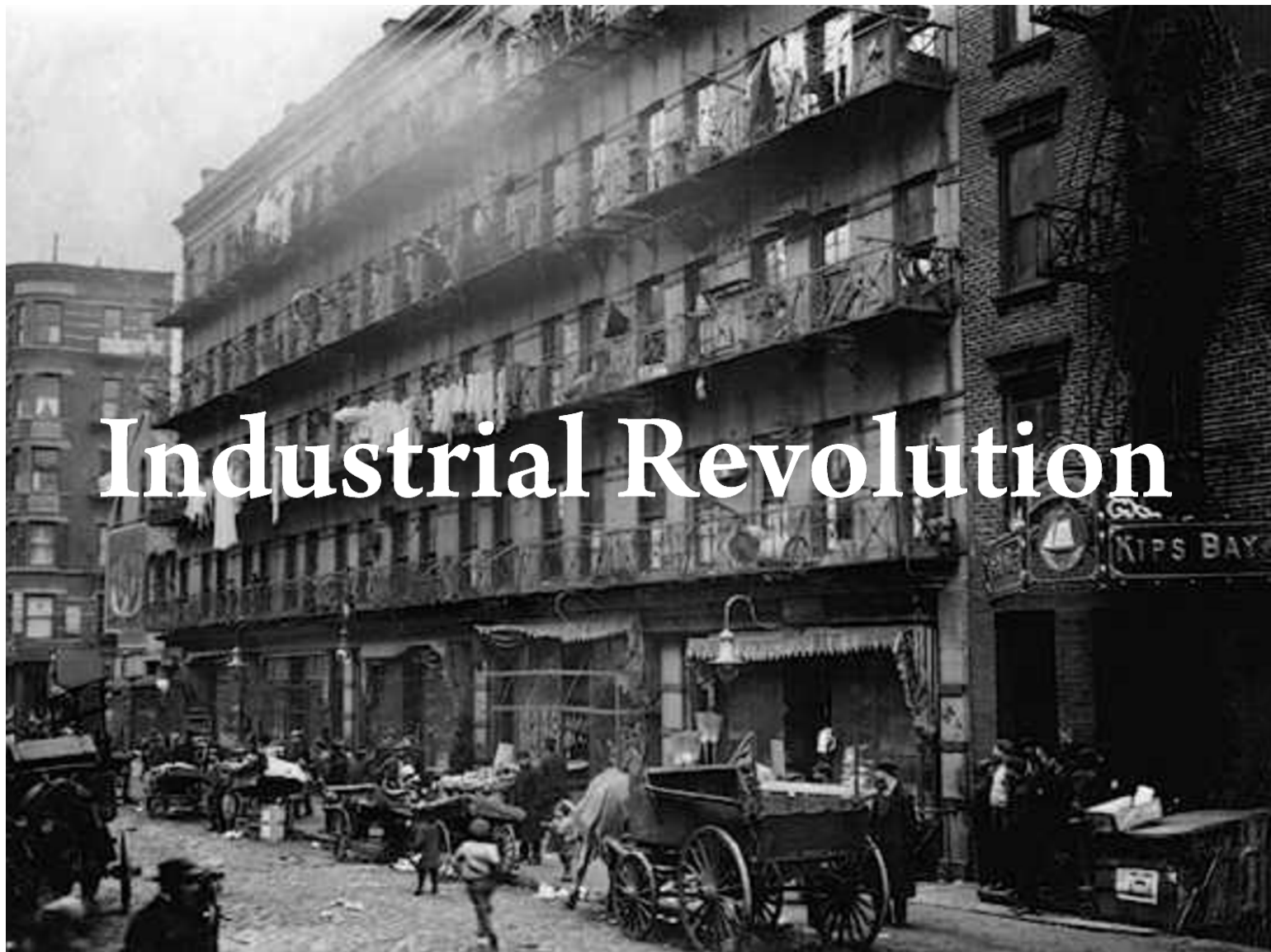


Is this change...

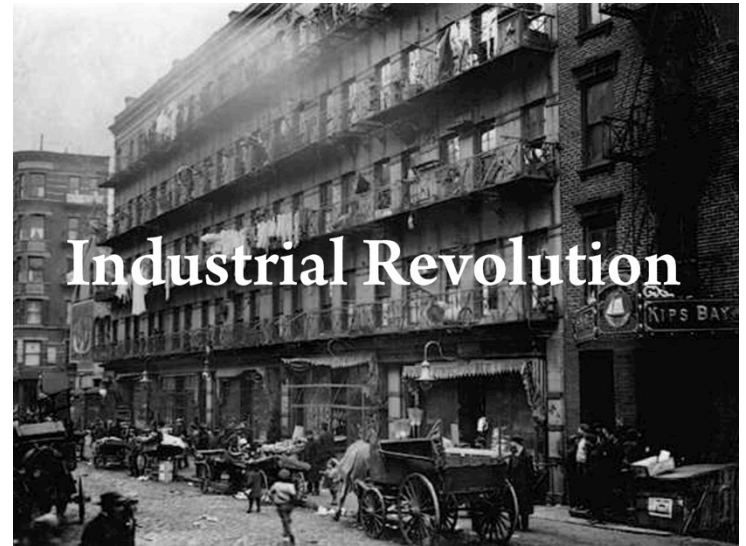
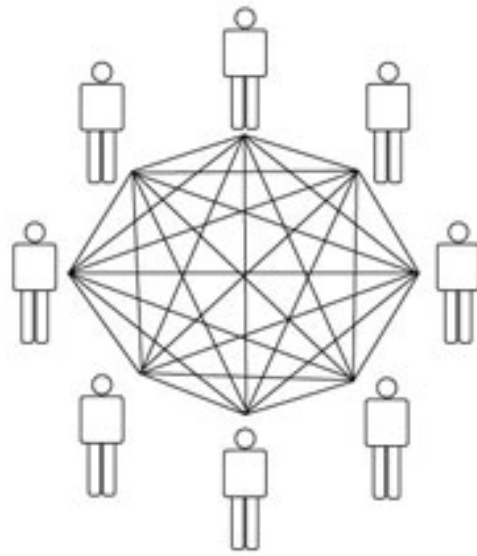
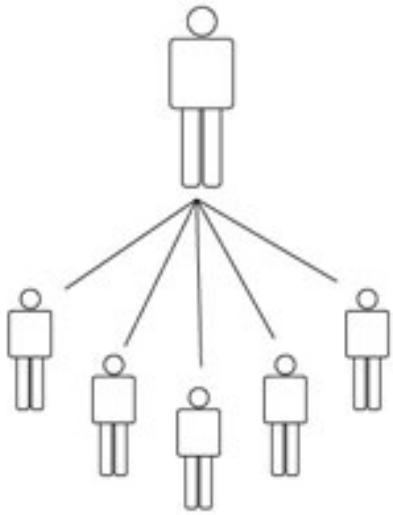




