

Claire

Mandee

Steph

Luke

Chad

Megan

Participatory Culture

Henry Jenkins!



CMNS 3210 Digital Communities

About the Author



American media scholar and Provost Professor



What is he known for?



Author and Editor

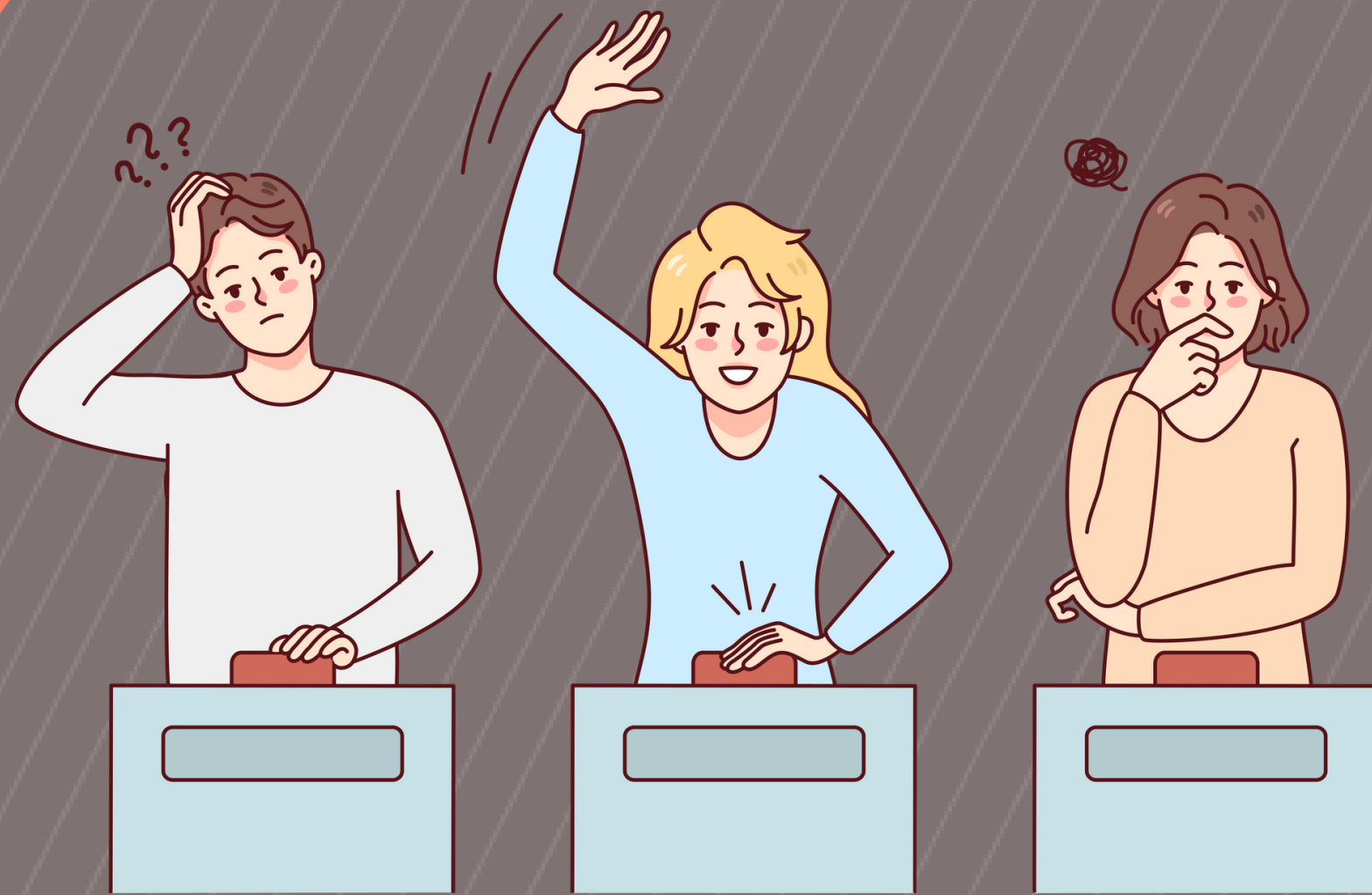
What is Culture?

