



Stony Brook
University



Center of Excellence
WIRELESS AND INFORMATION TECHNOLOGY
AT STONY BROOK UNIVERSITY

Participatory Culture

Implications for the Communications Industry



Issue Management
is our Field

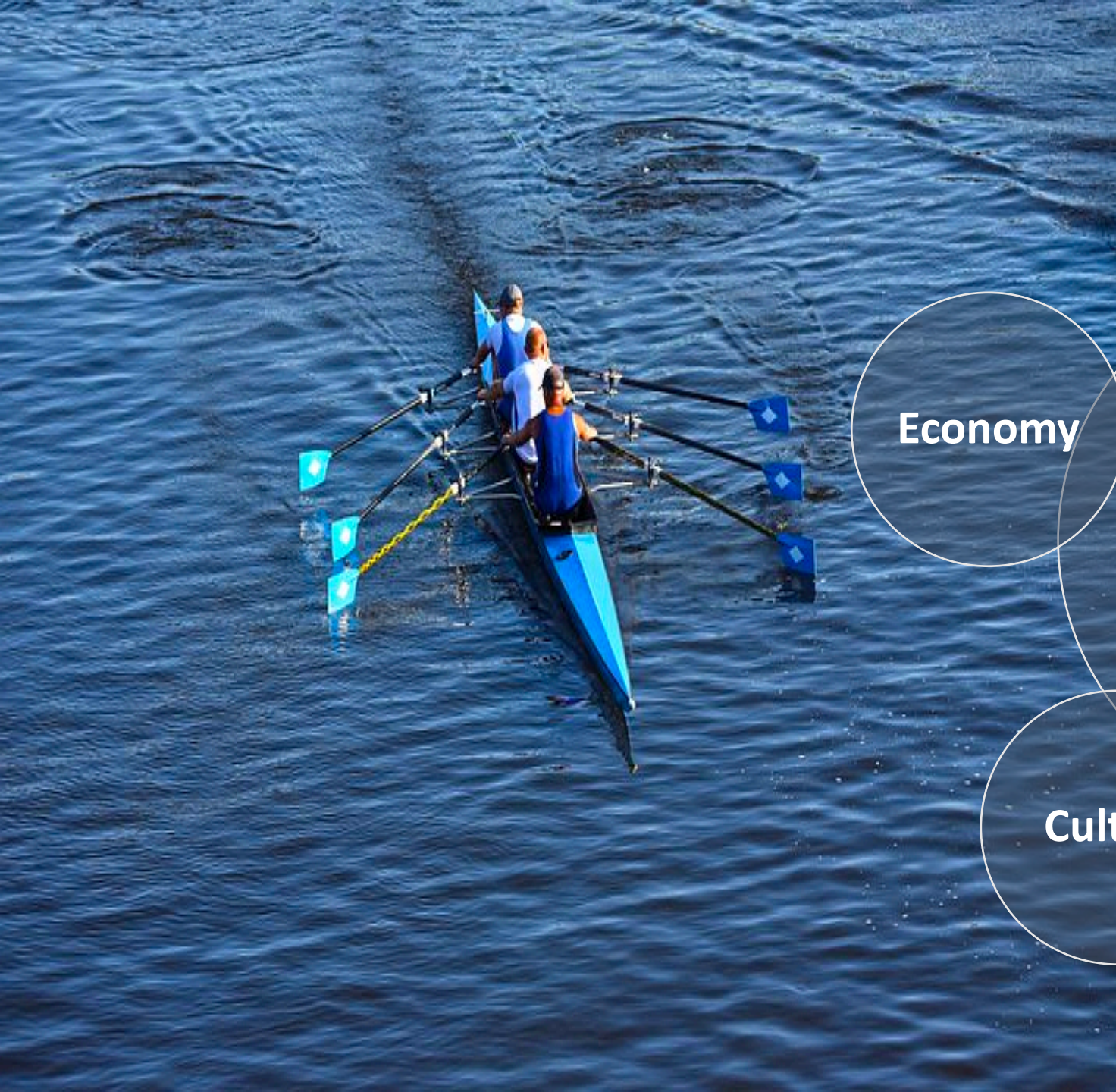


Change is the only constant; the only thing that doesn't change is change itself



Participatory Culture has always existed





Economy

Politics

Sport

Participation

Culture

Art



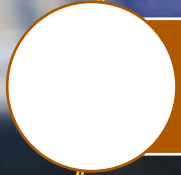
Informal Mentoring



Co-Production



Low Tech Barrier



Codes of Behavior (Like!)



