



Eve of Disruption

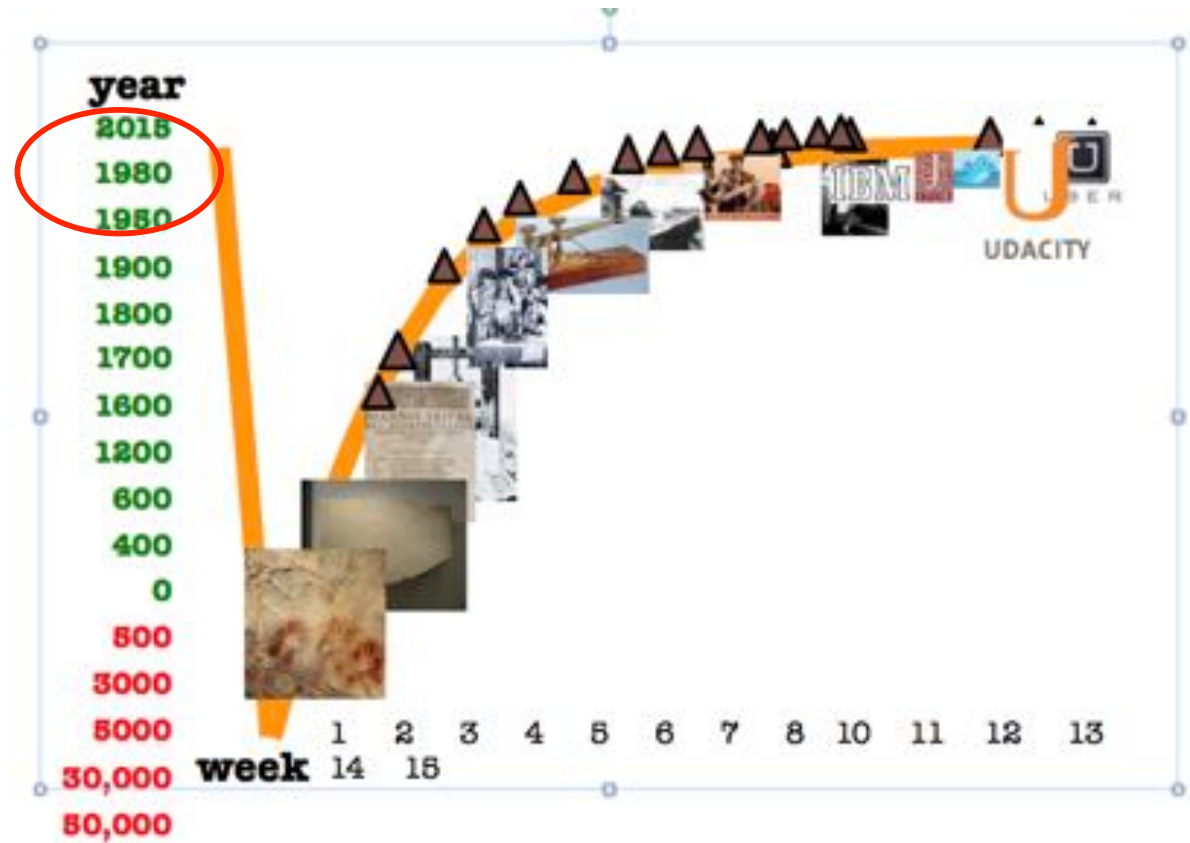
History of Information 103
Geoff Nunberg

Apr 14, 2015





Where We Are



Borders Bookstore,
Chicago, April 2012





Eve of disruption

Congressman blames U.S. unemployment crisis on iPad

By Jason D. O'Grady | April 18, 2011, 1:21pm PDT

Summary

In the rambling manifesto Jackson claims that the iPad is responsible for killing thousands of American publishing and retail jobs. He claims that Americans are losing their jobs to workers in China.

Topics

Apple iPad, Congressman, Unemployment, Corporate Communication, Marketing, Jason D. O'Grady

Blogger In Jason D. O'Grady



Would you sign my Kindle? App allows authors to hold eBook signings from anywhere in world

By DAILY MAIL REPORTER
Last updated at 3:22 PM on 18th April 2011

Comments (18) Add to My Stories

With the rise of the eBook and demise of the High Street bookstore, author book signings had been at risk of going into decline.

The new eBook app is offering readers the chance to get their virtual books signed by authors without them having to resort to writing on the outside of the book.

The app also allows fans to have the signature of their favourite writers on the page of their eBooks.



Why iPad app developer Inklings will make textbooks as we know them obsolete

Posted March 24, 2011 7:00pm by Kyle Ripley Tags: iPad, Inklings, Education, Textbooks, developers

Apps mentioned:

Recommend

8 people recommend this. Be the first of your friends.

Recently, iPad textbook startup **Inklings** received financial backing from McGraw-Hill and Pearson--two of the largest names in the world of textbook publishing. Now, the app is available on the iPad. How will it affect you? I'm not sure, but I see it could have a big impact on the way we use textbooks and on the way we learn.

As a note, but I see it could have a big impact on the way we use textbooks and on the way we learn. The app is available on the iPad. How will it affect you? I'm not sure, but I see it could have a big impact on the way we use textbooks and on the way we learn.

theguardian

News US World Sports Comment Culture Business Money

Culture Books Books blog

books

Previous

Blog home

The digital truths traditional publishers don't want to hear

The choices offered by digital publishing can only be good news for writers, says Barry Eisler. So why are traditional publishers so angry?



Still the centre of the universe? ... detail from Andea Cellario's print Harmonia Macrocosmica showing the Ptolemaic description of the heavens, with the Earth at the middle of creation. Photograph: Enzo and Paolo Ragazzini / Corbis

"Why do you need to go to Barnes & Noble? Buy an iPad and download your newspaper, download your book, download your magazine."



Eve of disruption

Book Ruling Cuts Options for Google

By CLARE CAIN MILLER
Published March 23, 2011

SAN FRANCISCO — Now that a judge has curtailed Google's ambitions to create a giant digital bookstore and library, the company is left with few appealing options.

Add to **latimes.com**

Go to **Creating a digital public library without Google's money**

allies Google's settlement with authors and publishers has been tossed out, shining a spotlight on copyright law. Maybe we shouldn't entrust that kind of project to a corporation anyway.

Google & the Future of Books

Robert Darnton

E-MAIL SINGLE PAGE PRINT SHARE

Read NOW LATER

1 2 3 ...

