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Amateur Hour Conference

New York Law School

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From television (YouTube and Revver) to advertising (Craigslist and consumer-made TV ads), movies (Machinima), photography (Flickr and iStockPhoto), encyclopedias (Wikipedia and Urban Dictionary), and news (blogs and citizen journalism), technology is enabling amateurs to produce and distribute high-quality products that people want to watch, read, consume, buy, and re-use. This type of media is sometimes labeled “user-generated,” “amateur,” or “peer-produced” content, and there has been a huge amount of discussion on why people produce it. Any number of commentators have suggested that this is a fundamental change in the way that media is produced and have foretold a future full of people producing media for the love of it. For all the overblown rhetoric, it’s clear that many established assumptions in media are now being overturned.