Ubiquitous

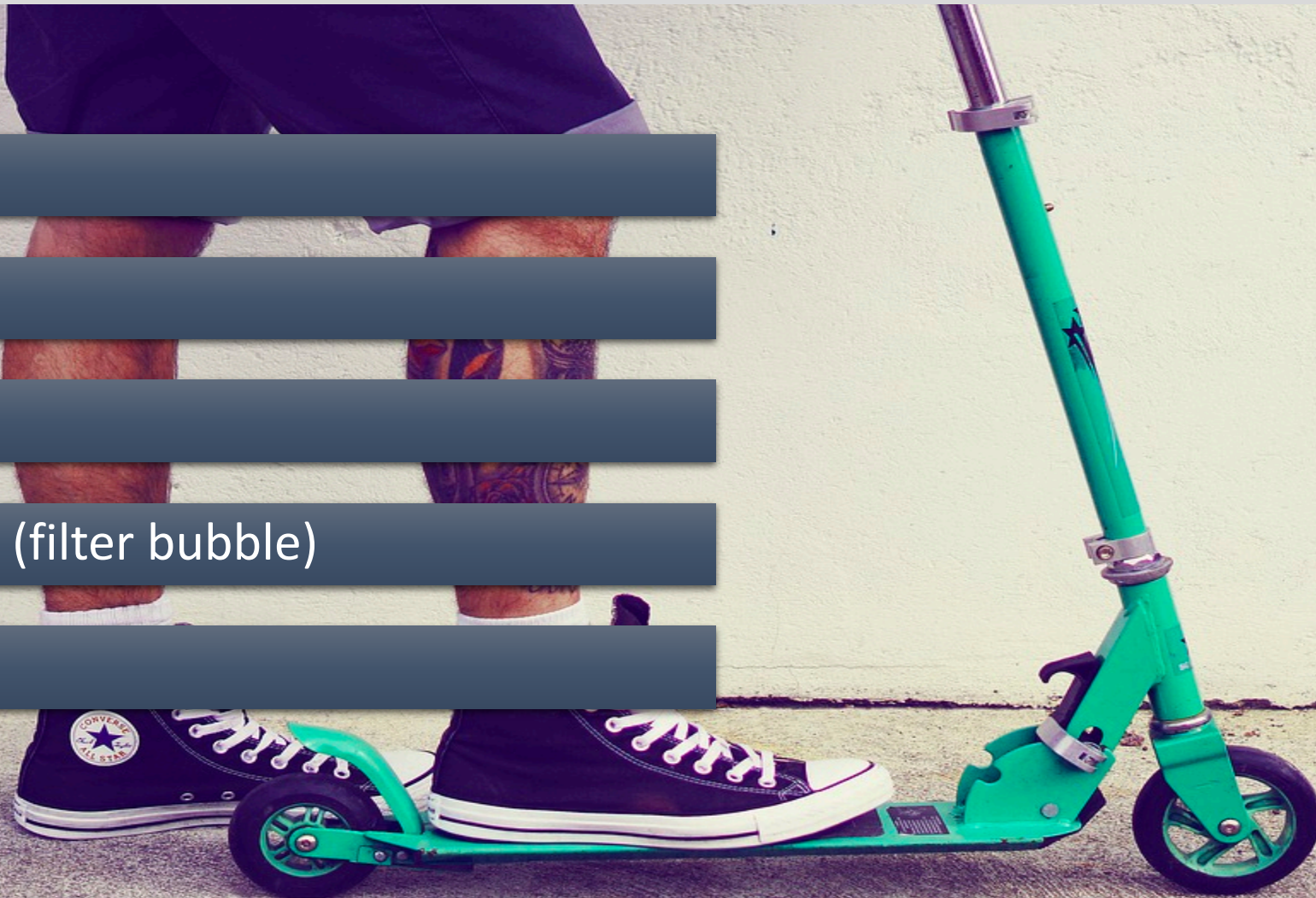


All-Encompassing



Participatory Culture is Enhanced by the Information Revolution

- Volume
- Pace
- Access
- Self-Design (filter bubble)
- Flat Hierarchy



The Power of Participation



Who is the New participant?

The GI (1901-1926)

The Silent Gen (1927-1945)

Baby Boomers (1946-1964)

Gen X (1965-1979)

Millennials (1980-1999)

Gen Z (2000-Present)

Today's young people differ from yesterday's.



Baby boomer
1940–59



Gen X
1960–79



Gen Y (millennial)
1980–94



Gen Z
1995–2010

Context

- Postwar
- Dictatorship and repression in Brazil

- Political transition
- Capitalism and meritocracy dominate

- Globalization
- Economic stability
- Emergence of internet

- Mobility and multiple realities
- Social networks
- Digital natives

Behavior

- Idealism
- Revolutionary
- Collectivist

- Materialistic
- Competitive
- Individualistic

- Globalist
- Questioning
- Oriented to self

- Undefined ID
- “Communaholic”
- “Dialoguer”
- Realistic

Consumption

- Ideology
- Vinyl and movies

- Status
- Brands and cars
- Luxury articles

- Experience
- Festivals and travel
- Flagships

- Uniqueness
- Unlimited
- Ethical

This Classic
McKinsey
Typification
is the
industry's
standard



Being a
New Participant
is a
State of Mind
not a just matter
of chronology

although they do tend to be
younger



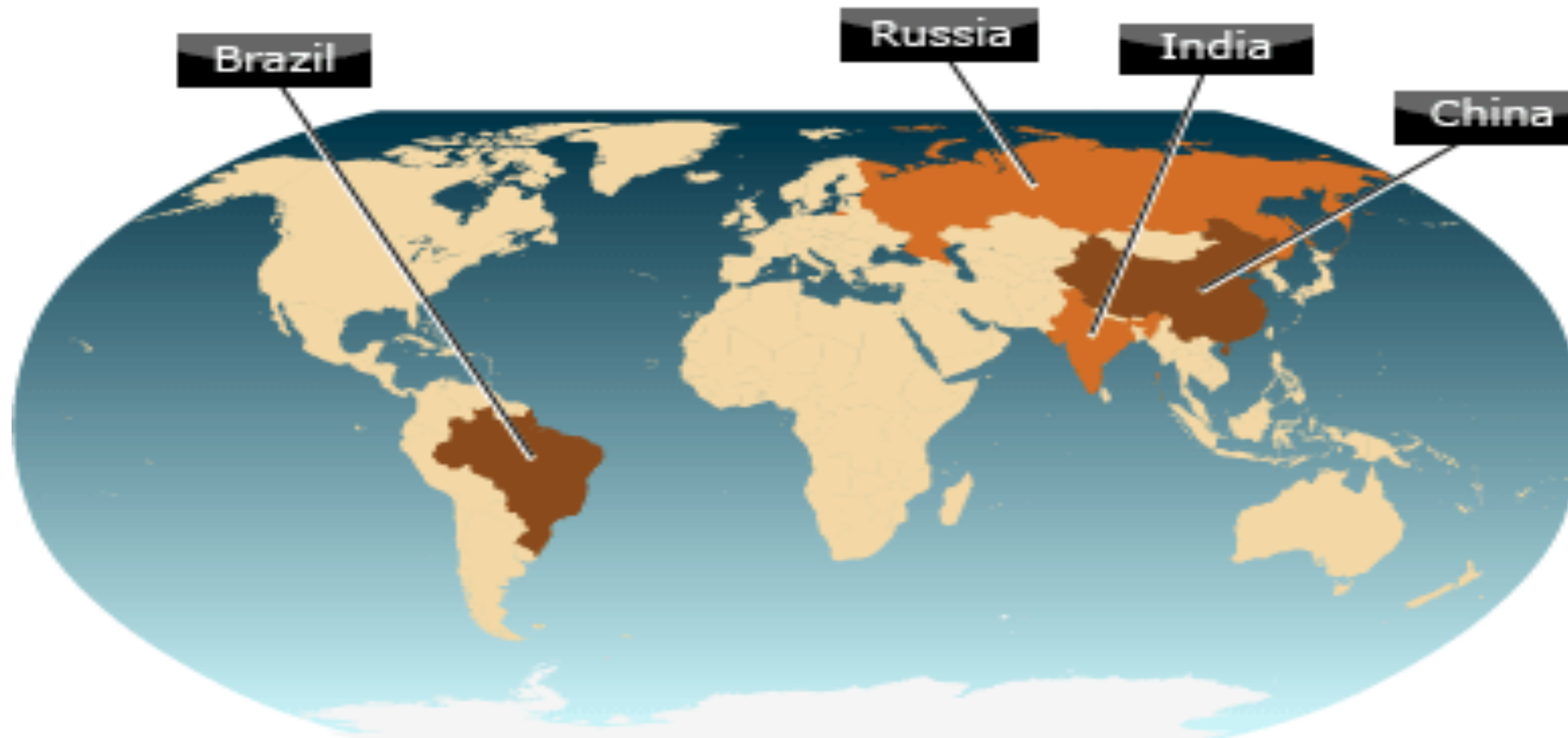
EMERSON
RIGBY

A close-up photograph of an elderly person's hand, with visible wrinkles and a silver bracelet, touching a tablet screen. The screen displays a card game interface with a green background and various playing cards. The top of the screen shows a score of 30, a time of 11:55, and a date of March 12, 2017. The bottom of the screen shows a 'Game: 32' indicator and some icons. The person is wearing a dark blue sweater.