How can we navigate through the information landscape that is only beginning to come into view? The question is more urgent than ever following the recent settlement between Google and the authors and publishers who were suing it for alleged breach of copyright. For the last four years, Google has been digitizing millions of books, including many covered by copyright, from the collections of major



Monica Capone

The newly restored reference room of the library at the American Academy in Rome





Itinerary, 4/14

Consequences of the Internet:

6 D's...

Disintermediation: Eliminating the middleman

What future for newspapers & news?

Disaggregation: things fall apart

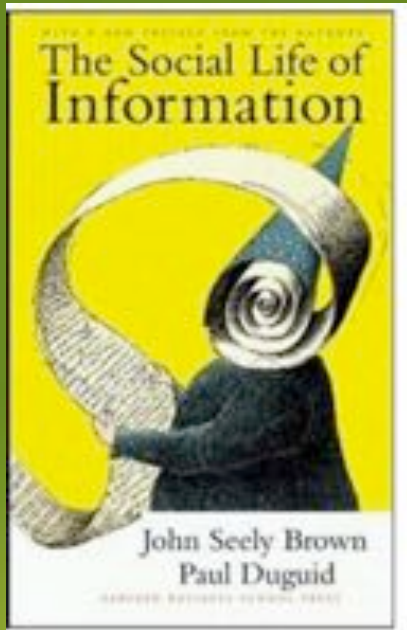
Dematerialization and the future of the book

A crisis in scholarly publishing

Valediction...



6 D's and a 7th



Brown and Duguid's six D's

(Demassification)

Decentralization

Denationalization

Despatialization

Disintermediation

Disaggregation

And one more...

Dematerialization

The confluence of technological, legal, social, and market factors...



The Internet as Disintermediator



"Cutting Out the Middleman"



E-commerce is dominant or major channel

Downloadable products (software, mp3's, pornography)

Travel/event tickets/etc.

Public records





"Cutting Out the Middleman"

What proportion of US retail sales are online?

.6%

a. 12.1%

b. 21%

c. 29.3%

Successful partial disintermediation
Books (new & used) (40%)



DELL

ebay
Motors™





"Cutting Out the Middleman"

Successful partial disintermediation

Books (new & used) (40%)



FORTUNE

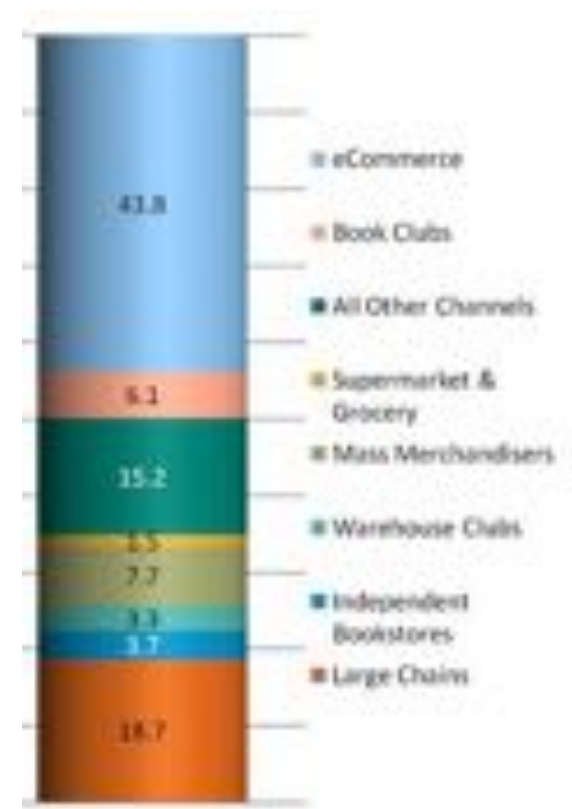
The indie bookstore resurgence

by Verne Kopytoff | @vkopytoff | SEPTEMBER 20, 2013, 3:19 PM EDT



Amazon may have the bargains, but independent booksellers are trading in the importance of real-life community — and are seeing an uptick in business.

FORTUNE — John Evans, co-owner of Diesel, a small California bookstore chain, gives an emphatic “no” when asked if he’s crazy for opening a new store this



2012 to end Nov.



Disintermediating Commerce

Transactional disintermediation

Retail stocks & investment products (though transactions are online)

Groceries

Limited or niche disintermediation

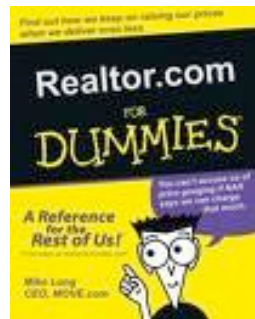
Real estate for sale

New automobiles

Pet food

Furniture

... but price information etc. is disintermediated in all markets





Dematerialization of Informational Goods

Outlook grim for Postal Service as revenue ebbs

Carolyn Lochhead, Chronicle Washington Bureau
Monday, April 19, 2010

PRINT E-MAIL SHARE COMMENTS (202) FONT SIZE

(04-19) 04:00 PDT Washington -- The same forces that have newspaper and book publishing industries are aimed at the U.S. threatening much more than the Saturday mail.

MORE NEWS

• Adachi may look at thousands of

Postmaster General John Pott
last week that the Postal Servi





WHO'S KILLING THE POSTAL SERVICE?



Outlook grim for Postal Service as revenue ebbs

Carolyn Lockhead, Chronicle Washington Bureau
Monday, April 19, 2010

PRINT EMAIL SHARE Facebook Twitter COMMENTS (202) FONT SIZE

(04-19) 04:00 PDT Washington -- The same forces that have
newspaper and book publishing industries are aimed at the U.S.

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Economist

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World politics Business & finance Economics Science & technology Culture The World

The Post Office

Neither snow nor rain

Nor heat nor gloom of night stays these couriers. But the internet will

edition

Like 241 Tweet 19

OPINION

Do We Need a Postal Service?

By KEVIN KOSAR 4/19/10 AT 11:15 PM



A U.S. Postal Service delivery truck sits covered in snow outside the post office in Manhattan, New York, January 27, 2010. Associated Press/Photo by AP

The Internet?

Labor costs?

Congress?

