

# Jenkins: worksheet

## Key concept three: **participatory culture**

1. Jenkins can be described as a **cyber optimist**. He believes that digital technologies are hugely beneficial to both society and to individual users.

Define the following three core advantages of digital technology according to Nicholas Negroponte:

a. Personalisation

b. Democratisation

c. Miniaturisation



Above: the digital revolution has enabled communities from across the globe to come together to effect wide scale political, social or economic change.

## Media Theory for A Level

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2. What, according to Jenkins, is the difference between web 2.0 oriented activities and 'participatory culture'?

### 18.4 Discuss it: in what ways is the internet a force for social good?

- What concrete evidence can you present to support arguments that social media exerts a positive influence on society?
- Can you think of any online campaigns that have tried to create social change? Have they been effective?
- In what ways does the internet create purposeful communities?

Your thoughts:

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Key concept three: **participatory culture**

3. What political effects can participatory culture have according to Jenkins?

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4. Andrew Keen offers a wide-ranging critique of the effects of the digital revolution.

Use the following table to outline his three fundamental objections to the view that digital technology is a force for good.

Negative effect	Explanation
The lack of media filtering	
Commercialisation effects	
Control by tech giants	

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Above: the #metoo movements is a great example of 'participatory culture'.

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**18.5 Discuss it:** in what ways is the internet problematic?

- Look carefully at the user comments on the online versions of your newspaper set texts - how would you describe the tone of the debate? Is the commentary problematic?
- Do people really use You Tube to create peer-to-peer connections or has it been hijacked for more commercial purposes?
- In what ways is the internet controlled by handful of global companies? In what ways is their dominance problematic?

Your thoughts: