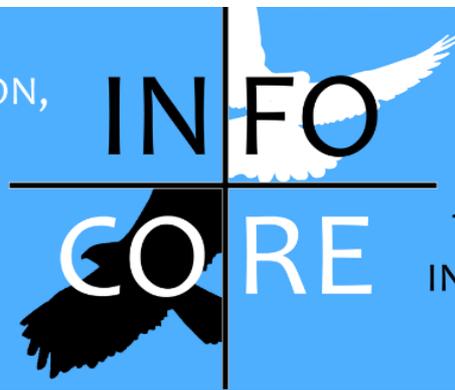


(IN)FORMING CONFLICT PREVENTION,
RESPONSE AND RESOLUTION:



THE ROLE OF MEDIA
IN VIOLENT CONFLICT

INFOCORE Definitions

“User/Audience”

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Definition: “User/Audience”

(in relation to Social Media)

Users/Audience/Lay Publics on social media are active members of the public who engage in social media and networking activities. The empowerment of users/audience through the online dissemination and collaboration platforms and the changing media consumption patterns combined with the diffusion of the Internet have fuelled the optimistic accounts on democratic participation and active citizenship (Bowman & Willis, 2003; Gillmor, 2004).

In contrast to traditional media, social media are characterized by a fundamental convergence of the roles of content producers and consumers, allowing every user to become a producer while creating and disseminating content. Bruns (2005) has coined the term *produser* to refer to this blurring line between the producer and the user of content, while Gillmor (2004) and Rosen (2006) speak of the *former audience* to stress that the public should no longer be regarded as a passive group of receivers.

Social media and networking platforms allow users/the audience to engage directly to information production and dissemination activities, while allowing them to have potentially direct access to information and immediate distribution of news and events. The exclusive journalistic mediation is challenged though a horizontal, interactive, circular, and non-hierarchical flow of information that transcends professional gatekeeping and calls for a “bottom up” approach. At the same time, the emergence of citizen/public journalism creates innovative communication opportunities for active producers with a prospective global audience. In various conflicts and especially in suppressive/authoritarian regimes, citizen journalists have been/are the sole eyewitnesses and channels of information to the rest of the world.

INFOCORE addresses the role of audience/lay publics for media production (WP3) as well as their use of social media and their engagement in social networking activities.

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