Figure 2: USPS First-Class Mail Volume (1970-2010)

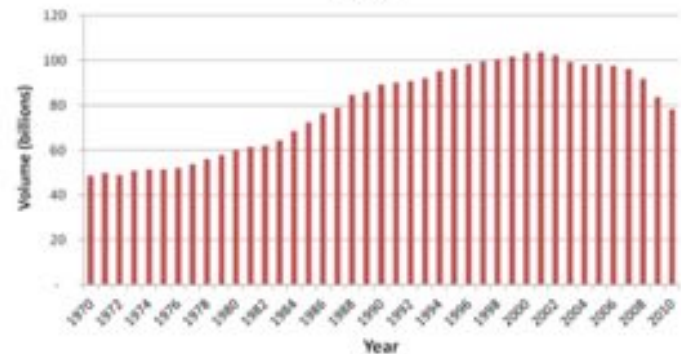
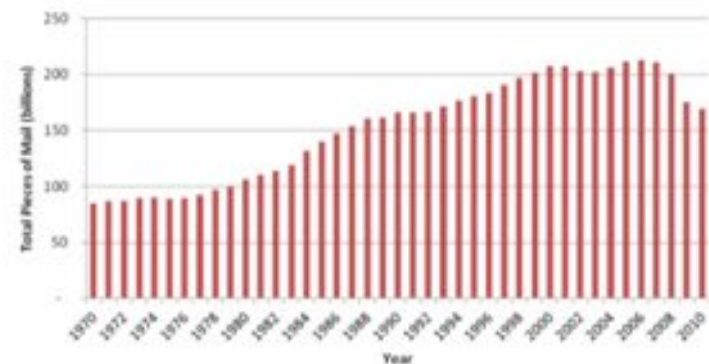


Figure 1: USPS Overall Mail Volume (1970-2010)





WHO'S KILLING THE POSTAL SERVICE?



OPINION

Do We Need a Postal Service?

BY KEVIN KOSAR 6/2/15 AT 8:11 PM



A U.S. Postal Service delivery truck was covered in snow outside the post office in Manhattan, New York, January 27, 2015. (AP Photo/John Manchillo)

.....from a 21st century perspective, the USPS looks like a hopelessly retrograde enterprise. We cut down trees, mill them into paper, print words on the paper, then transport the paper all over America in pollution-belching trucks, and have people deliver them (often on foot) to 150 million addresses. Then people throw most of it away unopened.

Meanwhile, I can email my sister in Ohio, text my nephew in New Jersey, Facebook message my friend in Russia and video chat with my mother for little to no cost and without environmental damage. Kevin Kosar, Newsweek



WHO KILLED THE POSTAL SERVICE?

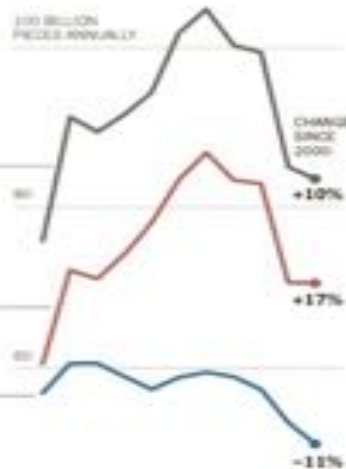


U.S. Mail, by the Piece ...

Here is a tally of items delivered by the Postal Service to American households. On average, more than 320,000 pieces of mail were processed per minute last year.

TOTAL ADVERTISING MAIL

The great bulk of postal volume; in decline even before the recession.



MASS MAIL ADVERTISING

Growth of high-volume commercial "standard mail" is the Postal Service's great hope for survival.



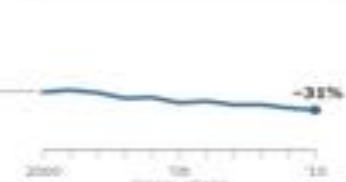
TOTAL FIRST-CLASS MAIL

This continues to erode, as people turn to electronic means to pay bills and write letters. About 15 percent of advertising mail is sent first class — that, too, is falling.



FIRST-CLASS MAIL: TRANSACTIONS

Bills, credit card statements, orders. Once people switch to electronic transactions, they rarely return to mail.



FIRST-CLASS MAIL: PERSONAL

This small segment — letters and greeting cards — is shrinking relentlessly.



2000 10 '10 FISCAL YEARS

Home / North Coast News / News

Congressman speaks out against postal service



By Tyler Dahlgren, Multimedia Journalist, tdahlgren@nccnocalifornia.com

POSTED: 4:36 PM Wed 05/20/10

Text Size

A B C Print

Recommend Share 27 5+ 3

Tweet 12

Plus



EUREKA, Calif. - Congressman Jared Huffman spoke out against the United States Postal Service and the plans to shut down Eureka's processing center.

The Internet?
Labor costs?
Congress?



Will newspapers go under?





End of the newspaper?



THE NEWS BUSINESS

OUT OF PRINT

The death and life of the American newspaper.

BY ERIC ALTERMAN

MARCH 31, 2008

The American newspaper has been around for approximately three hundred years. Benjamin Harris's spirited *Publick Occurrences, Both Foreign and Domestick* managed just one issue, in 1690, before the Massachusetts authorities closed it down. Harris had suggested a politically incorrect hard line on Indian removal and shocked local sensibilities by reporting that the King of France had been taking liberties with the Prince's wife.



Arianna Huffington questions the future of the newspaper.

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EMAIL 

This is the End of the Newspaper Business

OCT 26 2009, 4:10 PM ET

The New York Times

March 17, 2010

I.H.T. OP-ED CONTRIBUTOR

The End of Newspapers?

By MARIE BÉNILDE

Journalists are now in the same situation as steel workers in the 1970s: They are destined to disappear, but they don't know it.

"The newspaper model - putting text on paper - is becoming a dinosaur; much like the horse and buggy disappeared when the automobile came on the scene."



A Perfect Storm for the Old Media

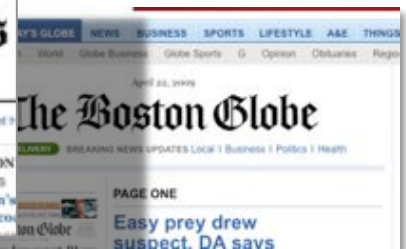


Craigslist etc. divert classified advertising

News aggregators, blogs & online sources capture audience

National sources displace local sources online ("Last man standing")

	Print	Digital Replica	Digital Non-Replica	Total
Wall Street Journal				
2014	1,359,745		916,462	2,276,207
2013	1,356,065		917,702	2,273,767
USA Today				
2014	1,083,200	52,196	1,366,629	2,522,027
2013	1,316,865	61,286	1,484,076	2,862,229
The New York Times				
2014	639,887	20,437	1,359,369	2,019,693
2013	676,633	15,043	1,206,214	1,897,890
The Washington Post				
2014	377,466	16,230	7,664	401,360
2013	405,035	16,646	9,840	431,521



A Perfect Storm for the "Old Media"

Competition from circulars, free dailies and weeklies (since 1950's)

Increased online competition lowers ad rates



Birmingham Metro (orig. Daily News)
1st UK freesheet 1984



Alternative Weeklies





The abyss?





