

# **NEW MEDIA KEY CONCEPTS**

---

**PRIVACY-SURVEILLANCE, REMEDIATION, UBIQUITOUS  
COMPUTING, USER-CENTERED CONTENT, WEB 2.0**

# CONTENT

**01**

**Privacy and Surveillance**

Remediation

**02**

**03**

**Ubiquitous computing**

User-created content/User-led innovation

**04**

**05**

**Web 2.0**

**PRIVACY-  
SURVEILLANCE**

**YOU ARE BEING WATCHED**



## 4 SPHERES OF PRIVACY

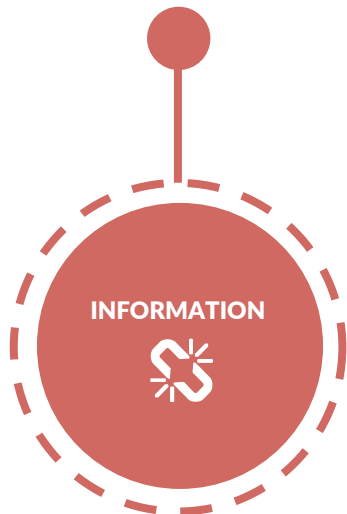
---



DECISION

Personal freedom to  
make decisions

Right to control over  
personal information



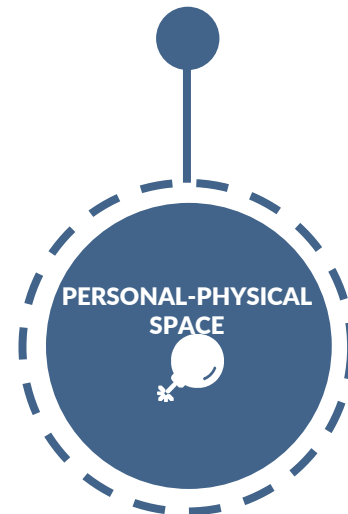
INFORMATION

Right to control  
personal property



PROPERTY

Right to control  
personal-physical space



PERSONAL-PHYSICAL  
SPACE

# INTERNET IS PERMANENT

---

YOUR DIGITAL

TATTOO



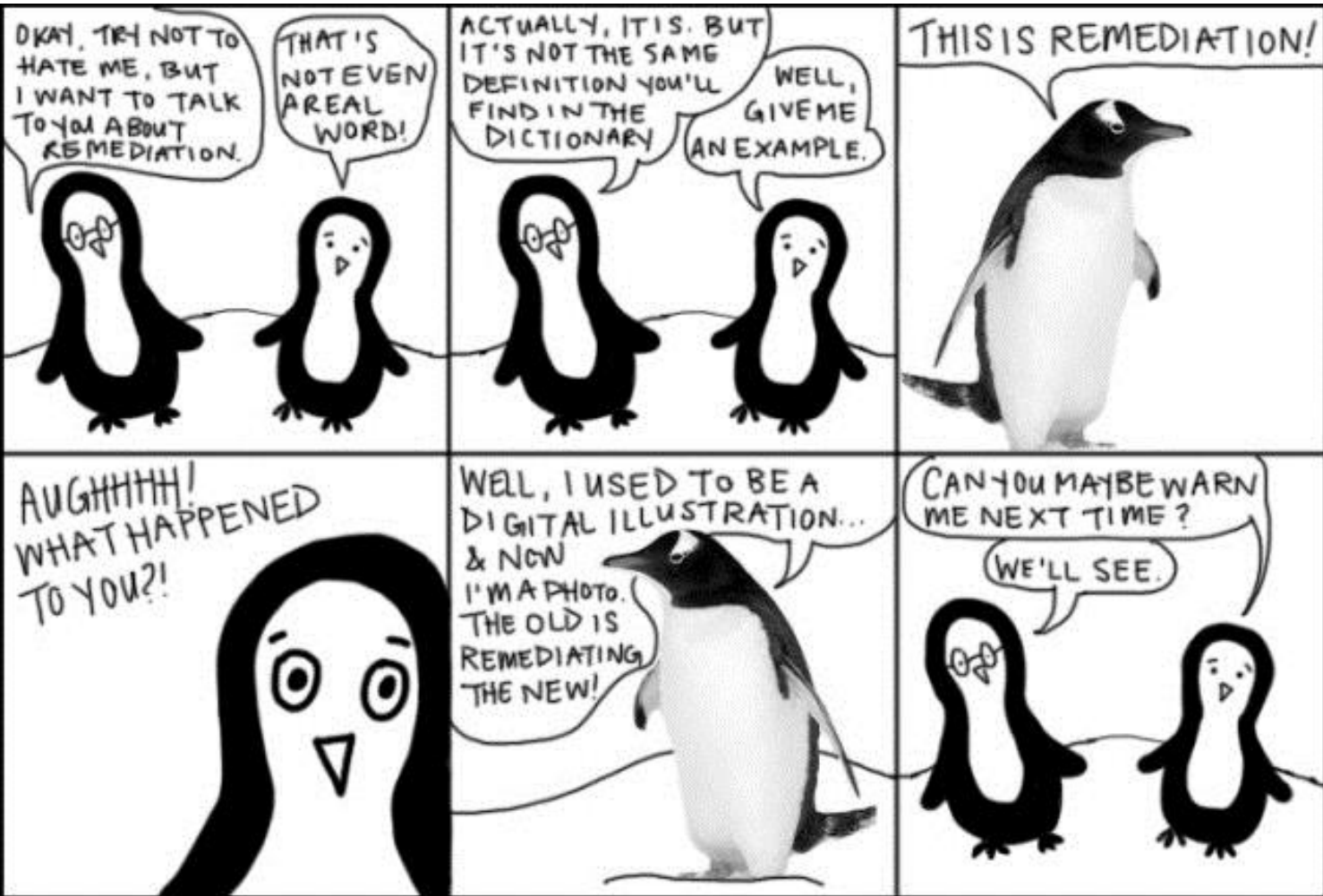
# SURVEILLANCE CAPITALISM

---



# REMEDIATION

OLD MEDIA – NEW MEDIA



*"It is essentially the appropriation of the content of one medium into another."*