The New Participant is a Cross-Generational Phenomenon

New Participants are Almost 40% of World Population

BRIC Nations



Source: BAV global study 2015-2016

A view of Earth from space, showing the curvature of the planet and the horizon. A bright sun is rising over the horizon, creating a lens flare effect with several overlapping circles in shades of orange, red, and blue. The background is a dark blue space filled with stars.

**The New Participant lives in a borderless world
with an ever-expanding social circles**

Strong Urban Identity: the (Re) Emergence of Cities

- **Their National Identity is Eroding**
- **Their Urban Identity is a Defining factor**
- **Cities Emerge as the Most Important Social & Economic Unit**
- **True Global Competition is Between Cities**

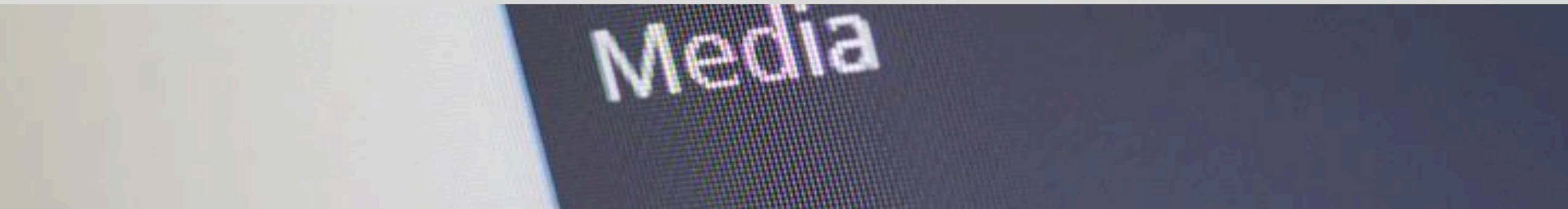
**For the first time in
human history:**

