

# New Media

Whatever That Means

# What is the Internet?

- A global network of computers
- Bob Taylor and the ARPAnet, 1969
- Tim Berners-Lee and the World Wide Web, 1989
- Marc Andreessen and Netscape

# The Internet and Convergence

- All ‘traditional’ media have found their way online
- None have ‘mastered’ the new medium — many don’t have a clue
- Online, anyone can be a ‘journalist’
  - More voices, democratization
  - Less quality, reliability

# Ethical Issues

- Truth
- Privacy
- Confidentiality
- Social Responsibility
- Questionable Material
- Photo and Video Ethics
- Politics

# Copyright

- If you did not create the work or have permission to use it, you can't use it
- Because it is online does not mean it is 'copyright free'
- You may not even own what you think you own

# The Big Problems

- Instant History
- Laziness
- No Professional Standards
- Sources
- How to Make Money