...as profound as the industrial revolution?



# Why or why not?



**Industrial Revolution**

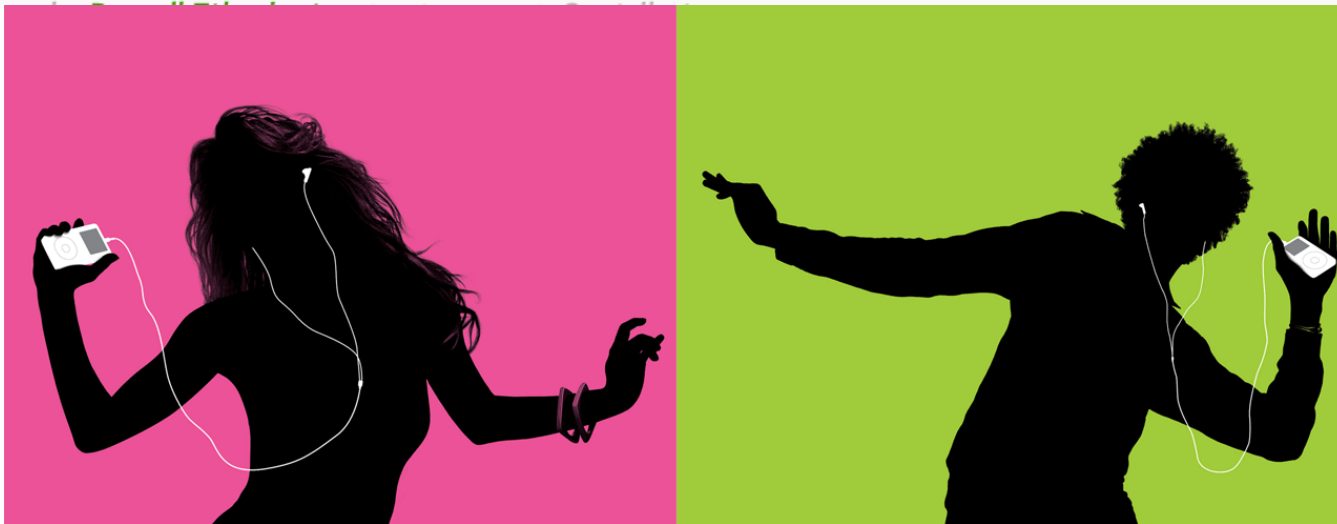
# “The Internet of Things” (IoT)



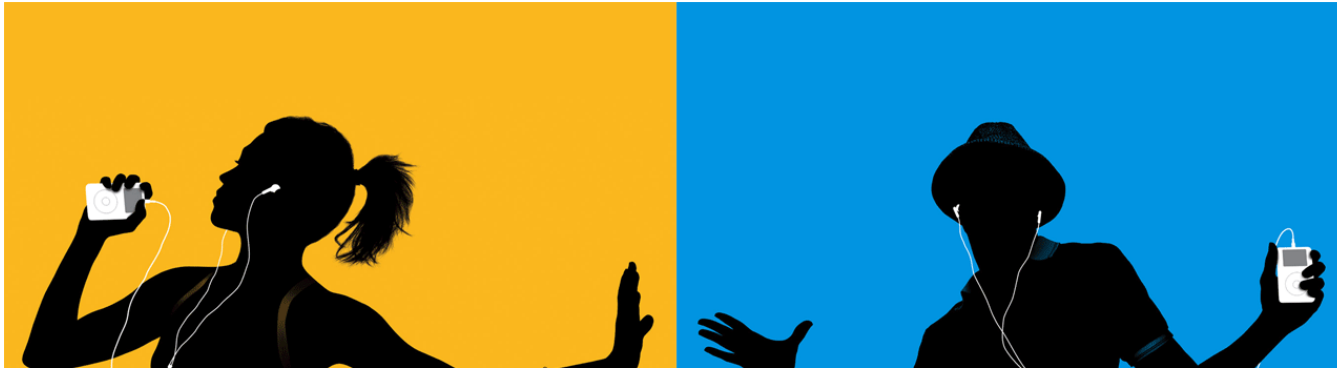
# who controls this data?



## **Apple Patents Headphones With Integrated Activity Health And Fitness Tracking**



who interests does this serve?



**Apple Patents Headphones With Integrated Activity, Health And Fitness Tracking**



**What should you do before  
next class?**



1. Be sure you've read Ch.8.
2. Review danah boyd's piece on networks and privacy.
3. Think about the connections you see between lecture and readings.