**The New
Participant can
Self-Design
Information
Environment**





New Participants are not passive consumers ; they are co-producers of content



**Unfavorable View Regarding Force:
Force is not an Option, Neither Police nor Military**



Trust

Stay True to Purpose

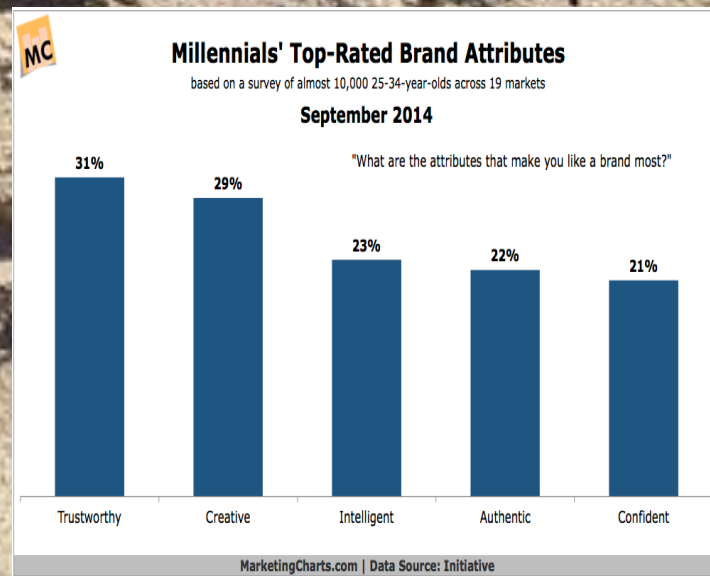
Accountability

Positive Contribution

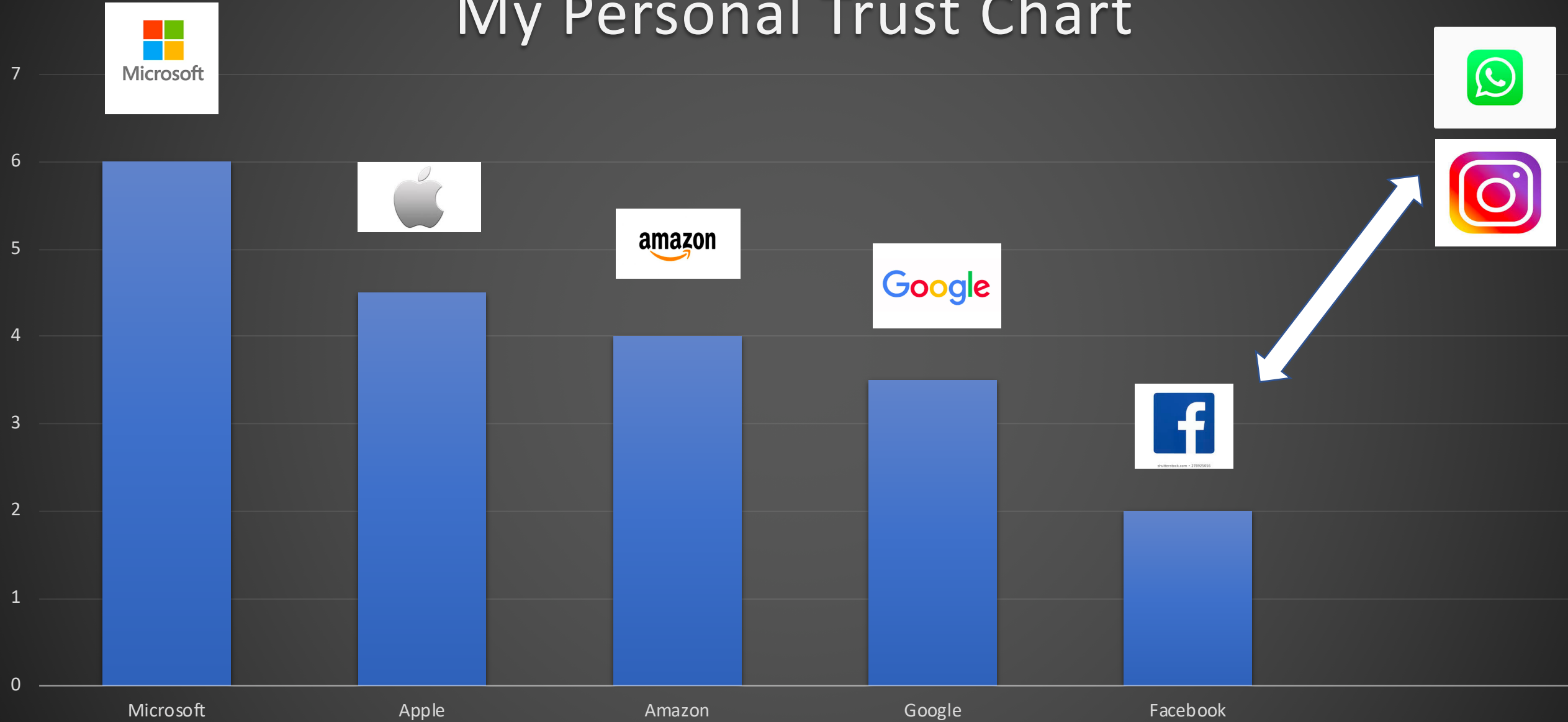
Reliability

Value-Driven

Transparency

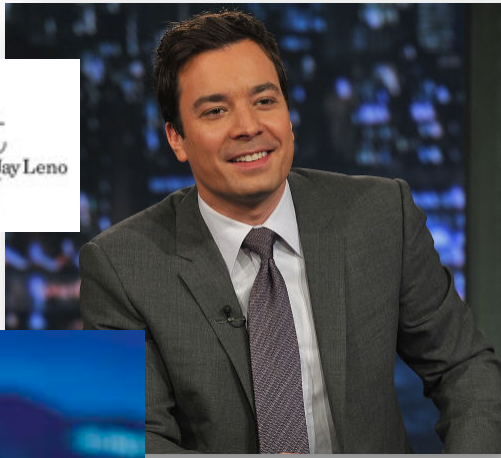


My Personal Trust Chart



EMERSON
RIGBY

The
Tonight
Show
with Jay Leno



LAST
WEEK
TONIGHT™
WITH JOHN OLIVER

**New Participants
Get Their
Information From a
Variety of Sources**

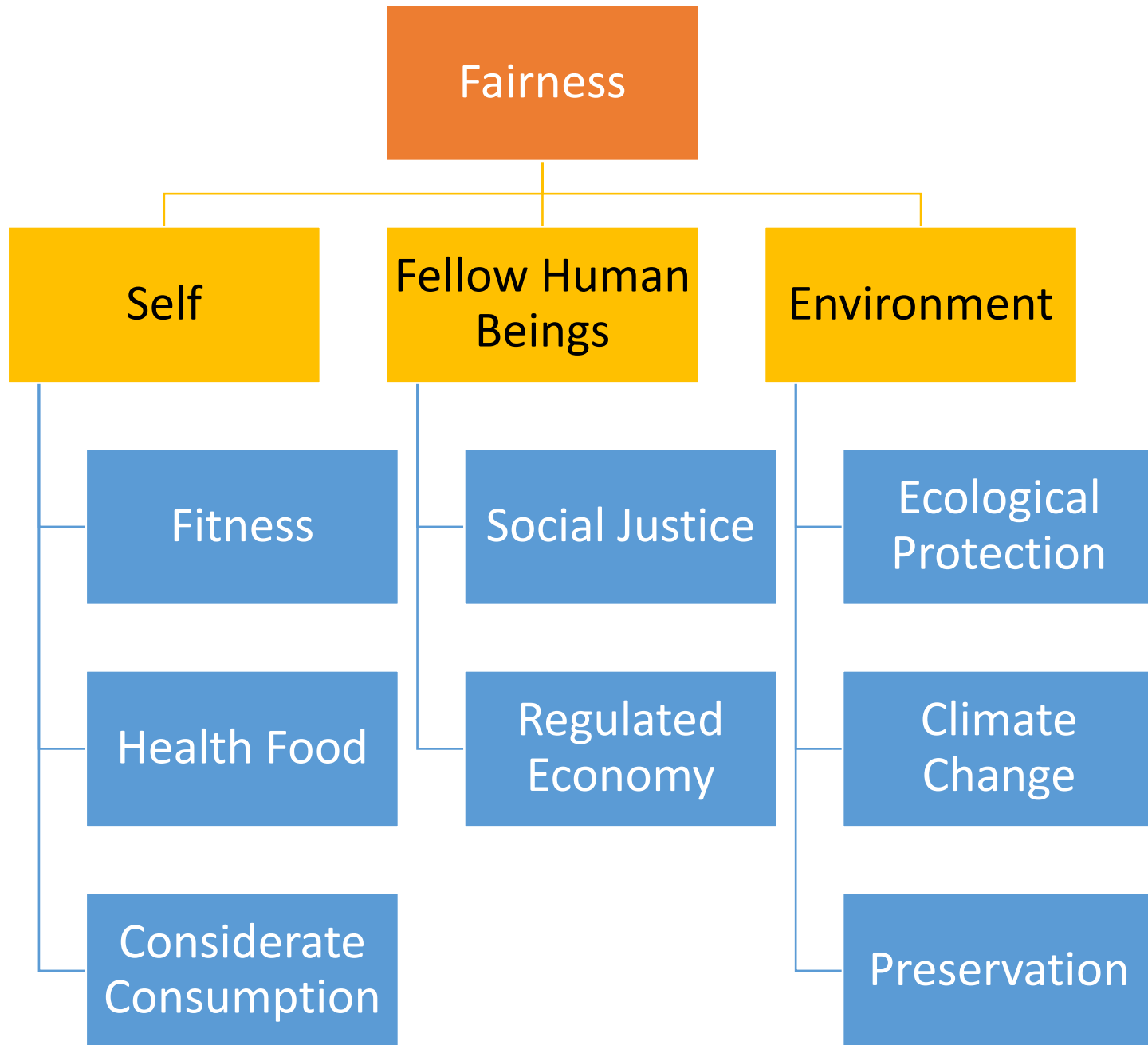
**Their Favorite News
Sources Cater to the
New participant's
Worldview**




The New Participant

Fairness

Identity



A close-up portrait of Mark Carney, the Governor of the Bank of England, looking slightly to the left. He is wearing a dark suit jacket, a light blue shirt, and a dark tie. The background is a soft, light blue gradient.

“Firms ignoring
climate crisis will go
bankrupt”

Mark Carney
Bank of England governor



EMERSON
RIGBY

Identity

Who Am I?

Who is My Tribe?

Me

Who is my City?

