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How will media and its presentation transform

The idea of the transformation of media is essentially the heart and soul of the new media ideology. In order for something to be considered “new” by society, it must be new to them, or have evolved into something that remains new. While it will be hard to predict what media is like 20, or even 10 years into the future I believe that we will continue to see more growth in terms of interconnection between people. As social media overtakes our lives and everyone knows everything about everyone, we will see more and more aspects of ourselves displayed as media to others. This opinion comes from my background as a New Media Marketing student, as I have seen the impact and growth of social media firsthand. This idea of real life becoming media is explored more in the podcast in topic mark “Does instant access to media anywhere change media and could life become media.”

Does instant access to media anywhere change media and could life become media

This topic is interesting as it wasn't one I had prepared for the podcast prior to the recording and was just an observation I made offhand. I really do think however that over time as we interconnect more and more we will see media and real life become one in the same. While this may sound absurd at first, we already are seeing it in both old and new media and I have witnessed it as I have observed social media for my New
Media Marketing classes. It seems that the average American is now constantly cataloging what they are doing on Facebook or Twitter and on television we have seen a boom of reality television that is designed to show you the lives of “normal” people. Are the people that are providing this media content for us really living their lives anymore or just existing to provide entertainment content? I feel that is a question that will be answered as we see media overtake more and more of our lives and we see the line blurred even more than it already is.

**How Do We Each Define New Media**

As I explained in the podcast, I define new media as something that can be interacted with while it is being consumed. This is a quality that “old media” does not have for the most part such as books or film, where people consuming it are usually unable to interact with what they are seeing or hearing. This is in contrast with media such as twitter or video games where there is an inherent level of interactivity that is apparent within the mediums. Those on consuming media on twitter are able to interact with those on twitter and video games have an inherent nature to how they are able to be interacted with. To expand on video games I believe they are an important part of new media as they have the greatest potential to be shaped by those that consume it, such as the large game modifying community that surrounds video games.

**Is Media Connected to Physical Mediums**

I decided to bring up this Manovich point in particular because I thought it would best related to the backgrounds that Chuck and Mike have. As Chuck is a software engineer he understands the difference between hardware and software and can really
think about what it means to have media connected to physical technology like Manovich discusses. Mike's film background related to my thought about the difference between live action and animation as different mediums while they both use the same means of presenting their message to those consuming it. While they did not fully agree with me, I still stand by the idea that technology is not what defines a medium, as it is how the message presents itself to those that consume it that is important, especially as we will see new forms of media continue to be created on technology that we already have, primarily computers and phones.

Is All Consuming Media Something New to New Media

While America does currently have a strong focus on having the latest and greatest “thing” it is not a recent development. My marketing background has made it clear to me that we have always had a desire to consume, and it simply the fact that we now have been given the tools to allow us to consume media at the rate we want. The fact that it seems that this over consumption of media is something that came around with new media is not quite the case. Rather it is the fact that new media is “bite sized” that allows it to be consumed at such a high rate. While people are constantly checking Twitter and Facebook, people are also constantly watching movies or listening to music on the very same devices. It is rather the fact that it takes hours to watch a movie that prevents people from constantly be consuming that media, rather than any new desire that has been brought around by social media.

Is New Media Social Media

This topic for the most part has already been covered in how I define new media,
but I do believe that social media is a form of new media as it has the inherent property of interaction that I find key to defining something as new media. Social media is interesting as it is the newest form of media, having only impacted American culture for about 10-15 years. The youth of the medium is important as it shows how much change it has brought the world of media. Almost every form of media now has adapted social media aspects, evolving themselves as a media. For instance films have started having Facebook accounts, and television shows are allowing viewers to “tweet in” comments. Unlike video games (see Are Video Games New Media Or Old Media) these forms of old media have not evolved enough to remain new media, but it still shows how social media has evolved the entire world of media.

**Are Video Games New Media Or Old Media**

Video games are an interesting form of media as they seem to be trapped between worlds. The medium is decades old, being culturally relevant since the 70’s, but yet seem to have the properties social media. This is because video games are an old media that have continued to evolve into different forms of new media. This ability to evolve is based on the very nature of how video games exist, they are presented on computer technology. As they are directly entwined with technology they are in the best position to evolve with it. I feel this way because I am a child of the 90’s and as such have watched as video games have evolved as a medium into the powerhouse they are today. Games allowed people to interact with each other over the internet years before the social media boom and they allowed people to customize and interact with the message before people themselves became the message. In fact, I believe video
games will probably be the most future proofed form of media; they have the greatest capacity to evolve with technology all while remaining something that would could still consider video games, instead of a different medium.

Will the Definition of New Media Change in the Future

Media like every aspect of our society is in a constantly changing state of fluctuation due to new changes in technology and how American society views that technology. Something that may be key to the media of today may no longer be remembered a few years later. For instance, DVD completely changed home media and is now dying off to internet streaming. This constant state of fluctuation is why I decided to give such a broad definition in order to try and have my definition remain relevant as media changes in the near future; had I been more specific, my definition would probably have been inaccurate in just a few years. While I know that one day my definition will no longer be true, I can hope it remains accurate for a respectable amount of time.
References used in the tumblr and podcast


Sotamaa, O. (2010, June). *When the game is not enough: Motivations and practices among computer game modding culture*. Games and culture, 5, 239-255. doi: 10.1177/1555412009359765
