

Omie Walls

Prof. Zimmer

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Assignment #2

Webcasting

Webcasting is a feature that builds largely off of Masuda's predictions of an information society in terms of the radio. Video streaming broadcasts media like the radio, but it is done over the internet – which has global implications. Also unlike the radio, video streams were first introduced for entertainment purposes. Initially, it was introduced by companies who wanted to provide their own content over the internet, but it bettered with the increase in popularity, allowing users to broadcast their own content. Different interests were organized by categories and given tags to handle the explosion of streamed content. As video streaming became more common, it became more fine-tuned to fit the needs and wants of its users.

People utilized websites like YouTube™, and created tutorials and other creative videos on an array of subjects. Creativity with humor flourished with video clip broadcasting sites like Vine™.

Hierarchies were broken in a few ways. For the first time, people could control what they wanted to watch and *when* they wanted to watch it. Some websites were created to illegally bypass DRM laws and allow the free transfer of copyrighted material. This piracy subtracted millions from movie and television profits. In an effort to limit the damage piracy was doing, television and filmmakers banded together to create Hulu™, which broadcasts full High Definition TV shows and popular snippets aired on TV.

Video broadcasts have been a primary choice for people choosing to spread messages. In Venezuela, citizens were able to broadcast the riot and send a global message to the world when the government shut down various social media websites to silence their voice. Webcasting and video streaming became a critical aid to the citizen movement going on. Without it, there would hardly be any significant proof of such events going on. While this is a great tool for people to spread information, webcasting has negative effects as well.

There is to note a significant downside to video broadcasting. When we film, edit and create video broadcasts, we feel a sense of control. However, soon as that video is posted, we lose all control over it. I've often paused before I have hit "submit." I've also thought, 'Yes, it may be "deleted," but usually not before *someone* can see this.' Is this something that reflects properly and positively on me? What we publish has a sort of permanency. We relinquish a vast amount of ownership of it once it's posted. The case of viral videos really hits this point in several ways.

Webcasting opens people up to the possible chance of large amounts of recognition, as well as scrutiny. Often times, people aren't using discernment when publishing video streams. The effects of this can unfold immediately. When we post videos of people on the internet without their approval, this is an invasion of privacy. No one wants to be filmed without their recognition or consent.

According to the old saying, "A picture is worth a thousand words," how many words is a movie worth? We open the door to criticism and more public opinions that we may not be ready for. Yes, we may be cutting out the motion pictures middlemen, but what else are we cutting out along with them when we produce, edit, and film our own works to be shared with the public? With our rapid advancements, we also need a rapid advancement of ethics to be able to handle

these complex situations. An entire reputation is at stake with the push of a button. That's a lot to bargain and risk losing. Technology has advanced, but has it advanced further than the level that ethics has taken us? It does not appear so, and as a result video streaming can expose issues, highlight irresponsibility, and uncover numerous fallacies in our personal integrity in our society and homes faster and more intensified than ever before.