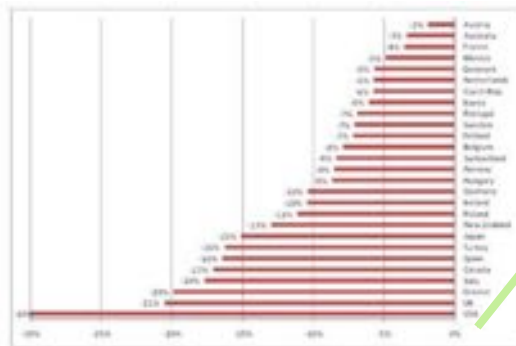
Dire Predictions

Date of extinction

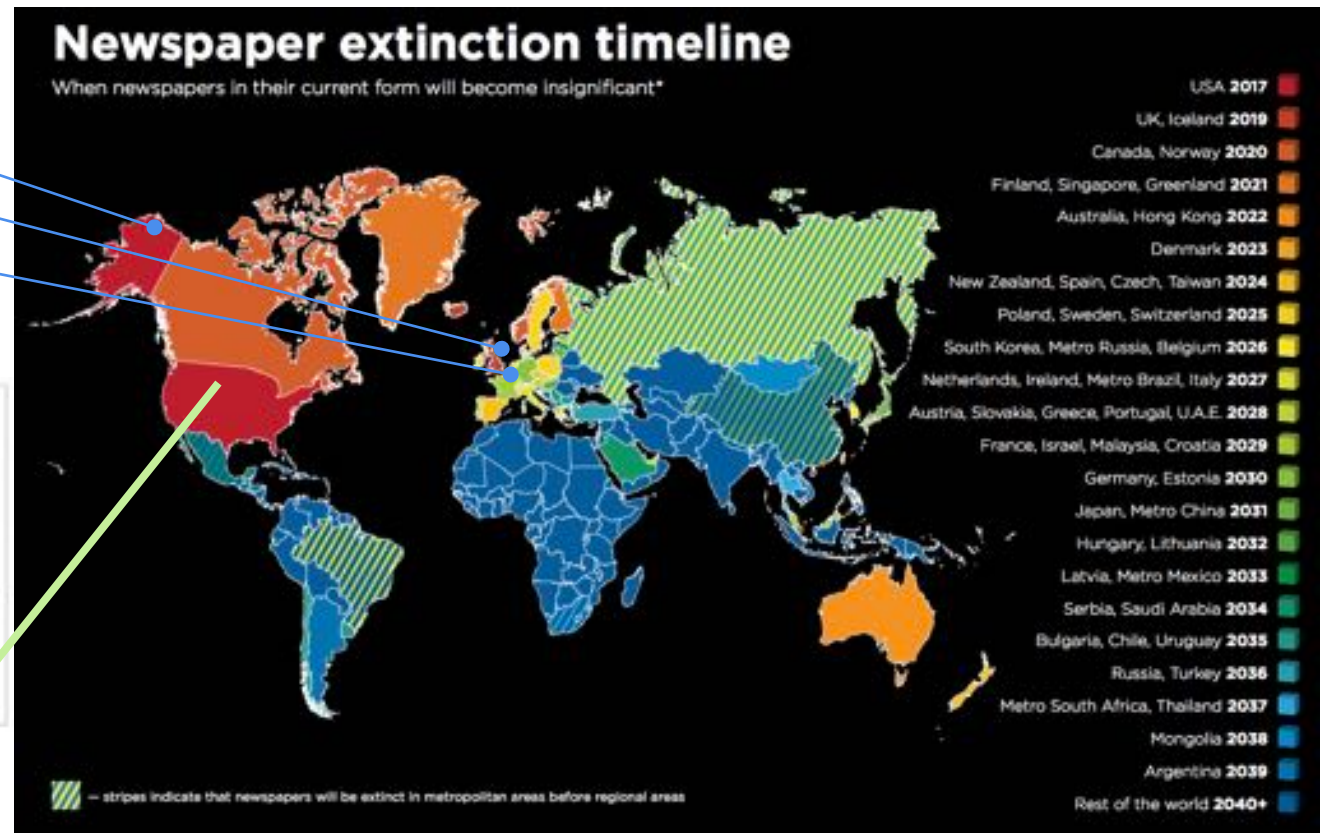
2017

2018

2029



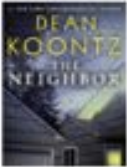
Drop in newspaper circulation






The Disaggregation of Content


Unbundling the modularities imposed by physical packaging of informational goods.




The Neighbor (Short Story) (Kindle Single) Jun
by Dean Koontz
Kindle Edition
\$0.99
Auto-delivered wirelessly




Glitch: A Short Story (Kindle Single) Jun 16, 2014
by Hugh Howey
Kindle Edition
\$0.00 Unlimited
Subscribers read for free. [Learn more.](#)
\$0.99 to buy
Whispersync for Voice-ready
Audiobook Edition
\$1.95
Whispersync for Voice-ready
Other Formats: [Audiobook](#)



Ask Me Twice (Kindle Single) Mar 6, 2015
by Helen Childress
Kindle Edition
\$0.00 Unlimited
Subscribers read for free. [Learn more.](#)
\$1.99 to buy
Auto-delivered wirelessly



Building Your Book for Kindle Apr 15, 2012
by Kindle Direct Publishing
Kindle Edition
\$0.00
Auto-delivered wirelessly



Throttle (Kindle Single) Apr 17, 2012
by Joe Hill and Stephen King


M

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Long form

Collections of great narrative nonfiction, essays, and journalism from around the internet. Plus a couple of meta lists.

LATEST TRENDING FEATURED




michael erard
Feb 1, 2013


Giving Up the Guns

How I got rid of the handguns was easy: I brought a couple dozen rounds of ammunition, down to the range like that, you can turn in guns, no questions asked, and bag and took out the .22, which he dry-fired over my shoulder. Click. "Where'd you get this?" he asked, click, and

[Continue reading](#) · 7 min read



Ralph Richardson
Oct 10, 2013



PROF. MARCUSE
**History in the Public Realm:
Collective Memory?**
Course Reader
UCSB Hist 201E
WINTER 2007

Mixed > Rock > The Ukulele Orchestra of Great Britain

Live in London #1 (Live)

