From Mass Media to Personal Media

Introduction to Mass Media
November 25, 2014
“If the news is that important, it will find me.” – an unnamed college student in a focus group, quoted in the New York Times
Your sources of news

- Newspaper (5)
- Radio (1)
- Email newsletter (1)
- Facebook (2)
- Twitter (2)
- Other app (2)
Holy fucking shit I was just in a plane crash!

7:25 PM Dec 20th, 2008 from twitterrific

2drinksbehind
Mike Wilson
Helicopter hovering above Abbottabad at 1AM (is a rare event).

Retweeted by eduardo_gregol_ and 100+ others
Go away helicopter - before I take out my giant swatter :-/
A huge window shaking bang here in Abbottabad Cantt. I hope its not the start of something nasty :-S
@jessiespector Which is why you're tweeting now and not at the movie?

@JessicaRedfield MOVIE DOESN'T START FOR 20 MINUTES
@denverpost Yes I was there. I watched him come in the door. He came in the right hand exit door near the very first row.
I am totally serious. My Ob/Gyn was IN my vagina and an earthquake started rattling the room!

1:44 PM Jul 29th, 2008 from mobile web

MissRFTC
Personal media

**Production:** You can be a reporter, photographer, videographer, publisher, commentator, media business ...

**Distribution:** Print, broadcast, tablet, phone email, text, apps, social media ...

**Consumption:** You choose devices, sources, manner of delivery, times ...
Mass media loves bundles

- Newspapers
- Magazines
- Record albums
- Cable (or satellite) TV packages
Personal media doesn’t

- Google bundling hasn’t caught on
- We choose our own movies
- We choose when to watch shows
- We choose our own songs
- Friends recommend entertainment & news
“Mass” media changes

• Books
• Magazines
• Radio
• Television
• Newspapers
• Movies
“Digital divide”

Who’s left behind?
• Poor
• Aging
• Some rural areas
• Underdeveloped countries
A Rape on Campus: A Brutal Assault and Struggle for Justice at UVA

Photo: Illustration by John Ritter
Cosby & his image

Media success
• Comedy records
• Hit TV shows
• A few movies
• Best-selling books
• Jell-o commercials
• Fawning interviews

Fall from grace
• Comedian video
• Social media
• Victims come forward
• NPR & AP interviews
• PR meme disaster
Go ahead. Meme me!
BillCosby.com/CosbyMeme  #CosbyMeme

HAPPY MONDAY!

#CosbyMeme