

CULTURAL WORK
TO BE TOP: provoke & reward collective meaning
elaborate back story
unresolved enigmas
excess infos

NEEDS OF NEW ECONOMIC FORMS

GAINING MORE POWER

NOT AUTONOMOUS NOR SLAVES

(STILL) FUCKING SEXIST

pierre lévy / collective intelligence
the stormtrooper & the poacher

FIRST on sci-fi before web : star trek
FANDOM: space where ♀ learn how to live & collaborate within a knowledge community

daily / hourly
→ THEN just in time fandom with high speed web

INTERACTIVE AUDIENCES

IS ACTIVE, CRITICAL & DISCRIMINATING

GROUP makes possible what a single fan cannot achieved : accumulating, remembering, circulating a huge amount of information.

COLLECTIVE INTELLIGENCE ≠ HIVE MIND

↳ MULTIPLE WAY OF KNOWING AGAINST CONFORMITY

speaking about fans without mentioning de certau

SUPPORTERS QUICKLY DEVELOPS THE INFRASTRUCTURE THEY NEED

NOT ABOUT INTERACTIVE TECHNOLOGY BUT INTERACTION AMONG MEDIA-CONSUMERS, PRODUCERS, MED.CON.S. & MEDIA

*1 | NEW TOOLS

↳ appropriation & redistribution of content (notes, etc)

*2 | PROMOTION OF DIY

*3 | ECONOMY TRENDS FAVO-RISE HORIZONTAL EXCHANGE

YOUNG ♂

he is...

- ∅ potato couch
- ! media consumer BUT
- media fan
- media producer
- media critic
- media publicist
- media distributor

OLDER & YOUNGER MEMBERS GAP

knowing / accepting changing rules

community develops ethical standards & mutual goals

WAR: unequal experience, level expertise, access to..., degree of investment

we should change our theory every 5'000km just like we change oil in our cars.

henry jenkins

the A.I is more than a marketing concept & less than «semiotic democracy».