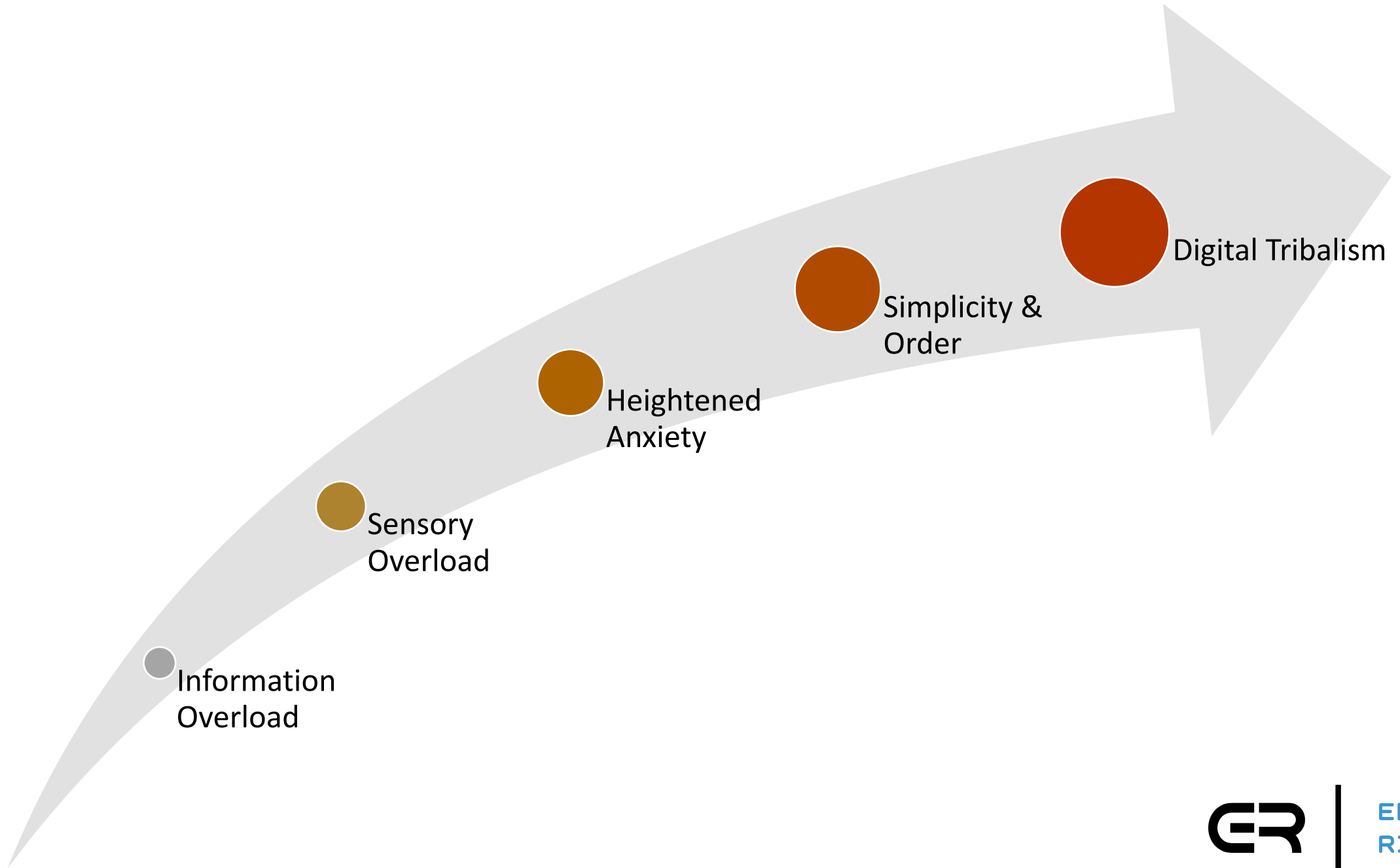
Who is my Nation?



EMERSON
RIGBY

Hazards of Information Overload





Information
Overload

Sensory
Overload

Heightened
Anxiety

Simplicity &
Order

Digital Tribalism

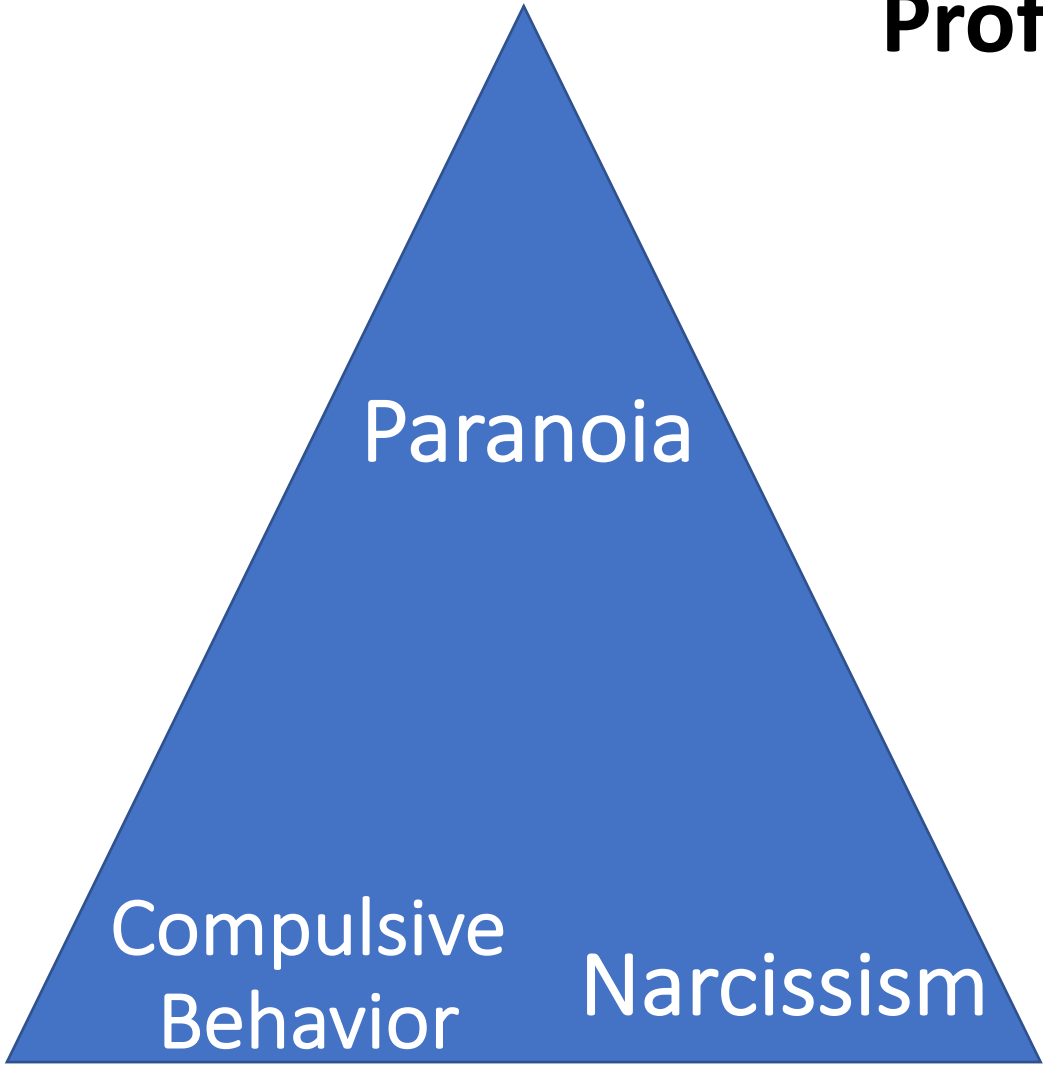
Political De-Mystification



Rise of New Charisma



Prof. Post's Typification





- Unprecedented **exposure** to information
- Increased **anxiety**
- Pursuit after **simple solution to complex problems**
- Rise of **populism**
- **Disappearance of distance**
- **Authenticity and reflexivity** are the new attraction



