

from Traditional Media ...

Institutional Mediation

- Editing Process
- Publishing Process
- Time and Space Constraints
- Professionals with Degrees

Broadcasting

TV
Print
Radio



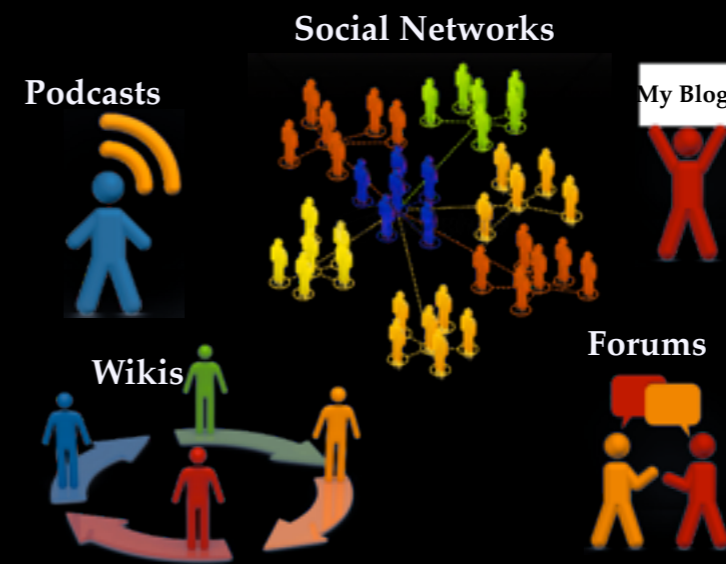
Individual Consumption

... to Social Media

Distributed Mediation

- Self-editing
- Updating, Sharing, Participating
- No Deadlines or Space Limitations
- Amateurs with Time

Engaging Communities



Social Consumption