"Culture is a set of accepted societal norms and values that is based on our environments and lived experiences." - Claire Ye

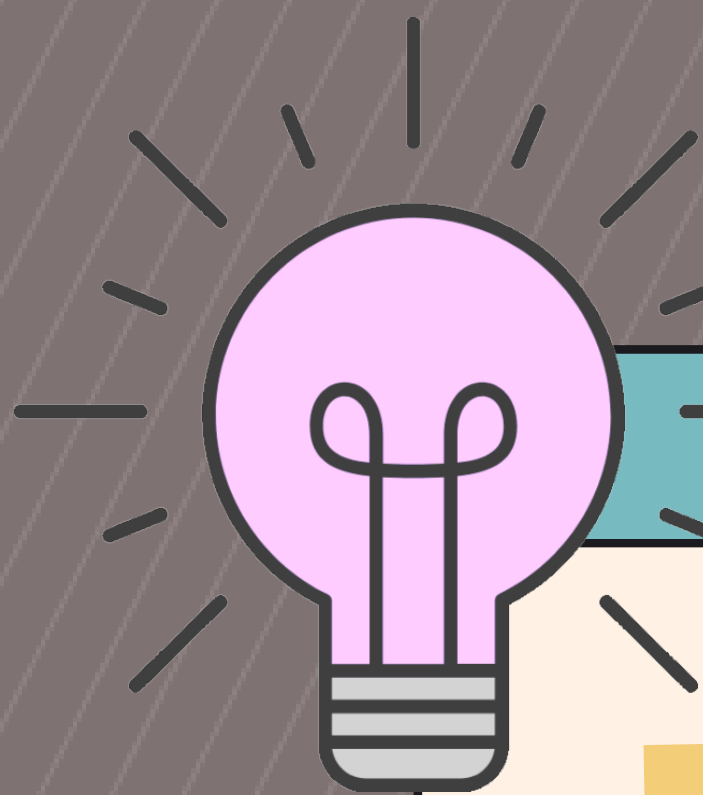
search



**What is
participatory
culture?**



**According to
Jenkins...**



In our words ...

It is participation from individuals that lead to creation of communities where relationships are mutually beneficial and brings like-minded individuals together.



THE SHIFT

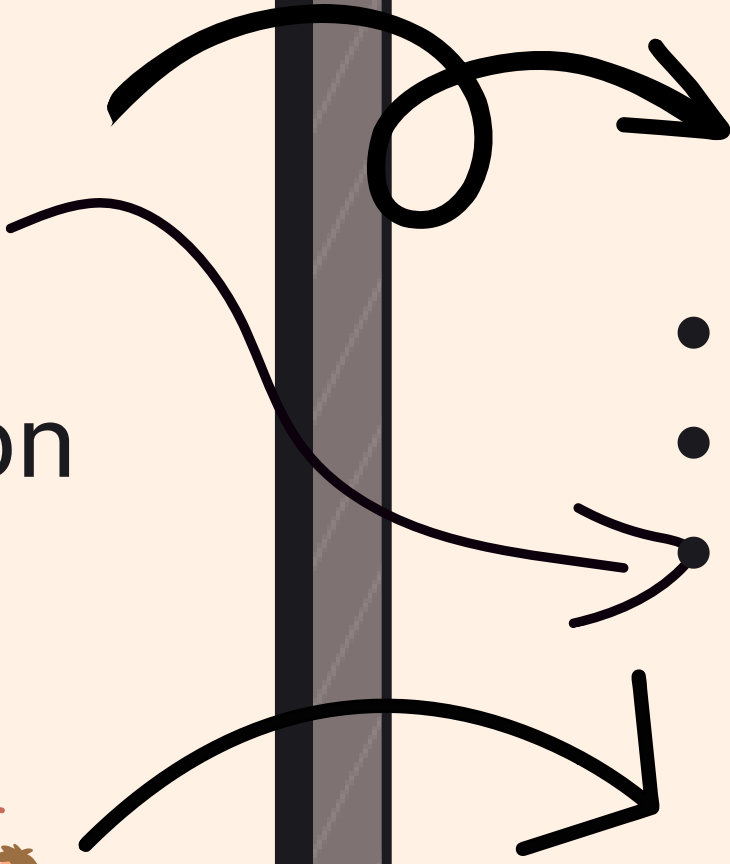
PASSIVE PARTICIPATION

- Before the internet
- One-way communication
- Word of mouth



ACTIVE PARTICIPATION

- Internet Era
- Open communication
- Direct interactions





POSITIVES

- "It shifts the focus of control and destabilizes systems of power." (44)
- "If we enable all citizens to have a voice ...fundamental shift in governance." (47)