*\_Theaveragepenguin\_*



# THE WORD

---



The relationship between new and old media

- Refashion
- Repurpose

# THE DESIRE FOR IMMEDIACY

---

You **Tube**



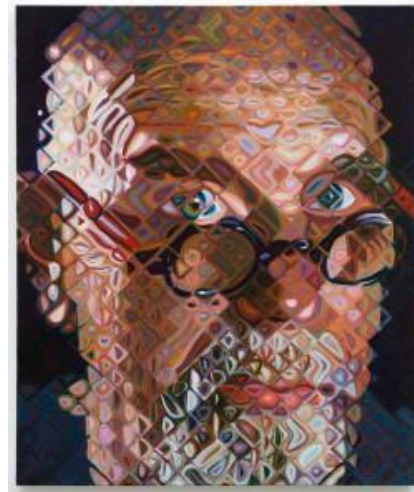
# THE DOUBLE LOGIC – 2 STRATEGIES

---



## IMMEDIACY

Make the medium invisible



## HYPERMEDIACY

Highlight the medium

**COM**

**UBIQUITOUS**

**COMPUTING**

**INVISIBLE COMPUTERS EVERYWHERE**

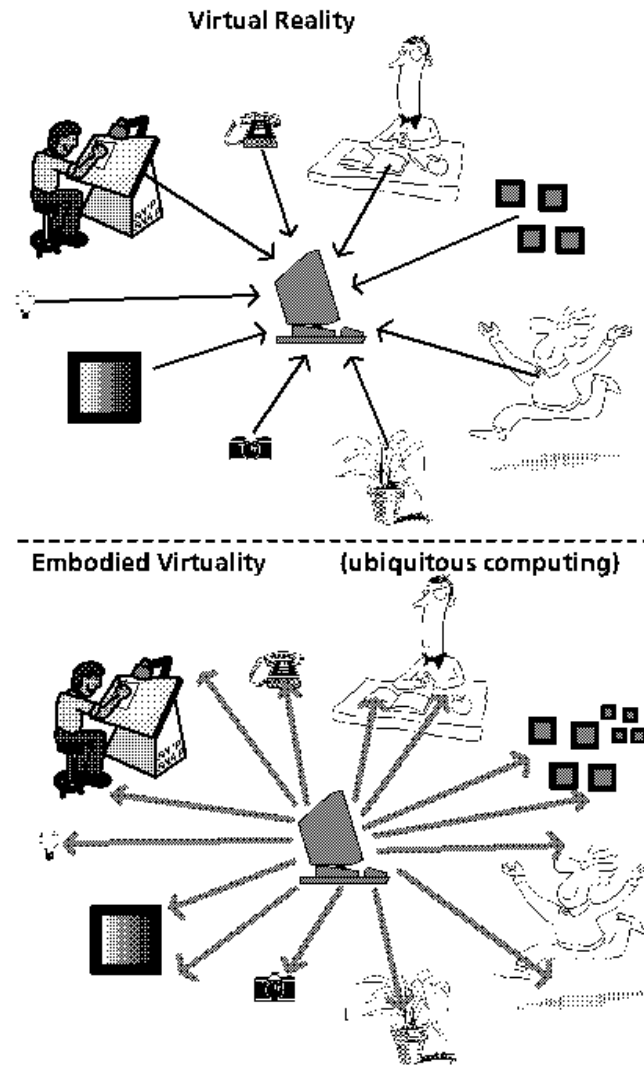
**ING**

# IDEA

---

## THE BIG IDEA

Enhance efficiency by making multiple computers available in a physical environment while having them essentially invisible to the user.



