

Tutorial

Author:

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Title

User-generated content – a mega-trend in the new media landscape

Summary

The tutorial will deal with the new media phenomenon: user-generated content.

User-generated content refers to media content that contrary to content created by media producers such as broadcasters, media houses, or publishers is created by ordinary viewers of a TV-station, users a website and the like.

User-generated content covers a broad spectrum of technologies such as blogging, digital video, photography from mobile phones, podcasting, wikis etc.

Relevance of the tutorial

The tutorial is relevant to interactive television, in that user-generated content can be seen as the ultimate form of interactive television where users and viewers actually are producing the content themselves.

The tutorial links directly to the theme of the conference:
Interactive TV – A shared experience.

Agenda

The tutorial will deal with issues such as

- User-generated content – a definition
- User-generated TV – a short history
- User-generated content as a mega-trend in the current

media landscape

- Cases in the domain of television:
 - Capture Wales,
 - YouTube,
 - Al Gore's Current TV
- Other cases central for user-generated content:
 - Wikipedia,
 - Flickr,
 - Cloudmark,
 - MySpace,
 - Friends Reunited,
 - eBay,
 - FourDocs,
 - Yahoo! News,
 - craigslist,
 - del.icio.us,
 - dodgeball,
 - Adsense,
 - digg,
 - shoutwire,
 - last.fm,
 - technoati,
 - BitTorrent,
- Blogs / vlogs / photoblogs / linklogs
- Web 2.0
- Folksonomy
- Creative Commons
- Citizen journalism

- Digital storytelling as a movement
- Social intelligence or ‘the wisdom of crowds’
- Open source
- and so on

Experience in the topic

Jens F. Jensen is a professor in interactive digital media. He has written extensively on interactive television, digital media, networked media, user-centred design, user-generated content, and new media culture over the last ten years.

Expected audience

Researches

Practitioners in user-generated content

Students

Etc.