

SM3019

Introduction: Digital Media

Week 3

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Link to these slides:
<https://tinyurl.com/SM3019-slides-wk3>



Week 3

Review of last week: video in society

What can we remember?

What is in our notes?

How are we noting things down?

Writing entries in your rough blog

Preparing articles for your blog submission posts

Preparing to write the case study

Keeping you ideas organised

This week's topic: audio online - music and audio since the beginning of the WWW

(More) legal considerations of audio and video online

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Preparing to write the case study

Evaluate a digital artefact.

Select one from up to four choices, a game, a device, a website, a service.

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The first assignment to hand in is the case study: 1000 words on evaluating a digital artefact.

This is due in week 15 and is worth 20%

That 20% could be the difference between passing and failing.

Start thinking about what you want to evaluate, and have your choice ready by next week to propose to me. Provide 3 reasons why this is your preferred choice.

Preparing to write the case study

Evaluate a digital artefact.

Select **one** from up to four choice types: a game, a device, a website, a media service.

Submit your idea to me for approval.

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Possible ideas

- A favourite digital game
- Playstation, Xbox, or other gaming unit
- A smartphone
- A wearable like a fitbit
- A famous website (like the Nike trainer site, or a political cause site, or a business or education site.
- A media service such as BBC iPlayer, Spotify, Apple Music, an online bank, Vimeo...

Preparing to write the case study

Evaluate a digital artefact.

What to evaluate? We will cover this more in coming weeks...

Start your own research!

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Possible aspects to evaluate

Usability and user experience

Value for money

Usefulness

Ease of use

Enjoyment, satisfaction

Easy to learn

Sociable or engaging

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Topic: audio on the WWW

This session explores audio and music on the WWW.

- **brief history of audio on the world wide web**
- **podcasts**
- **Music streaming**
- **Sharing and downloading**
- **Music and audio platforms**
- **Legal aspects ...**



History of audio online

Music and audio have helped to build the web as we know it today. Users consume music in vast amounts, and history shows us this.

We'll investigate the core history of music, how it has been shared, what happened after the internet and what is happening now.

Good links

https://en.wikipedia.org/wiki/Digital_audio

<https://blog.hubspot.com/marketing/history-of-internet-radio>

<https://vponline.co.uk/home-audio-an-evolution-through-time/>

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Music players

How we play music is at the heart of why music has been loved and shared for so long.

Sharing music has changed immensely since the days of sheet music or even vinyl records.

Asking questions about how we listen to music and how we share it with others means we are thinking about social, cultural as well as legal aspects.

1987

Digital Audio Tape was developed by Sony. Due to high cost, less demand and sticky-shed syndrome, Sony ceased the production of DAT.



1989

MP3

The Fraunhofer Institut in Germany introduced MP3, the standard for audio compression that makes music file smaller with less or no loss in quality. In 1998, MP3 Players was introduced.

2001

Apple Inc introduced its first ever portable music player, iPod.



2007



Swedish sound designer Alexander Ljung and Swedish electronic musician Eric Wahlfors established SoundCloud, publishing tool for music distribution.

2008

Daniel Ek and Martin Lorentzon founded Spotify Technologies. Spotify is an audio streaming platform that provides DRM-protected music and podcasts from record labels and media companies.



Sources:
<https://en.wikipedia.org/wiki/Phonograph>
[https://en.wikipedia.org/wiki/Antenna_\(radio\)](https://en.wikipedia.org/wiki/Antenna_(radio))
https://en.wikipedia.org/wiki/LP_record
https://en.wikipedia.org/wiki/Compact_Cassette
https://en.wikipedia.org/wiki/Compact_disc
https://en.wikipedia.org/wiki/Digital_Audio_Tape

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Music in society

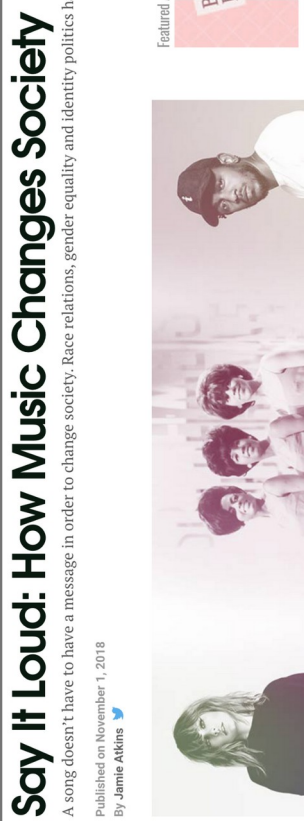
Music has an amazing power to influence society, socially and politically, even changing the law.