# SOME EXAMPLARY INVISIBLE COMPUTERS

---



**A COMPUTER FOR COOKING**

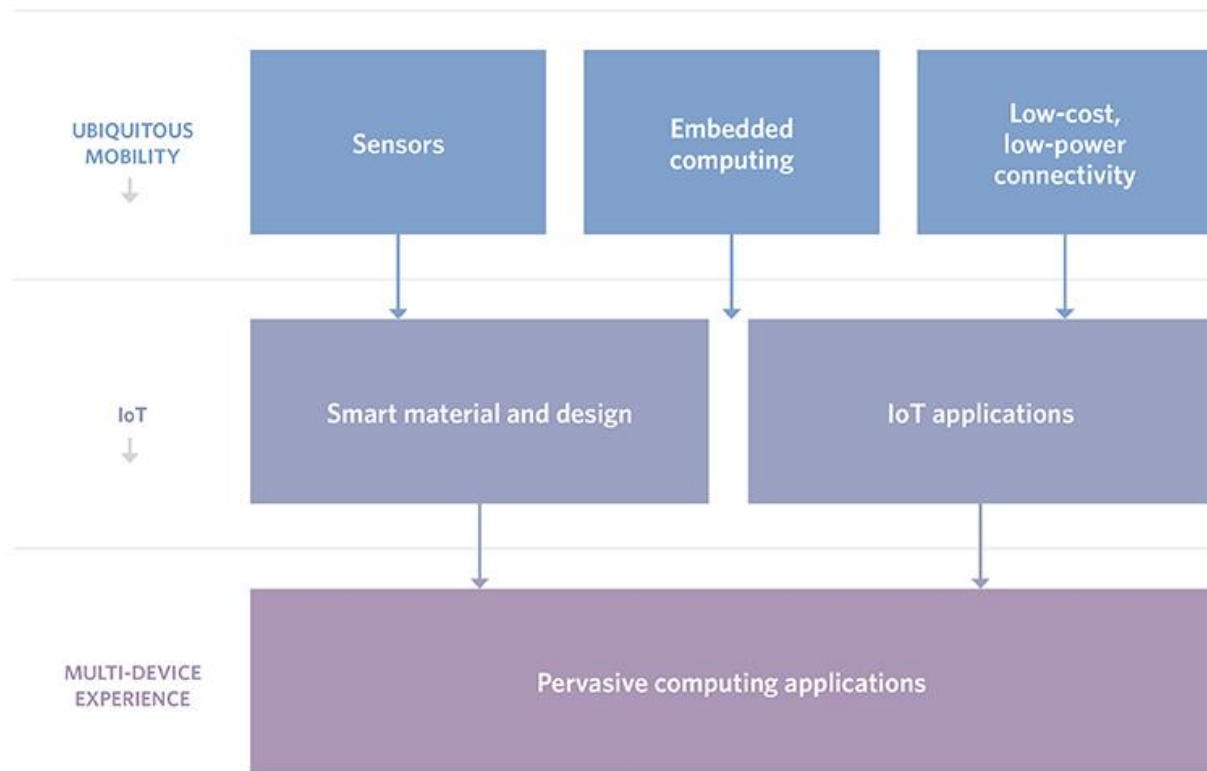


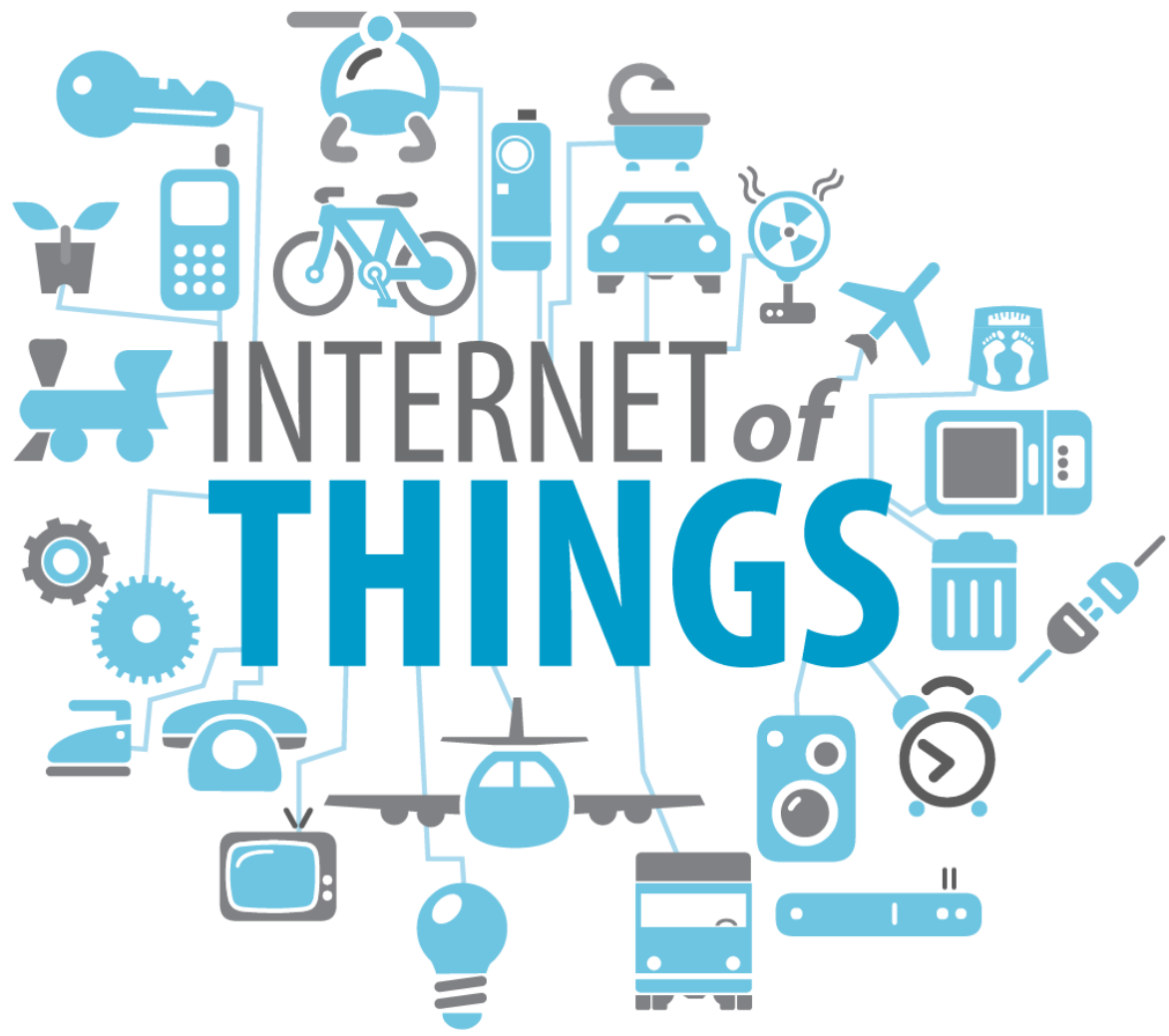
**A COMPUTER FOR TRAVELLING**



**A COMPUTER FOR FLYING**

# Pervasive Computing





INTERNET of THINGS



# USERS

**USER-CREATED  
CONTENT**  
AND USER-LED INNOVATIONS

```
graph LR; A[Web 2.0] --> B[Reduced barriers]; B --> C[Participation]; C --> D[More Prod-users];
```

Web 2.0

Reduced  
