

Verhulst

Erasmus

Geneeskunde

Stefaan G. Verhulst

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- **Mediation is what we care about;**
- **New technologies have created new (and more) mediators;**
- **We live in a multi-mediating environment;**
- **This requires us to consider dominance from a mediating ecology perspective.**



Various Mediating Roles

A Window or a Mirror

A Filter or Gatekeeper

A Signpost, Guide or Interpreter

A Forum or Platform

An Interlocutor or Informed Partner

**Media: combination of Mediating
Roles**



Implications

**Determination of our Frame of Reference
(responsibility, literacy and quality)**

**Mediation is not value neutral
(transparency)**

**Scarcity determines power (diversity and
access)**

Attracting and Directing Public Attention;
Persuasion in matters of Opinion;
Influencing Behaviour;
Structuring Definition of Reality;
Conferring Status and Legitimacy



Assumptions behind New Technologies

- **Abundance and Loss of Scarcity**
- **Dis-intermediation**
- **New Receiver-Sender Relationship**
- **Empowerment of the User
(Personalisation)**
- **Transparent and Open Sphere**



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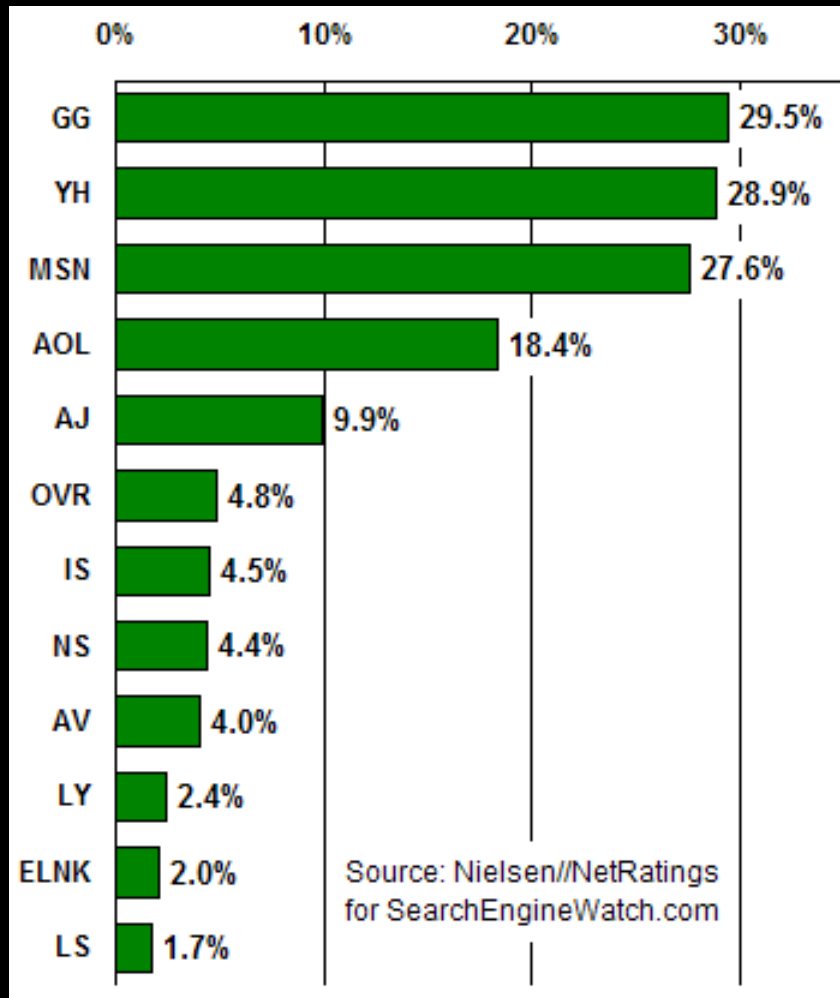


New Mediating Roles

- **Search and navigate**
- **Contextualization and metadata**
- **Customisation**
- **Verification, authentication and authorisation (access control)**
- **Re-purposing**

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- **Portals, Web Services and Walled Gardens**
- **Search engines, Directories and EPGs**
- **Aggregators and Blogs**
- **Digital Identity, Authentication and Access (and Rights) Management**
- **Browsers and Middleware (including Filters)**



US Digital Media Audience Reach *Home & Work Users, January 2003*

KEY: GG=Google, YH=Yahoo, MSN=MSN, AOL=AOL, AJ=Ask Jeeves, OVR=Overture (GoTo), IS=InfoSpace, NS=Netscape, AV=AltaVista, LY=Lycos, ELINK=EarthLink.com, LS=LookSmart,

Nielsen//NetRatings

The global standard for Internet audience measurement and analysis



United States: Top 10 Parent Companies

Week ending December 07, 2003 Home Panel

Parent Name	Unique Audience (000)	Reach %	Time Per Person
Microsoft	53,161	52.06	00:36:55
Time Warner	49,431	48.41	01:35:02
Yahoo!	45,241	44.30	00:42:11
Google	21,009	20.57	00:08:04
eBay	18,459	18.08	00:43:36
Amazon	11,441	11.20	00:13:51
United States Government	10,043	9.83	00:10:31
Terra Lycos	9,536	9.34	00:05:15
RealNetworks	8,426	8.25	00:17:52
Excite Network	7,784	7.62	00:14:32

INVASION



Teenage Overload, or Digital Dexterity? NYT, April 2001



- **Mediating Ecology**
 - **Promote Benefits, Limit Harm (Performance Measurement)**
 - **Overload (Noise) and Dominance as Threats**
- **Make Hidden Mediation Transparent**
- **Re-define the concept of Social Responsibility and Accountability**
- **Re-consider the Old Toolbox (*Access and Competition Rules; Organisation of Access to Content*)**