



**THE BFI
MEDIA
CONFERENCE**
28 – 29 June **2018**

@BFI #BFIMediaConference

**Clay Shirky, Technology and
Changing Audiences
Christine Bell**

Accepted ideas about audience

- ▶ The relationship between the media product and the audience is fluent and changing.
- ▶ Unlike in the past, there is no longer assumed to be only one way of interpreting a product and only one audience response.
- ▶ Audiences are not mass and their responses are complex and sophisticated and are influenced by a range of factors.
- ▶ The audience are made up of individuals whose social and cultural experiences may affect how they respond to any media text.
- ▶ Media products and the industries that produce them are acutely aware of their audience and the strategies needed to attract them.



The changing face of the audience: Audiences in the digital age

- ▶ modern audiences are now groups who can come together and have conversations with each other globally
- ▶ audiences now have opportunities to interact with the media and can be actively involved in media production
- ▶ changing technologies have had an impact on the way in which audiences access and consume media products.
- ▶ audiences use the media in different ways for different purposes which may reflect demographic factors as well as aspects of personal identity and social and cultural elements.
- ▶ audiences use the internet to construct identities



Media theorists and theoretical perspectives

▶ Clay Shirky:

The 'end of audience'
theory





Discussion cards

- ▶ **How can we apply Clay Shirky's theories to the products we use in our classrooms?**



Applying Shirky

- ▶ Audiences are no longer disconnected from each other; they can 'talk back'.





'Black Lives Matter'



Audience responses



Be A King ✓

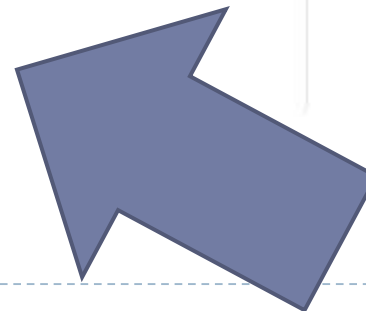
@BerniceKing



If only Daddy would have known about the power of [#Pepsi](#).

4:15 PM - Apr 5, 2017

♥ 289K 💬 157K people are talking about this





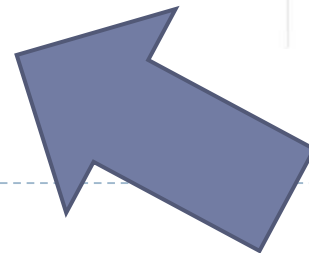
David Weiner ✓

@daweiner



10:21 PM - Apr 4, 2017

♥ 7,076 💬 3,554 people are talking about this





Eric Spring
@ericleespring



"Oh nevermind. He ordered a Pepsi."

9:39 AM - 5 Apr 2017



"Now just wait one second officers.

I have a Pepsi."



The power of the audience

Pepsi initially defended the video, which it said “reflects people from different walks of life coming together in a spirit of harmony” but made the decision to pull the advert after the series of mocking memes.

Get HDR

[Culture](#) > [TV & Radio](#) > [News](#)

Pepsi advert with Kendall Jenner pulled after huge backlash

'We missed the mark and we apologise'



Nivea Advert

Some audiences were understandably shocked:



Alecto N.

