

## **from Traditional Media ...**

### **Institutional Mediation**

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

*Broadcasting*

**TV**  
**Print**  
**Radio**



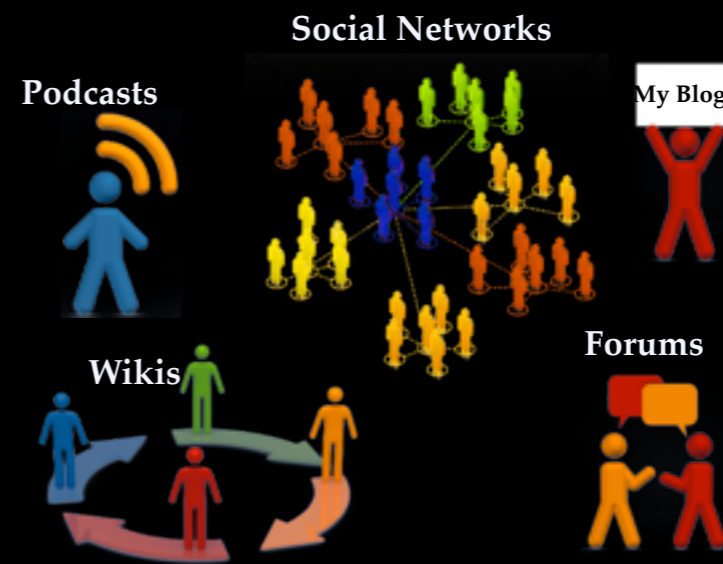
**Individual Consumption**

## **... to Social Media**

### **Distributed Mediation**

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

*Engaging Communities*



**Social Consumption**