barriers

Participation

More Prod-  
users

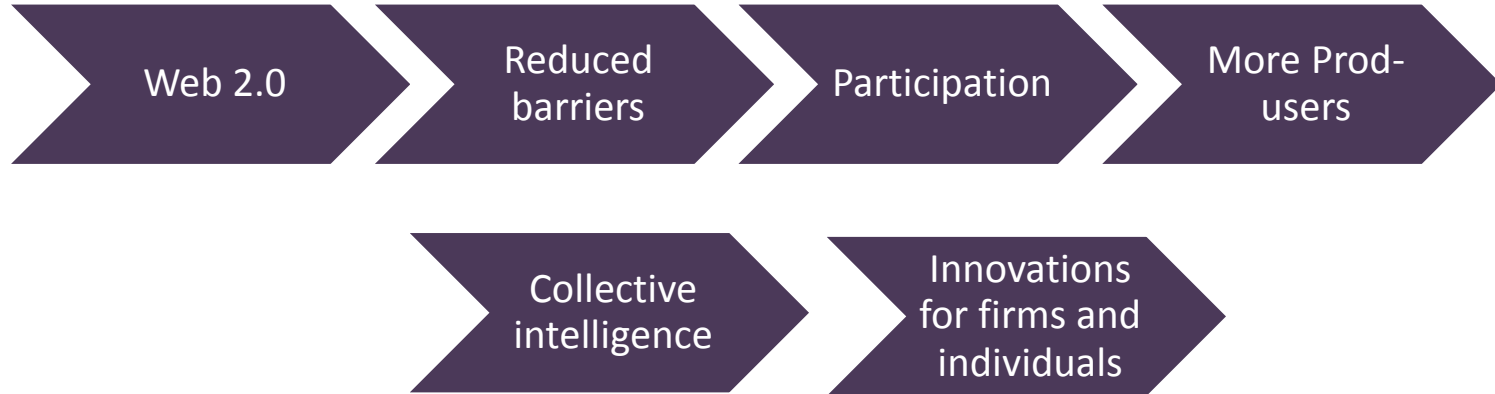
# EXAMPLES

---



# USER-LED INNOVATIONS

---



**WEB**

**WEB 2.0**

**INTERACTIVITY AND PARTICIPATION**

**2.0**

# COMPARISON

---

## Web 1.0

DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

## Web 2.0

## CORE PRINCIPLES

---

1. Many to many in their connectivity
2. Decentralised in terms of control
3. User-focused and easy for new users to use
4. Open in terms of their technology standards and their application programming interface
5. Relatively simple and light weight in design
6. Expected to evolve and change over time, with users participating as beta testers of new features

# THE MOST SUCCESSFUL PLATFORMS TO DATE

---

## ALL BASED ON THOSE PRINCIPLES





# THANK YOU!

---

**PRIVACY-SURVEILLANCE, REMEDIATION, UBIQUITOUS  
COMPUTING, USER-CENTERED CONTENT, WEB 2.0**

Linh Hoang