

Mediaactive

Introduction

- We are only in the early days of the evolution of technology.
- The work to find and perfect the use of technology will continue long past our lifetimes.

Chapter 9: Laws and Norms

- Technology gives us lots of freedom to create and share, but it also gives us reason to be cautious.
- Your online activity can have real world ramifications.
- Online censorship is not just present in countries under authoritarian rule. Instances of censorship exist in the United States.
- Who really owns your things? Seeing a trend of companies “locking down” their systems.
- Net neutrality - the ability to read/ watch what you want and the ability for others to read/watch what you create
- Changes in telecom company ownership and growth have and will drastically affect the state of our control and privacy in technology.
- You’re not exempt from laws just because it’s online. Follow the principles of journalism and you should be fine.
- Words come back, but Gilmore thinks we need to cut each other some slack. As technology changes, maybe we need to adjust our norms.

Chapter 10: Teaching and Learning Mediactivity

- Mediactivity is a lifetime practice that we keep learning and tweaking as technology and our societal norms change.
- Media literacy - participation is integral to media
 - Academic - creation of almost institutional system based on research and school-based instruction.
 - Political activism
- Parents, friends, schools, institutions and journalists should be among the primary guides for critical thinking
- Media Literacy in Schools
 - no national curriculum or standardized tests, which is a good thing because the technology is constantly changing
- Too much pressure on teachers to measure up to standards, getting further away from the core of teaching: critical thinking
- Starting to see a connection between participating in online forums and participating in civic forums
- A journalism education is an “excellent foundation for a student’s future in any field, not just media.”
 - the importance of the principles of journalism

- It's everyone's job to be learners, teachers, and actors in mediactivism

Chapter 11: A Path to Tomorrow

- Improve media efficiency by creating topic articles that are dynamic, with constant adding and subtracting from the original as new information is discovered. More efficient and it makes sense because we accrete knowledge
 - Same goes for updating corrections
- Important for news organizations to take advantage of already existing opportunity to save and make available to the public copies of previous versions of articles or other content they have made changes to.
- "Connectors" - identify interesting ideas, technologies and techniques then connect them with people who can help make them part of tomorrow's journalistic ecosystem
- Connectors need to
 - understand technology, knowing how to:
 - ask the right questions of the right people
 - recognize cool technology when they see it
 - have a sound sense of the difference between cool and useful
 - appreciate journalism's essential role in society and how it is changing
 - have a broad array of contacts in the technology, business, education, philanthropic, investor and other sectors
 - be evangelists, selling people on the need to combine great ideas with journalism and the need to take risks in new areas
- Reputation
 - What is the media outlet?
 - Who is the writer/video maker?
- Be weary of companies - are they telling the truth when they say their focus is on public Internet?
- At the end of the book, I found myself thinking, he already talked about this.... i.e. accountability/annonymity, media literacy