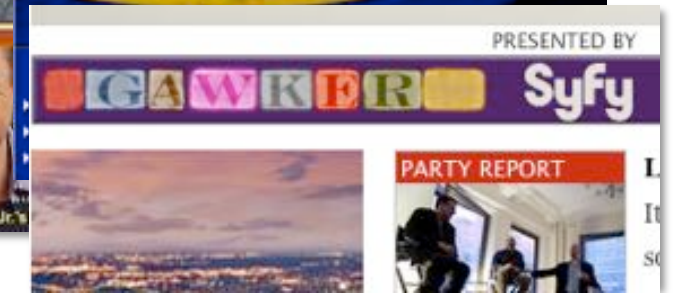
#	Name	Time	Popularity	Price
1	Running Wild	3:20	100%	\$1.29 \$99.00
2	Born to be Wild	3:19	100%	\$1.29 \$99.00
3	Memoirs	3:44	100%	\$1.29 \$99.00
4	Life on Mars (simultaneous segue)	3:47	100%	\$1.29 \$99.00
5	Anarchy in the UK	3:36	100%	\$1.29 \$99.00
6	Hot Tamatoe (They're Red Hot)	4:23	100%	\$1.29 \$99.00
7	Teenage Dintbag	4:10	100%	\$1.29 \$99.00
8	Portofino	2:03	100%	\$1.29 \$99.00
9	It's a Monastery Garden	3:43	100%	\$1.29 \$99.00
10	Yes Sir, I Can Boogie	2:26	100%	\$1.29 \$99.00
11	Satellite of Love	3:25	100%	\$1.29 \$99.00
12	Wuthering Heights	3:25	100%	\$1.29 \$99.00
13	Whistling Bach	1:48	100%	\$1.29 \$99.00
14	Sex and Drugs and Rock and Roll	3:03	100%	\$1.29 \$99.00



The Disaggregation of Content

Specialized sites displace newspapers as sources of information about sports, business, entertainment, weather, listings, opinion, etc.

Personalization: the daily "me"





The Disaggregation of Content

The rise of "pay per view journalism"

Stories are "'naked little creatures that have to go out into the world to stand and fight on their own." Gabriel Snyder, *Newsweek*

"The traffic game is over, and BuzzFeed has won." Nick Denton



Gawker's "Big Board"

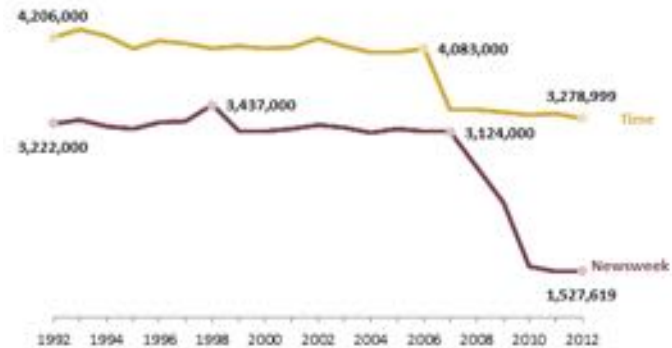


Nick Denton



Magazines: Not what they were

Time and Newsweek's Overall Circulation Over Time
Average Overall Circulation



Source: Alliance for Audited Media, Snapshot reports for consumer magazines





The Disaggregation of Content

Not that the principle is new...





The Future of News



2008: "Free" newspaper readership exceeds paid readership

"We don't have a crisis of audience. We have a crisis of revenue."

"People are used to reading everything on the net for free, and that's going to have to change," Rupert Murdoch, 4/6/09





The Future of News

Economic models for digital newspapers or news gathering:

advertising

"pay wall" (WSJ) or

"freemium" (NYT until recently)

pay-per-view via microcredit

monthly "all you can read" for group of publishers à la cable packages

"tax" on ISP fees

Subsidized by foundations & universities

"Last man standing"





Where Americans get their news

Local TV station: 78%

National network: 73%

Online sources: 54%

Radio news: 50%

Local newspaper: 50%

National newspaper: 17%

Online news users are wealthier, younger, better educated, whiter than other Internet users or general population, and far more likely to have broadband & wireless access.

(Pew survey, 2010)



Why Form Matters



The affordances of everyday things

Affordance



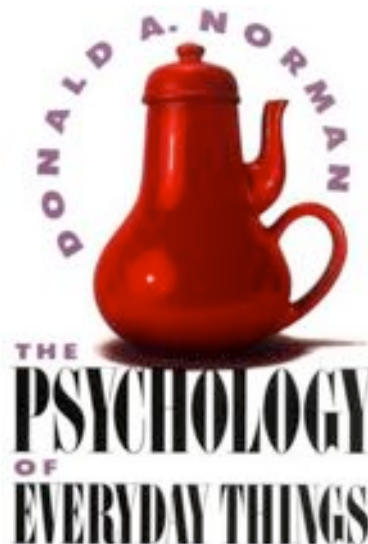
Picture: closed apple unibody MacBook Pro

Fine line

Dint in the aluminium frame

Affordance: the only irregularity on the plain front of the notebook invites the user to place a finger. A gentle push opens the top part of the notebook like a clamshell. (The fine line evokes curiosity to find out if the object can get divided into 2 parts.)

Affordances: (perceived?) "action possibilities" latent in the environment



J. J. Gibson



Sorting out the affordances of new technologies

Material features of documents enable:

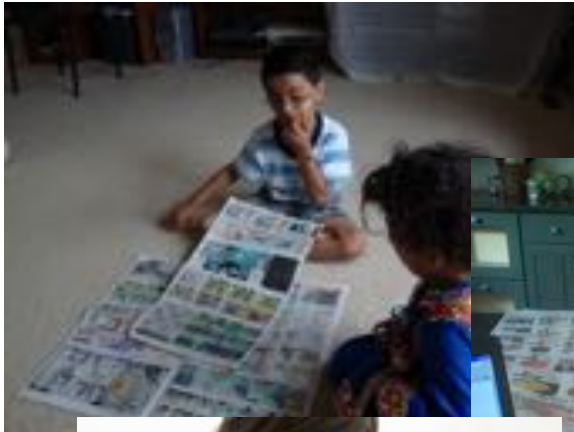
- Characteristic modes of interacting with documents

- Symbolic & iconic roles of documents

- Social practices that determine use & interpretation of documents



The affordances of newspapers





The affordances of newspapers



BLD017160 [RF] © www.vissaphotos.com

Spot the Out-of-Towner



The affordances of newspapers



The Subway Fold

The New York Times subway fold. It's the hallmark of a true New Yorker – up there with the cab-driving whistle and ordering your coffee “regulsh.” Simply follow the instructions below and please, stand clear of the closing doors ...



1) Fold the newspaper in half, lengthwise, and create a crease down the middle fold.



2) Fold again, horizontally, creating quadrants.



3) Flip and fold, as necessary, to read each portion of the page.



4) To jump to the continuation of an article, turn to the continuation page.



5) Fold continuation in half, lengthwise.



6) To read stories that fall in the center sections ...