ISSUES

- "New sources of power, status, and control emerge and introduce new forms of inequality." (44)
- "New media companies are now capitalizing directly on people's participation." (17)



Inequality of accessibility

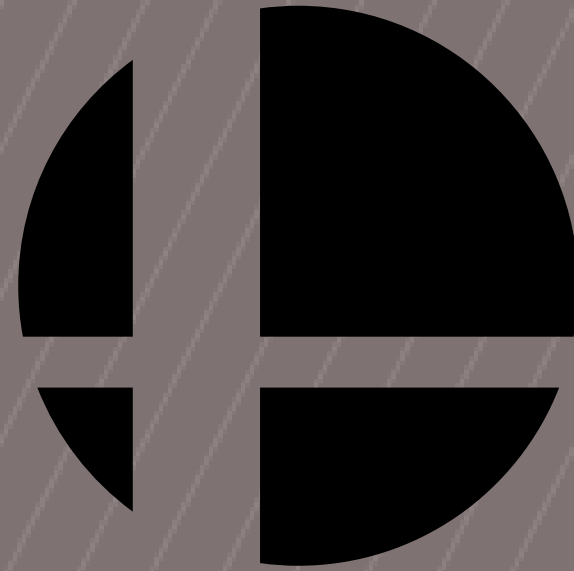
"The barrier to participation is not technology but the kids of privilege that are often ignored in meritocratic discourse. I do think that technology has opened up new doors to some people - and especially those who are marginalized but self-empowered ... - but it's important to recognize the ways in which it also reinforces other forms of inequalities that make it harder for some people to engage."
- Danah (42)



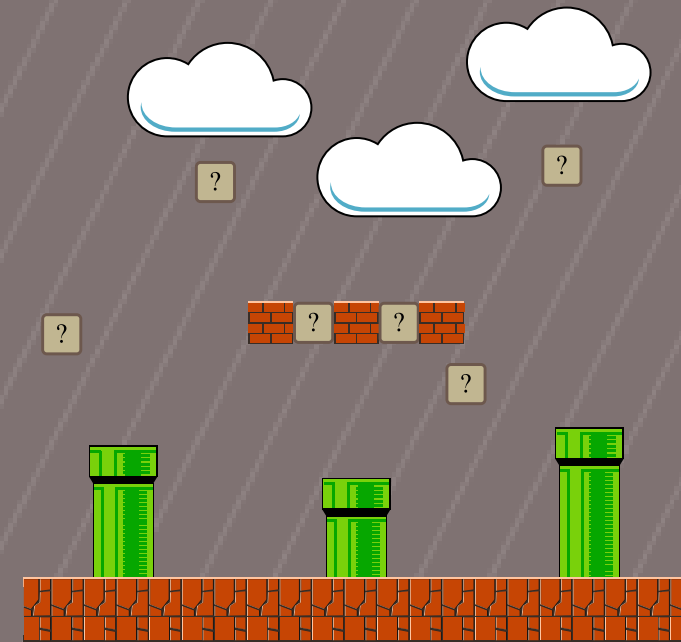
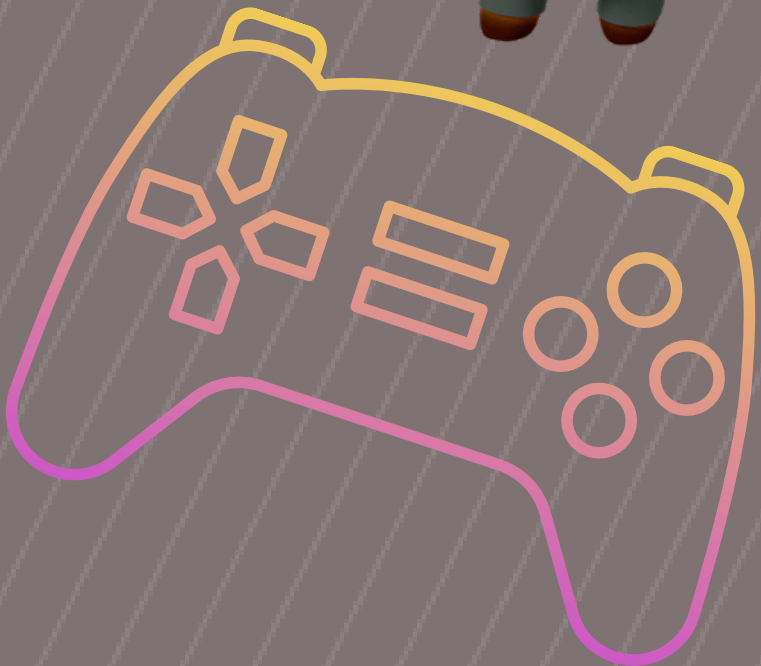
Fandom

