1. **Digital Media Qualities Inherited from Traditional Media**

While digital media introduces interactivity and user contributions, it still carries some limiting aspects of traditional media:

* Sensationalism & Clickbait: Much like tabloids, digital media often prioritizes attention-grabbing headlines over accuracy.
* Advertising Influence: Commercial interests still dictate content visibility, as seen with algorithm-driven sponsored posts.

2. **Sites That Allow Participation vs. “Eyeball-Only” Sites**

* A Site That Allows You to Create & Share: Reddit encourages community participation, discussions, and user-generated content. People can post, vote, and engage, shaping the platform’s content.
* A Site That Treats Users as “Eyeballs”: Netflix is largely passive. While users can choose what to watch, they can’t interact beyond recommendations. Unlike social media, it doesn’t allow direct engagement or creation.

3. **Are We Still "The Audience," or Something More?**

While traditional audiences **passively consumed media**, today’s users are **both consumers and contributors**. However, some platforms still **limit participation**, keeping users in a **semi-passive role (e.g, Netflix, Corporate Websites).** Some users remain spectators, engaging only through likes rather than meaningful contributions. New terms like “digital citizens” or “media participants” might better reflect today’s engaged yet selective users.

4. **Conceptualizing a Digital Platform as a Place**

Imagine X as a bustling public square, where:

* People shout opinions, debate, and share thoughts in real-time.
* Some users stand on digital podiums, amplifying their voices through viral posts.
* Others listen quietly, reacting through likes or retweets without engaging directly.
* Algorithms act as invisible moderators, deciding which voices are heard the loudest.

This structure mirrors real-world dynamics, some people lead conversations, others follow trends, and a select few curate discussions behind the scenes.