2015-ben ami lesz és ami nem

Hammer Ferenc ELTE Média és Kommunikáció Tanszék

#curatecontent

Algorithms can be used to collect news content based on users' interests and behaviours @webbmedia

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#securesources

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#podcastsoverradio

Tell a news story by creating a conversation @webbmedia

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2015 - Webbmedia Group

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2014 - PBS.ORG

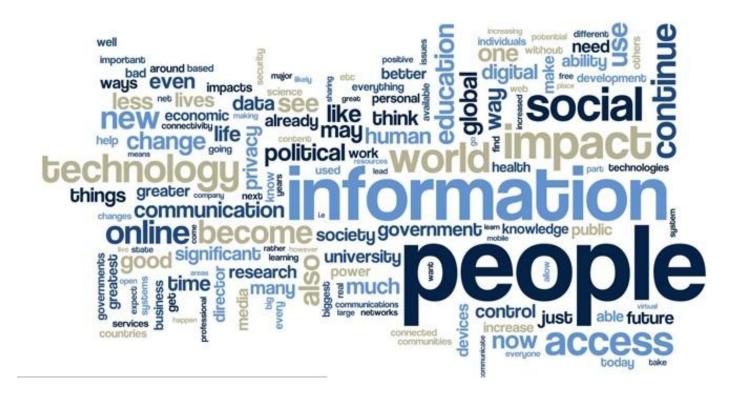
- 1 THE NEED TO SHIELD JOURNALISM IN THE POST-SNOWDEN ERA
- 2 THE REBOOTING OF MOBILE STRATEGY AS "WEARABLES" HIT THE MARKET
- 3 THE APPLICATION OF SOCIAL MEDIA VERIFICATION TO SUPPORT TRUST AND CREDIBILITY
- 4 THE INCREASINGLY IMPORTANT ROLE OF NEWSROOM DATA AND ANALYTICS
- THE EMERGENCE OF ONLINE VIDEO STORYTELLING AS A POTENTIAL CHALLENGER TO BROADCASTERS AT THEIR OWN GAME
- 6 THE RISE (AND FALL) OF WOMEN EDITORS
- 7 THE GLOBAL COLLABORATIVE JOURNALISM BREAKING NEW BARRIERS
- 8 THE REALIZATION THAT DIGITAL MEGA-STORIES MAKE AN IMPACT
- 9 ATTEMPTS TO NAVIGATE THE ETHICAL CHALLENGES OF NATIVE ADVERTISING
- 10 THE EVOLVING ROLE OF THE EDITOR TO MEET NEW BUSINESS AND TECHNOLOGY CHALLENGES

Digital Life in 2025

Experts predict the Internet will become 'like electricity' — less visible, yet more deeply embedded in people's lives for good and ill

BY JANNA ANDERSON AND LEE RAINIE

Summary: 15 Theses About the Digital Future



Mashable: 4 Predictions for the Future of Politics and Social Media, 2012

- "Despite the enthusiasm of the tech crowd and blogosphere, Twitter is exceedingly far from the mainstream, with only 6% of Americans using the service."
- "As many have already foreseen, social media will not require experts for much longer."
- "TV will no longer be as valuable as interactive media."
- "Governments and politicians will feel the impact of leaks sooner, but it's unlikely the methods of protecting sensitive information will be much changed."

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magyarul



Az Orion 313 néprádió plakátja

Nemzeti Kommunikációs Hivatal

Nemzeti Infokommunikációs Szolgáltató Zrt.

Reklámadó

MTV bulvár, 80 mrd

Ingyenes média

Kábel ügyek

Drogteszt újságíróknak

Chilling effect, soft censorship, audience capture

Internetadó

Mondjam még?

kérdések

- Ki fizet és miért?
- Ki szabályoz és hogyan?
- Hova megy a közönség/felhasználó?

Köszönöm

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https://www.facebook.com/ferenc.hammer1