"The digital did not make fandoms more participatory but the digital did dramatically expand who got to participate in fandom." (33)

" Fans understood fandom to be an informal 'community' defined around notions of equality, reciprocity, sociality, and diversity ... there are strong links between interpretation, production, curation and circulation as potentially meaningful forms of participation." (3-4)

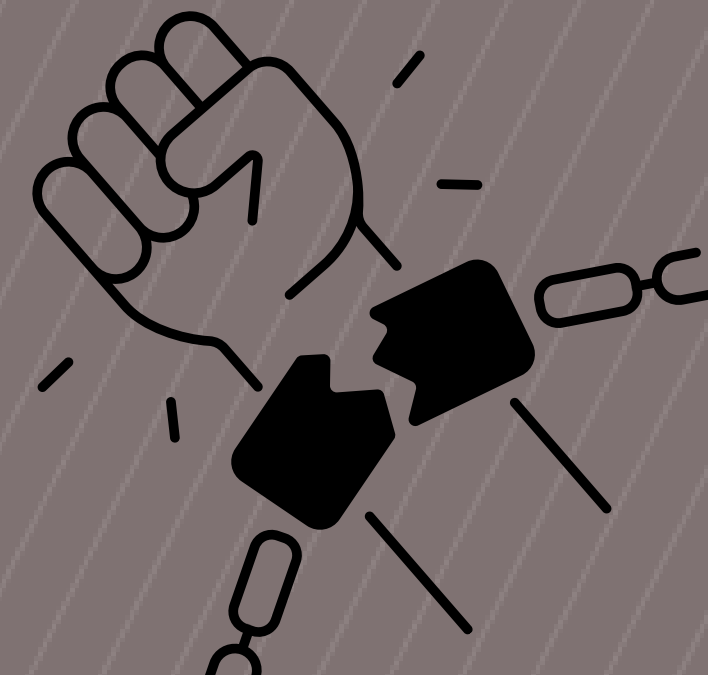
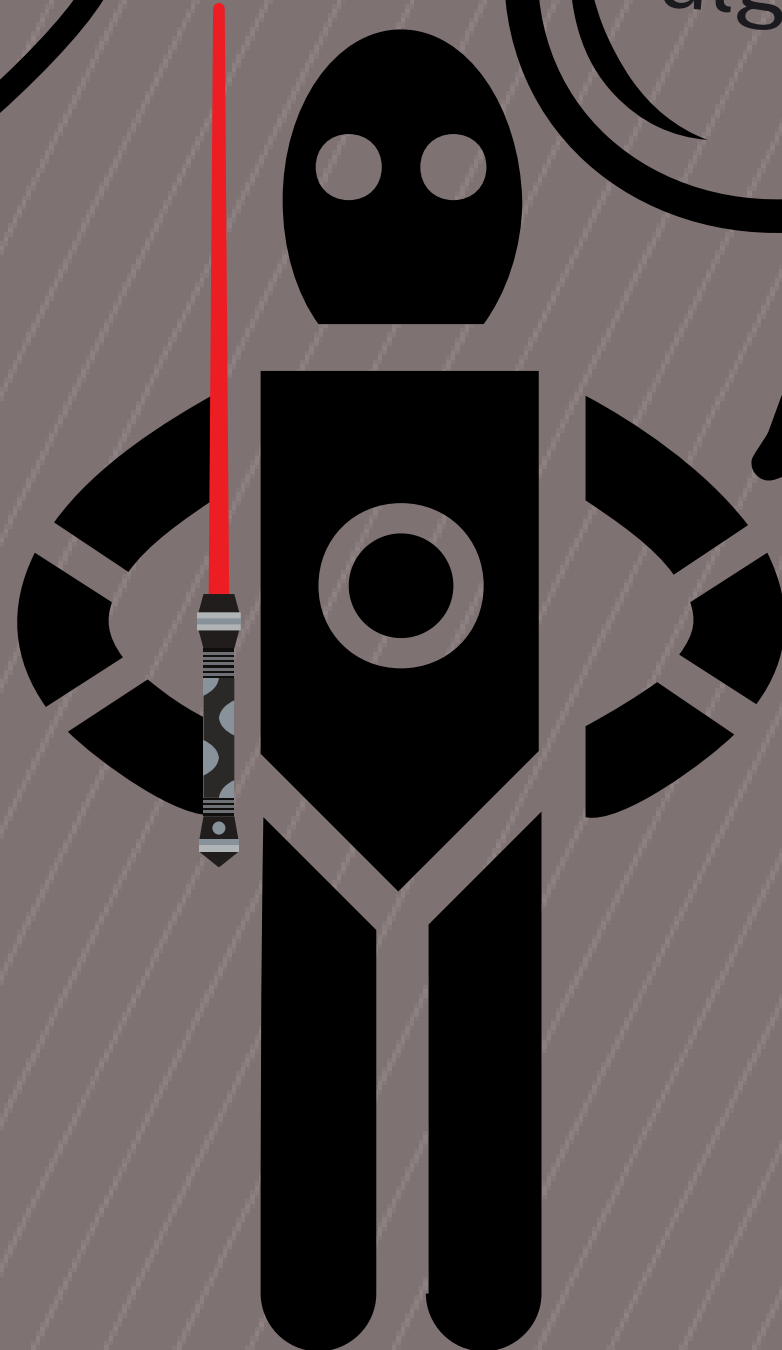
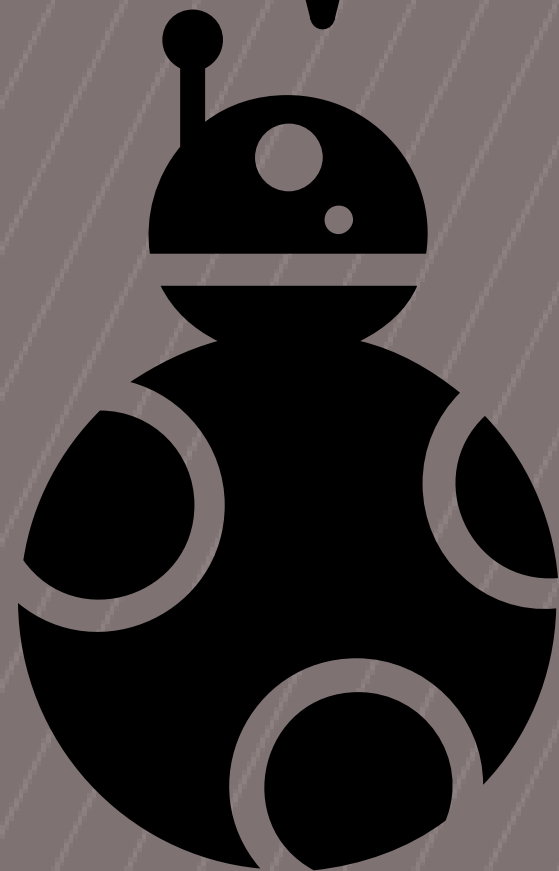


GAMING



Resistance

In an effort to reclaim power and control within a sociotechnical context, an act of resistance is 'tricking' the algorithm to get what you want out of the system.



Follow | For You

TIKTOK

- Algorithms
- Reaction/duet videos
- Challenge videos
- Comments
- Live streams



See translation

🎵 Original sound



"IT'S NOT WHETHER IT IS BOOK OR TELEVISION OR GAMES THAT MATTERS FOR PARTICIPATORY CULTURE, BUT HOW PEOPLE ARE ENGAGING WITH THOSE MEDIA."

(24)

SUBSCRIBE



YouTube

**COMMENT
BELOW**



LIVE now

STREAMING

LIVE

LIVE
STREAMING

LIVE

LIVE



twitch



Social

Media



How the internet encourages participatory culture?

THE INTERNET ...

- Allows for open access
- Facilitates international interactions
- But is restricted by societal expectations:

Peer pressure
Societal judgement



"Participation, on the other hand, refers to properties of the culture, where groups collectively and individually make decisions that have an impact on their shared experiences. We participate in something; we interact with something." (15)



"Different configurations of culture invite or enable different degrees of participation. With digital culture, more people are making media and sharing what they made with each other." (15)



LOONEY TUNES



"That's all Folks!"