Connected and Disconnected at the Same Time





Tend to be Younger

Co-producers of Content

30% of BRIC, More in West

Urban Identity

Borderless/Glocal

Issue-oriented & Value Driven

Engaged/Disengaged

“Work in Progress”

Tensity: “Fine with Conflict”

Mistrust Toward Institutions

Technology is Empowering

Immediate Gratification (app gen)

The New Participant

Summary

Why should we care?

A HARD TO GET GROUP TODAY, BUT THE BEACON OF FOCUS THAT CAN HELP SHIFT THE CONVERSATION

VALUES

- Power
- Wealth
- Status
- Trendy
- Stylish
- Daring

Connectivity: HIGH

Eco Attitudes: LOW

Shopping: LOVE TO SHOP

VALUES

- Meaning in Life
- Environmentalism
- Helpfulness
- Social
- Original
- Innovative

Connectivity: HIGH

Eco Attitudes: HIGH

Shopping: LOVE TO SHOP

VALUES

- Maintaining Security
- Respect for Tradition
- Following Rules
- Down to Earth
- Independent

Connectivity: LOW

Eco Attitudes: LOW

Shopping: CONSUMING LESS

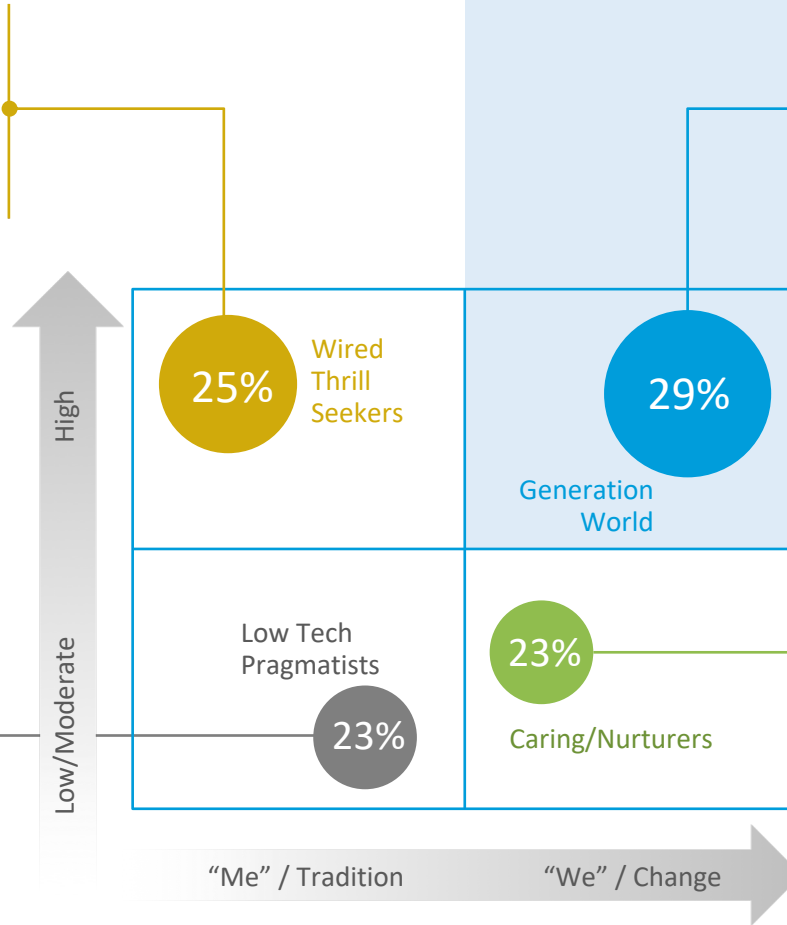
VALUES

- Meaning in Life
- World Peace
- Equality
- Reliable
- Trustworthy

Connectivity: LOW

Eco Attitudes: MODERATE

Shopping: CONSUMING LESS



The Basics



GENERATION WORLD #1 RANK: MEANING IN LIFE

TOP INDEXING:

- Environmentalism
- Helpfulness
- Duty

▪ WIRED

- Slight female skew
- Mix of ages

▪ Materialists

Top Indexing Self Imagery

- Social
- Original
- Innovative
- Socially Responsible



NURTURERS #1 RANK: MEANING IN LIFE

TOP INDEXING:

- Equality
- Environmentalism
- World Peace

▪ ANALOG

- Slight female skew
- Skew slightly older

▪ Consuming less

- Reliable
- Trustworthy
- Simple



PRAGMATISTS #1 RANK: SECURITY

TOP INDEXING:

- Respect for tradition
- Helpfulness
- Following rules

▪ ANALOG

- Slight male skew
- Skew older

▪ Consuming less

- Traditional
- Down-to-earth
- Independent
- Reliable



THRILL SEEKERS #1 RANK: PLEASURE

TOP INDEXING:

- Power
- Wealth
- Status
- Fame

▪ WIRED

- Slight male skew
- Skew younger

▪ Materialists

- Trendy
- Stylish
- Carefree
- Daring



What Defines Them

Ridiculously connected

They are more than twice as likely as the general population to say “social networking websites are an important way I stay in contact with people” and that “the first thing I do when I have news to share with others is update my social networking profile.”

Trendy

They say “friends would describe me as into the latest technology” and “like keeping up-to-date with current styles and I am fashion conscious (50 percent and 31 percent more likely to agree than the general population)

Relationship-driven

They are not “willing to sacrifice time with family in order to get ahead,” and convinced that “how I spend my time is more important than how much money I make.” (101 percent and 39 percent more likely to agree than the general population)

Adventurous

They “enjoy getting involved in new and unusual situations” (27 percent more likely to agree than the general population)

Discerning

They “like buying from companies that have a purpose that makes a difference in the world” and “willing to pay more for organic products” (27 percent and 47 percent more likely to agree than the general population)

Shoppers

They “love to shop” and disagree that “these days, I shop less often than I used to” (29 percent and 22 percent more likely to agree than the general population)



EMERSON
RIGBY

We also know...