@Redheadedfuries

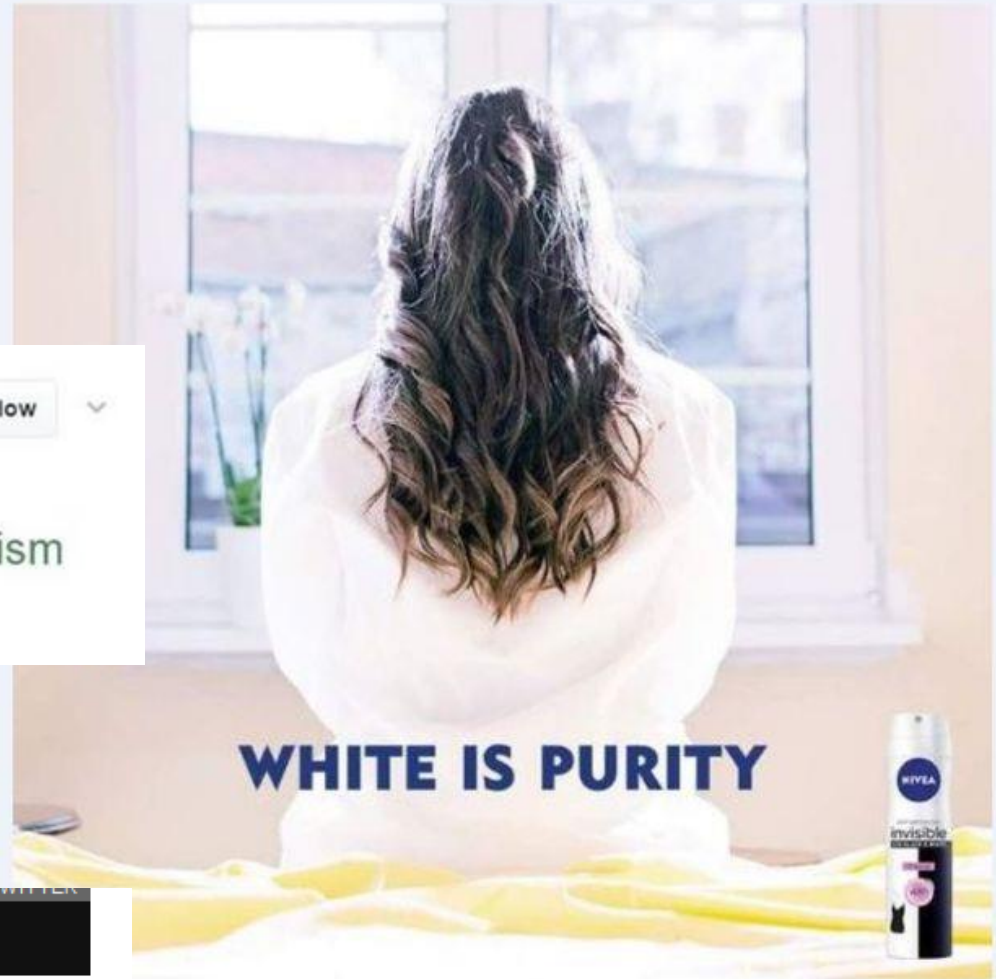
Follow

Not cool @NIVEAUSA @niveauk @NiveaAustralia ... Not cool at all. #Racism is not a good marketing tactic.

However, the ad was widely shared among alt-right users

Right-wing twitter accounts from across the world trolled the brand by adopting the advert

One alt-right account said: "#Nivea: the official moisturizer/anti-perspirant of the #AltRight."



NIVEA

Keep it clean, keep bright. Don't let anything ruin it, #Invisible

Applying Shirky

The internet and digital technologies have had a profound effect on the relations between media and individuals



Citizen Journalism

- ▶ **Citizen journalism** has had a massive impact on the way in which we receive news and factual information. Digital platforms mean that the public can more easily collect, comment upon and then disseminate news and other content.



Citizen Journalism

- ▶ *'From the Occupy New York City bloggers, such as Tim Pool who has broadcast hours and hours of live reports from Zucotti Park in the city, to YouTube videos of citizens under fire from government forces in Syria – these incidents and more are changing the landscape of documentary filmmaking. This has been made possible by the technology they use, the distribution platforms that are now available and the passion of ordinary men and women to tell the kinds of extraordinary stories that were once the domain of professional documentary makers.'*
(<https://www.theguardian.com/media/2012/jun/11/rise-of-citizen-journalism>)
-



Social Media: The Influencer



Millionaire YouTuber Alfie Deyes has apologised for his '£1 A Day' challenge video

The Youtube star was accused of "making poverty a game".

Mon 3:03 PM  11,620 Views  1 Comment

 Share 28  Tweet  Email

YOUTUBE STAR ALFIE Deyes – better known by his channel name PointlessBlog – has apologised for a video in which he challenged himself to live on £1 for a day.



Dr Jack Monroe
@BootstrapCook

Follow

I see @PointlessBlog tried to feed himself for a pound for a day to see what it was like.

I am so so so very tired of rich people playing 'poor house' for publicity. Anyone can do it for a day. Try years. No fridge. No lights. No heating. And a kid to feed. It is not a game.

9:07 AM - 18 Jun 2018

728 Retweets 2,499 Likes



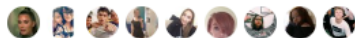
Sophie
@trafotz

Follow

My favourite part of the Alfie Deyes vlog is when Zoella hands him a £1 coin and they both laugh...piss off! People actually have to live off £1 a day...poverty is not your content and monkey making scheme!

12:45 PM - 15 Jun 2018

197 Retweets 1,752 Likes



Neneh
@NenehTrainer

Follow

Alfie Deyes: living off £1 for the day

Alfie Deyes: pops into his spare house in the garden, drives his Range Rover to town to get a free doughnut but gets 14, has a shopping spree but it doesn't count.

Honestly what were you trying to gain/learn?