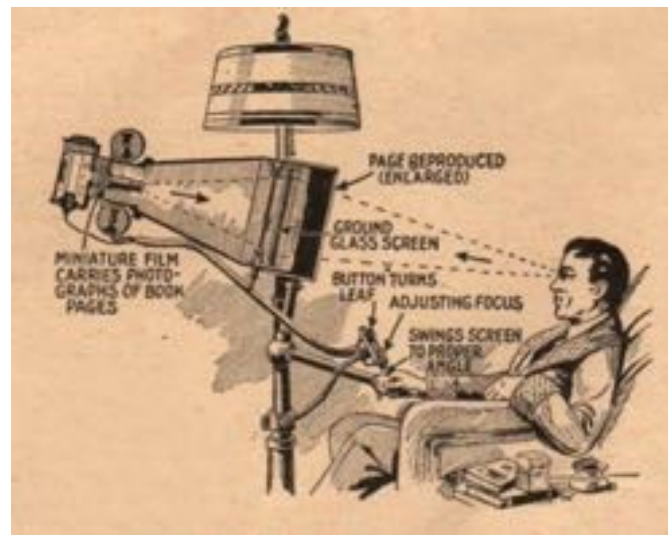
7) Fold back over, creating two longwise portions ...



8) Then fold again into four parts.



What future for the book?





Books? Where we're going we don't *need* books

A clash of fetichisms

"Nobody is going to sit down and read a novel on a twitchy little screen. Ever." — E. Annie Proulx

"Paper is just an object that [some] information has been sprayed onto in the past..." — Ted Nelson

In the future, physical books will be of interest mainly to those "addicted to the look and feel of tree flakes encased in dead cow tree flakes encased in dead cow" William Mitchell, Dean of the School of Architecture, MIT

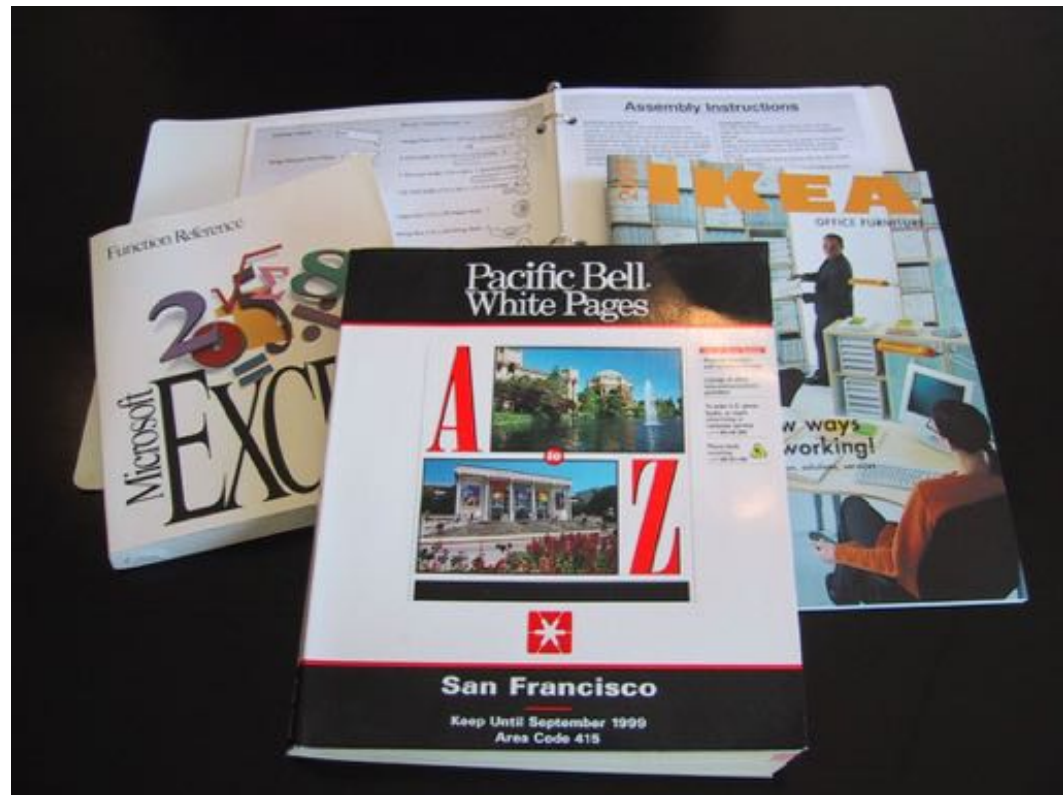


. . . THE BOOK





books. . .





... and the books we
actually read





"Twitchy little screens" and the future of the book



2000 Microsoft Reader debuts

2009 E-books begin to outsell paper

2016 Last print newspaper

2019 Paper books remain popular among collectors...

2020 Dictionary definition of *book* changes



"Twitchy little screens" and the future of the book



2000 Microsoft Reader debuts

2009 E-books begin to outsell paper

2016 Last print newspaper

2020 Dictionary definition of *book* changes

2019 Paper books remain popular among collectors...

A piece of history is gone – Microsoft Reader to be discontinued

August 15, 2011 | 9:57 am

AAAAAAA

Posted in: ereaders, Paul Biba

Tags: ereader, Microsoft, microsoft reader



Beyond "twitchy little screens"



Material limits as features: the fixity of representation, interaction with the body

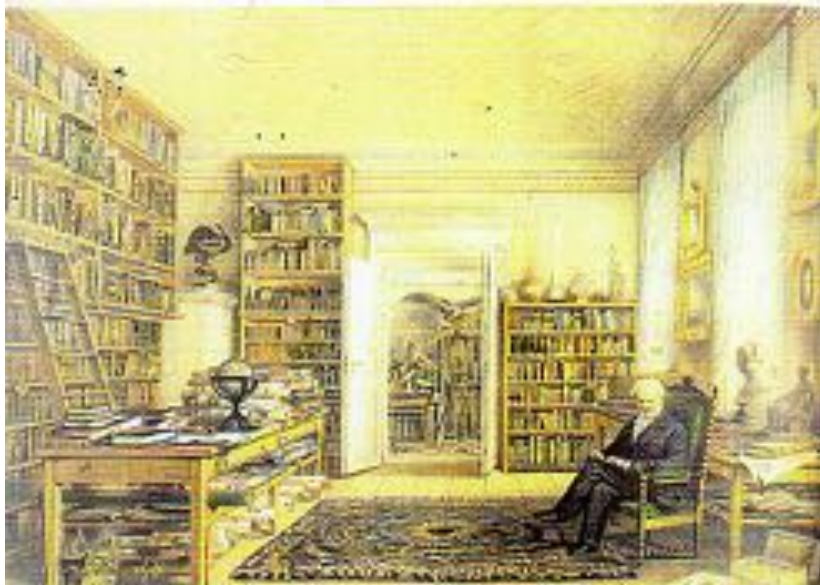


"My readers... will see in the tell-tale compression of the pages before them, that we are all hastening together to perfect felicity."