They put their money where their beliefs are
They don't shy away from consumerism/wealth display

They're even more likely to be religious

They're more likely to be liberal and democrat, but also...

They're not necessarily more likely to solve their problems through politics

	Gen Pop says...	They say...
I am willing to pay more for products/services from companies that contribute to my local community	32%	64%
I am willing to pay more for products/services from companies that care about improving the environment	28%	58%
I get excited when something is new and different	46%	73%
I make it a point to buy brands from companies whose values are similar to my own	32%	58%
I am willing to pay more for products that are green	21%	45%
I like to stand out in a crowd	14%	37%
I am willing to pay more for organic products	20%	42%
I consider myself an intellectual	47%	68%
I am willing to pay more for quality and high performance products/services	42%	63%
I often search for new ways to solve old problems	41%	62%
Where a brand is sold influences how I feel about a brand	19%	37%
Imagination is the key to the future	54%	72%
Since the recession, I realize I am happier with a simpler, more down-to-basics lifestyle	38%	54%
I like to be unconventional	22%	38%
I admire people who have earned enough to afford expensive cars and houses	26%	42%
In politics today, do you consider yourself a democrat	29%	34%
In general, would you describe your political views as liberal	24%	29%
Religion plays an important part in my life	49%	53%
I voted in the last state election	57%	57%



Which brands are doing a good job of connecting with them, and which are not

(compared to general population)

Brands they love more...

Converse	Estée Lauder
Instagram	Bluebird by American Express
yelp.com	Women`s Wear Daily
Hebrew National	Orange Bowl (football)
Grammy Awards	Baltimore Ravens
Greenpeace	Vespa
Wikileaks	University of Phoenix
Dom Perignon	Money Magazine
Xbox	Chase Sapphire
	US Weekly

Brands they love less....

Wal-Mart Supercenter
ESPN
Kashi
Beats by Dr. Dre
Polo/Ralph Lauren
The Dr. Oz show
Hellmann`s
Lifetime
Lululemon Athletica
Coach Leatherware
20/20

THEMES: want to express individuality and but also be stylish/trendy (WWD, Converse, not Wal-Mart); ; want to “wear” brand with values not just labels (Estee Lauder not Polo); punish brands that have let them down (lululemon, Kashi); want authenticity (not a lifetime movie); appreciate honesty (WikiLeaks not Dr. Oz); want to watch sports, not be preached about sports (Ravens/Orange Bowl not ESPN); they could be gamers (Xbox); they value access and opportunity (Bluebird, University of Phoenix); they value quality (not Beats); they value citizenship (Greenpeace); they’re suckers for celebrity gossip (US Weekly)



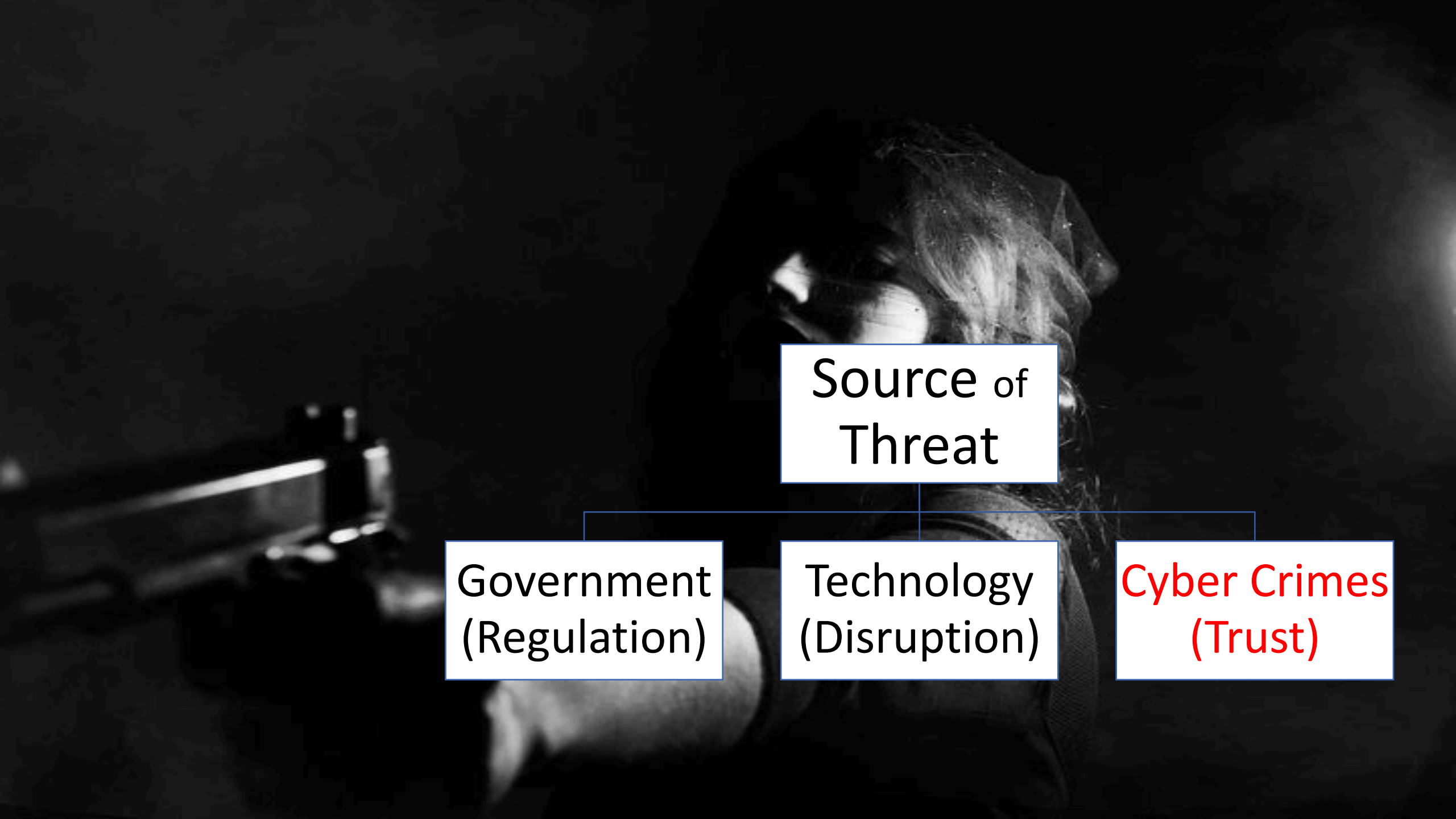
EMERSON
RIGBY

How to connect with them

LOOKING FOR BRANDS THAT ARE:

