
CLAY SHIRKY 'END OF AUDIENCE' THEORY

Clay Shirky TED talk video- How Social Media can Make History

<https://www.youtube.com/watch?v=ASZJE15E0SY>

Watch the video and answer these questions:

- 1) What has replaced the 'one to many' broadcast model?
- 2) He talks about the corrective/ collective/ fragmenting power of the internet
- 3) It's not just about conversations, it's about collaboration and parsnips/ partners/participation.
- 4) Audiences are not just consumers, they have become
- 5) What example does he give to show the power of ordinary citizens over official government-controlled media?
- 6) What is the name of China's main internet organisation?
- 7) Citizen journalism in China led to the rapid growth of donation sites followed by a backlash against which group of people and why?
- 8) What is the term for China's official censorship policy? The Great
- 9) Media is: global, social, and cheap.
- 10) For Shirky, the important thing is that audiences can a) listen b) talk back c) destroy governments
- 11) In the modern media landscape, there are more than professionals.
- 12) In Obamas's presidential campaign, what was the issue that brought audiences closer to Obama, showing the effectiveness of dialogue?

Follow up work

- A) Comment on Shirky's views. Do you think he is exaggerating the extent to which audiences are participants in the democratic process?
 - B) Look up the Arab Spring (Tunisia) 2011 and the role of social media and try to get a picture of the extent to which social media played a role.
 - C) Look at MBK (My Brother's keeper) campaign and Black Lives Matter. To what extent are these good examples of the many to many participatory model?
 - D) Describe one other example of citizen journalism: #metoo ? everyday sexism project?
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