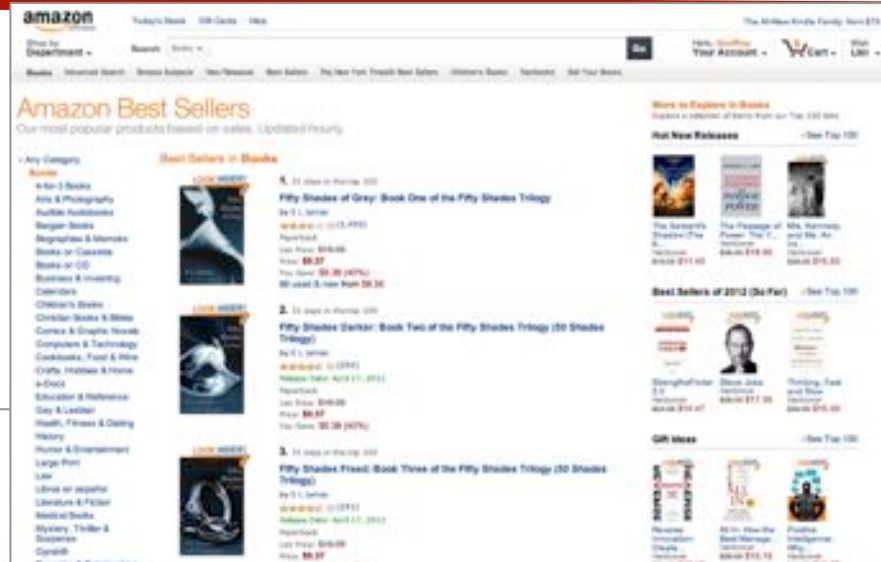
Jane Austen, in the final chapter of *Northanger Abbey*



The Epigraphic Book



The Epigraphic Book



- ✓ **This item:** *The Social Life of Information* by John Seely Brown Hardcover **\$15.78**
 - ✓ *Here Comes Everybody: The Power of Organizing Without Organizations* by Clay Shirky Paperback **\$10.88**
 - ✓ *Convergence Culture: Where Old and New Media Collide* by Henry Jenkins Paperback **\$12.38**
- See a problem with buying these together? [Let us know.](#)

Customers Who Bought This Item Also Bought

- | | | | | |
|--|--|---|---|--|
| <p>A New Culture of Learning: Cultivating the Imagination at the Edge of the 21st Century
by Douglas Thomas
★★★★☆ (21)
Paperback
\$12.95</p> | <p>Here Comes Everybody: The Power of Organizing Without Organizations
by Clay Shirky
★★★★☆ (75)
Paperback
\$10.88</p> | <p>Convergence Culture: Where Old and New Media Collide
by Henry Jenkins
★★★★☆ (24)
Paperback
\$12.38</p> | <p>Remix: Making Art and Commerce Thrive in the Age of Copy
by Lawrence Lessig
★★★★☆ (22)
Paperback
\$13.26</p> | <p>Managing Information Technology (7th Edition)
by Carol V. Brown
★★★★☆ (15)
Hardcover
\$156.31</p> |
|--|--|---|---|--|

Editorial Reviews

What's lost & gained online?
Bookstores as showrooms...



Disintermediating Publishing?

“...someone used the word *disintermediation*. I said, ‘Oh my God, that’s the end of the publishing business.’ ” At a time when a writer can post a novel online and watch the revenue pour in by direct deposit, the publishing industry’s skill at making books, selling them by hand to bookstores, and managing the distribution of the product threatens to become irrelevant. In Epstein’s vision, the writer may need a freelance editor, a publicist, and an agent who functions as a kind of business manager, but authors will keep a bigger share of the proceeds with no lumbering media corporation standing in the way.





The inevitability of the e-book?

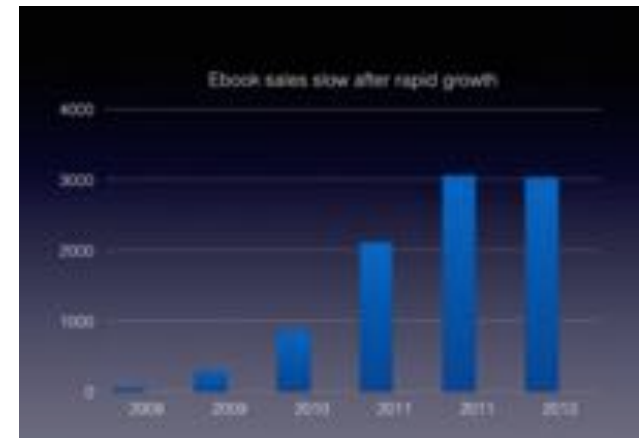
ContentForward>



July 30, 2013 by Publishing Technology

Year-on-year ebook sales fall for the first time, says Nielsen Research

New research on worldwide consumption of ebooks from Nielsen suggests that we could be at the end of the period of



Slowing ebook sales may embolden publishers in Amazon spat

Ebook Growth Slows to Single Digits in U.S. in 2013

By: Jeremy Greenfield | April 1, 2014



A choice we have to make?





Book of the Future... or the present?

THE FUTURE OF BOOKS.

BY JAMES WARNER

.....

2020: All Books Will Be Cross-Platform and Interactive.

Future "books" will be bundled with soundtracks, musical leitmotifs, 3-D graphics, and streaming video. They'll be enhanced with social bookmarking, online dating, and alerts from geo-networking apps whenever someone in your locality purchases the same book as you— anything so you don't have to actually read the thing. Authors will do their own marketing, the reader will be responsible for distribution, the wisdom of crowds will take care of the editing, and the invisible hand of the market will perform the actual writing (if any). Writers will respond either by going viral or by going feral.





