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MASC 683 Multiplatform Storytelling
February 19, 2011

Deuze, Mark. Media Industries, Work and Life. *European Journal of Communication* 24 (2009): 467-480.

Strength: It has some interesting concepts, such as convergence of place, identity, and experience.

Weakness: I think Deuze overestimates the importance of user-generated content in the overall media landscape. To use an ecosystem analogy, user-generated content is an invasive weed that at least temporarily increases diversity of the system, nevertheless its contributions to the function of the overall system is at best minimal—decomposers can do relatively well for awhile after the major producers (oaks, hickories, pines, tulip-poplars, hemlocks, etc.) because of the producers' great mass. In time, however, once the nutrients are extracted from the remains of the major producers, the decomposers feed on themselves until there is little of [nutrient] value left.

Assumption(s): People's involvement in/with the media features and increasing convergence between consumption and production; such convergence challenges notions of what it means to "work" in the media.

Question: Does Deuze have any actual data? Even examples or anecdotes would help. Maybe I'm grumpy at this hour, but I see a lot of assertion but not a lot of evidence.