

Effects of Technology Essay

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Why are the ideas of convergence important? Convergence is significant because our means of obtaining information, entertainment, shopping, decision-making, and communicating are colliding into one giant stream of “data”.

Jenkins begins the article by specifying the link between three main concepts which are media convergence, participatory culture and collective intelligence. According to Jenkins, media convergence point toward every story being told, every brand that’s being sold and every consumers being courted across differing media platforms. Participatory culture refers to the media consumers who choose to merge with media officials rather than taking in what they distribute. As a final point collective intelligence indicates to an alternative source of media power, essentially, individuals who join forces to let their opinions known to opposing types of media.

Considering media convergence Jenkins argue against the knowledge “that convergence should be understood primarily as a technological process bringing together numerous media functions within the same device” (Jenkins 457). Instead Jenkins state “old media are not being displaced. Rather, their functions and status are shifted by the introduction of new technologies” (Jenkins 464). That symbolizes a cultural “shift” to encourage consumers to seek out new data and make connections among detached media content. Watching “[How I Met Your Mother](#)” with this in mind the episode starts with Ted as the

narrator telling how technology has taken out the mystery in life as we constantly see people on their cellphones/smartphones looking up people's profiles. Ted states that in 2005 which he refers as "the dark ages" the gang is at McClaren's arguing about what the most popula...

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...other" viewing how old and new technology has changed the actions of human beings over the time. And how the importance of convergence are colliding into one huge database.

Works Cited

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