9:15 PM - 14 Jun 2018

Applying Shirky

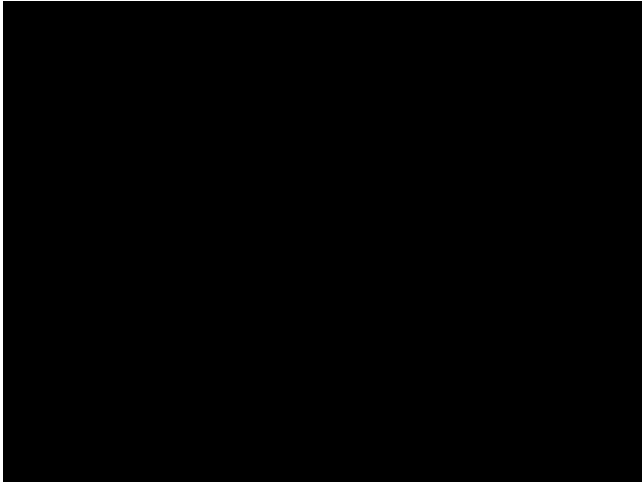
- ▶ This is the largest increase in expressive capability in human history



Mosaic

- ▶ Developed simultaneously as a television show and interactive app
- ▶ Published by Steven Soderbergh and HBO
- ▶ Offers the audience the ability to view the plot from different perspectives and to revisit the narrative
- ▶ MOSAIC app allows viewers to choose what point-of-view they view story form and to build their own experience
- ▶ The choices made build upon one another, enabling multiple tellings of the story from different perspectives and, sometimes, with different conclusions.





Mosaic



ABOUT

EPISODES

CAST & CREW

How to Watch Mosaic



An intricate web of characters and perspectives makes for a unique viewing experience. Here are all the ways you can dive into Steven Soderbergh's murder mystery.

1



The Mosaic App

Download the app for iOS or Android to choose your own path through the story. Follow different perspectives and pick up different clues to create your own version of the mystery.

[FIND OUT MORE >](#)

2



The Desktop Experience

Bring the app experience to your computer. Follow different characters to draw your own conclusions and piece together the mystery, all just a click away.

[FIND OUT MORE <?](#)

3



Watch on Television

Catch Steven Soderbergh's six-episode version of *Mosaic* on air, starting Monday, January 22 at 8 p.m. ET, and over the next five nights.

[FIND OUT MORE >](#)

Stream Online

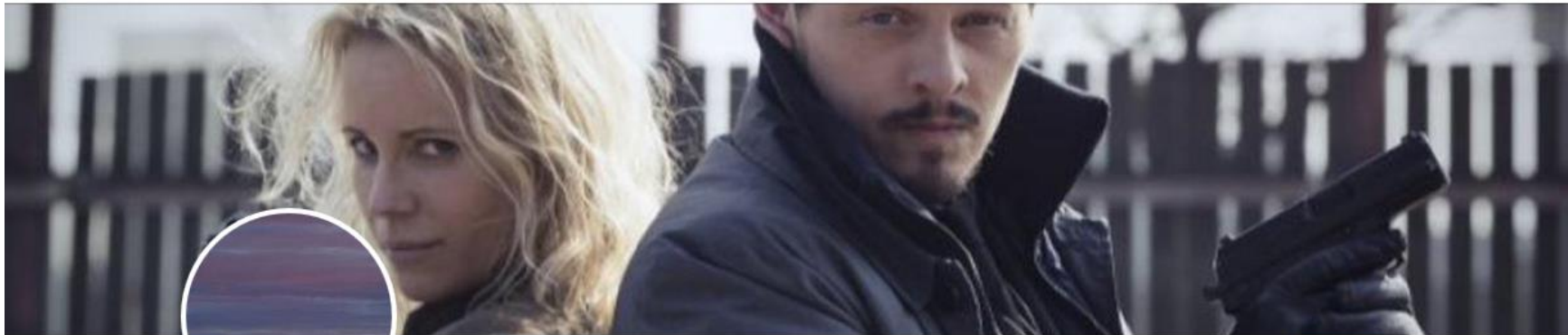
4



Marketing

- ▶ Using the audience to market the product





Tweets **718** Following **1,079** Followers **1,081** Likes **2,272** Lists **1**

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The Bridge

@malmocopenhagen

A dedication to our favourite Scandi thriller. Bringing you all things Danish, Swedish and Bridge-ish.

📍 Currently sorting S4

📅 Joined January 2014

🖼️ 98 Photos and videos



Tweets Tweets & replies Media

 **The Bridge** @malmocopenhagen · 10 Sep 2016
Looks like the opening of #TheBridge4 is gonna chuck us right into the darkness. Darkness that we've come to love 🇸🇪



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