Up To Date
Social
Friendly
Progressive
Visionary
Innovative
Intelligent
Fun





```
graph TD; A[Source of Threat] --- B[Government (Regulation)]; A --- C[Technology (Disruption)]; A --- D[Cyber Crimes (Trust)];
```

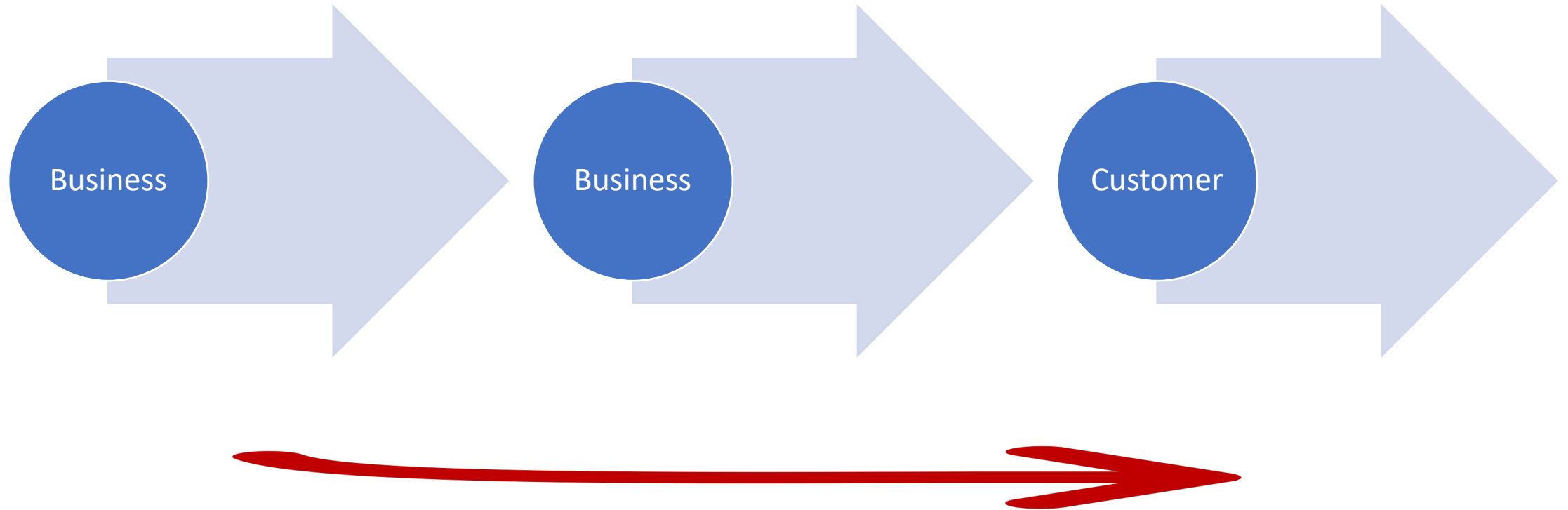
Source of Threat

Government
(Regulation)

Technology
(Disruption)

Cyber Crimes
(Trust)

Effective Flow in the Age of Participation






The Grateful Dead Model

How to own your audience?

Micro-Targeting: No need to guess

- Embrace narrowcasting
 - Shift from blanket messaging to nano-delivery
 - Recalibrate as you go
 - Increase relevance
- 
- A glowing dart with a textured handle and a fiery trail, symbolizing precision targeting. The dart is shown in a dynamic, forward-moving perspective against a background of warm, glowing colors (yellow, orange, red). The tip of the dart is sharp and pointed, and the trail behind it is bright and fiery, suggesting speed and precision. The overall image conveys a sense of accuracy and focus.

- Meta-Data collection
- Analytics
- Predictive segmentation
- Fast delivery
- Online exclusive deals
- Easier returns
- 24/7 availability



Online vs. Offline

Online Sales account for a record 18% of total retail sales

Study Offline Behavior

Create Relevant Content

- Household economy
- Financial advice
- Consumption planning
- Partnering with major media outlet
- Non-fiction content
- Entertainment
- Online gaming



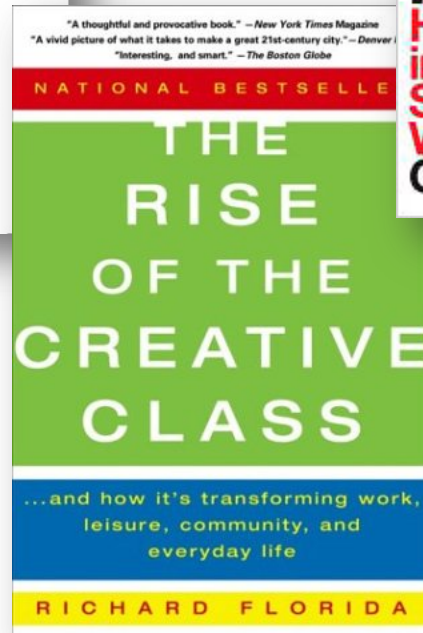
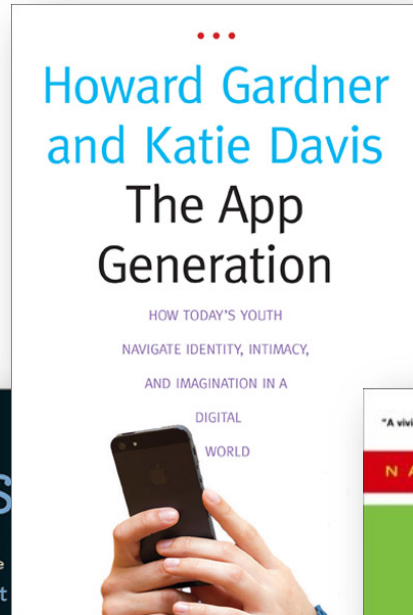
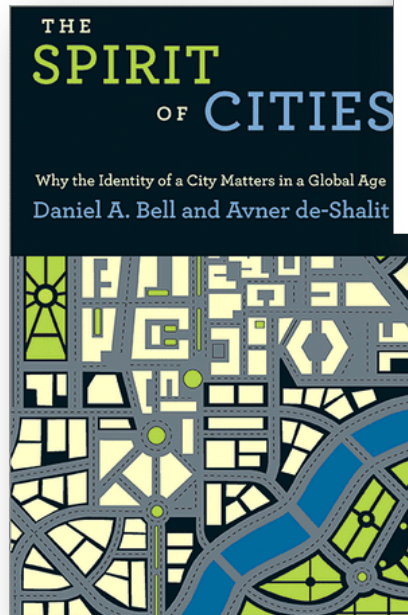
EMERSON
RIGBY

You are Key; Embrace Change; Recognize Obstacles



EMERSON
RIGBY

Recommended Reading



Thank You!!

9



Images Courtesy of www.pixabay.com
Charts used with permission from BAV www.bav.com