The crisis of scholarly publishing

Journals should be easier than books to move to digital distribution

- Easy to read online or print out articles

- Production uses templates

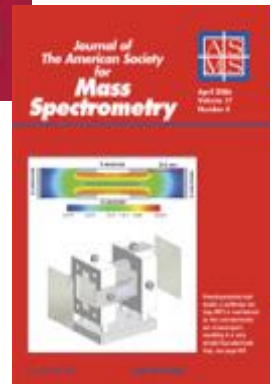
- Predictable print runs

- Appeal to general disciplinary community

- One-time purchase decisions

 - Lower marketing costs per sale

 - Each annual renewal adds value





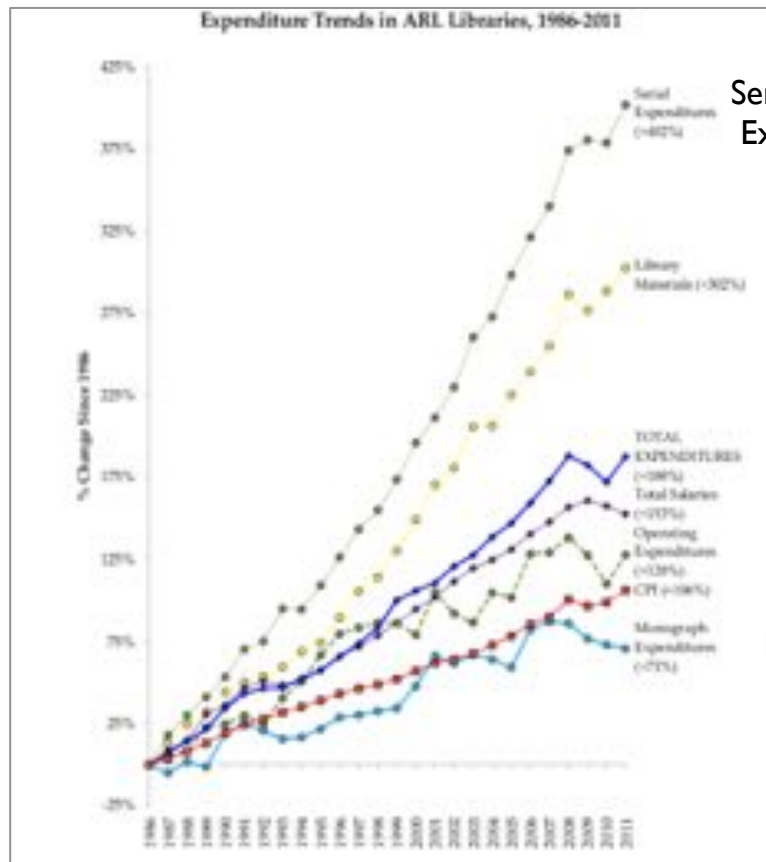
But university libraries are being squeezed

The crisis hits home...

ARL Library Materials Expenditures						
2003			2011		Increase	
1	Harvard	\$26,534,181	1	Harvard*	\$31,223,854	18%
2	Yale	\$24,965,521	2	Yale*	\$30,858,698	24%
3	Michigan	\$19,235,775	3	Toronto	\$26,555,515	68%
4	UC Berkeley	\$16,291,361	4	Columbia*	\$26,655,182	77%
5	Toronto	\$16,060,880	5	Michigan*	\$24,744,107	29%
6	Penn State	\$15,457,047	6	Princeton	\$23,505,803	63%
7	Columbia	\$15,054,531	7	NYU	\$21,818,363	73%
8	Cornell	\$13,682,362	8	Albany	\$20,424,599	118%
9	Princeton	\$12,866,304	9	USC	\$20,080,312	67%
10	UT Austin	\$12,686,944	10	Chicago	\$18,680,779	48%
11	UCLA	\$12,672,517	11	Penn State	\$18,336,588	19%
12	NYU	\$12,645,171	12	Duke*	\$18,112,394	44%
13	Chicago	\$12,605,544	13	Texas A&M	\$17,923,344	41%
14	Duke	\$12,545,843	14	UC Berkeley	\$17,661,576	8%
15	Indiana	\$12,520,645	15	UT Austin	\$17,441,272	37%

*UC Berkeley Library Peer Institution

Source: Association of Research Libraries



Serial Expenditures

Monograph Expenditures



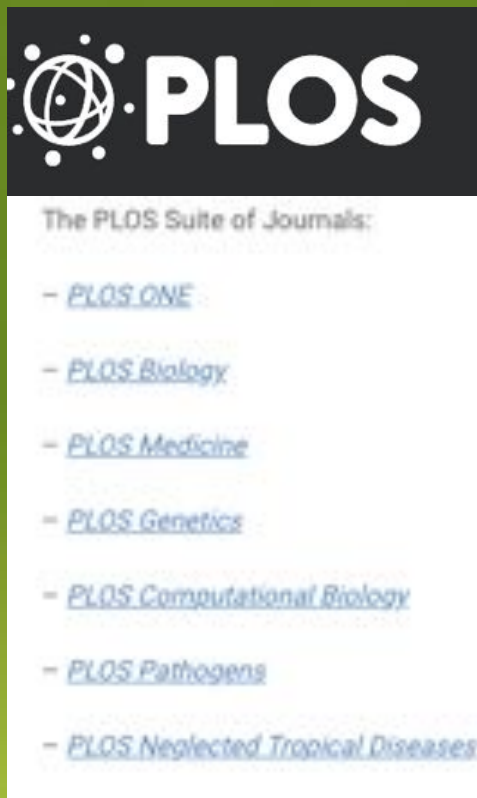
The crisis of scholarly publishing

New models of subscription:

UC Berkeley – "a Springer-Verlag university"

Disaggregation of contents

Open-Source





Readings for April 16, 1

Required Reading

Jones, Feminista. 2013. "Is Twitter the underground railroad of activism?" *Salon*. July 17.

Kaba, Mariame and Smith, Andrea. 2014. "Interlopers on social media: feminism, women of color and oppression," *Truth Out*. February 1.

Lenzo, Brian. 2013. "Will the revolution be tweeted?" ISR. July 17. Read: From "Facebook revolution or Wall Street hype?" to the end.

Loza, Susana. 2014. "Hashtag Feminism, #SolidarityIsForWhiteWomen, and the Other #FemFuture," *Ada: A Journal of Gender, New Media, and Technology*. July 21.

McKenzie, Mia. 2014. "On Ferguson Protests, the Destruction of Things, and What Violence Really Is (And Isn't)," *Black Girl Dangerous*. November 26.

Reflect back on your responses and class discussion around "Black Lives Matter" demonstrations and how media portrayals of "riots" and "violence" are racialized



Readings for April 16, 2

Additional readings:

Watch "Asmaa Mahfouz & the YouTube Video that Helped Spark the Egyptian Uprising," February 8, 2011.

Read: StudentNation (various students). 2015. "From Selma to Madison, a Generation Demands Justice," March 16.



Assignment for April 16

The readings from Jones, Kaba and Smith, and Loza focus on social media technology as a powerful social change resource for marginalized groups (whether based on race, gender, sexuality, ability, citizenship, and/or class). Whilst readings from McKenzie and Lenzo suggest that social media technology uses the same racialized portrayals (“Ferguson protesters are violent rioters”) and oversimplified narratives (“Facebook=revolution”) as mainstream media. Referencing both perspectives, use specific examples to show whose argument is more convincing. What implications might these arguments have for social issues that you care about?