Read the Say It Loud web page - it's a longread. Make notes on what you find most interesting and see if you can find other references to add to those facts.

Say It Loud!... <https://www.udiscovermusic.com/in-depth-features/how-music-changes-society/>

Here's another source on this topic:

<http://blog.sonicbids.com/what-kind-of-impact-does-our-music-really-make-on-society/>



Exercise 1.

Google search

Use Google and Google Scholar

Make notes on useful links you find

Make notes on WHY you think the links you choose are useful (what for? What is their relevance?)

Search

“Music in society”

“Music and politics”

“How the internet has changed audio”

Think of a few other good search strings.

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Audio is more than music

Other ways of using audio online are **internet radio** and **podcasts**, as well as **audio books** (online or offline).

Internet radio is available from millions of sources, for all sorts of programming: talk shows, music, documentary, phone ins. **Audio books** are an increasingly popular way of consuming a novel or factual book. Podcasts have become very popular again, after a period of less interest.

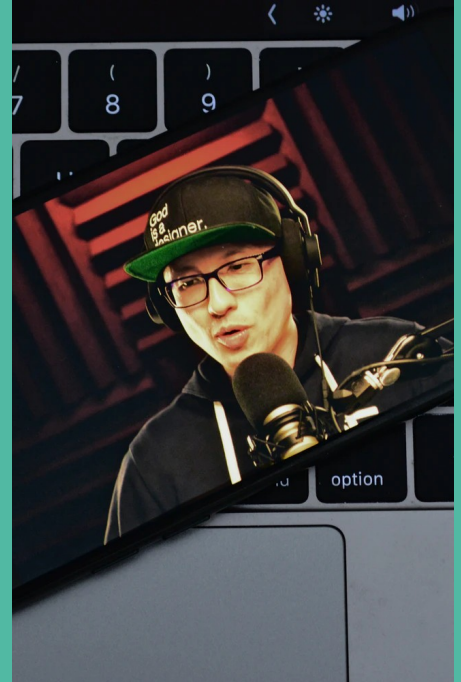
Academic paper on podcasting

<https://sure.sunderland.ac.uk/id/eprint/6224/3/Convergence%20-%20Berry%2021-1-16%20Final%20Submitted%20Copy.pdf>

Wikipedia Internet radio https://en.wikipedia.org/wiki/Internet_radio

Brief history of the audiobook

<https://www.pbs.org/newshour/arts/a-short-history-of-the-audiobook-20-years-aft>



Audio is more than music

Why have audiobooks become so popular? Do audiobooks make paper books more popular?

<https://librivox.org/>

<http://www.openculture.com/freeaudiobooks>

Did Internet radio breathe life into the whole genre?

<https://www.internet-radio.com/stations/top%2040/>

<https://internetradiouk.com/>

There are many free online resources for music and audiobooks. Sites like Open Culture, The Internet Archive, Free Music Archive provide endless good quality content, free.

Thousands of internet radio stations now exist, some are mainstream, some are very niche. Again, these stations are often free to listen to.

How do people make money? Why do they offer content for free?

<https://radio.co/blog/internet-radio-stations-make-money>



What about legal aspects?

Music sharing has been fraught with legal issues. What are these? Do they affect other types of audio?

What is the law regarding my own music or other audio files?

What is copyright of audio and how does it work?

A future exercise will be examining the soundcloud terms of use and copyright statements...

<https://soundcloud.com/terms-of-use>

<https://soundcloud.com/pages/copyright>

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What about legal aspects?

More useful websites for legal aspects of digital media, internet radio etc. We will revisit this topic quite a few times on the module, because it's important that digital media professionals know about this area.

- https://en.wikipedia.org/wiki/Internet_Radio_Equality_Act
- <https://radio.co/blog/do-i-need-a-license-for-internet-radio>

Image:

<http://www.openculture.com/2019/04/home-taping-is-killing-music.html>



File-sharing radically changed the music industry and the whole music landscape. Now, streaming services like Spotify have helped to resurrect how the industry and musicians can make money from their music.

D O W N L O A D E D

Part 1

The founders of Napster

The first music file sharing service ever.

“Director Alex Winter's documentary recalls the groundbreaking launch of Napster and the legal battles that sank the company. Downloaded focuses on two teenage friends, Shawn Fanning and Sean Parker, who came up with a groundbreaking internet start-up while they were in college, dropped out and moved to northern California to launch their company.” (YouTube summary)

(Part Two no longer seems to be listed on YouTube or AOL)

Exercise 2.

Evaluate the Musicmap web app.

<https://www.musicmap.info>



Work individually.

Go to this website. It's a full history of music genres and has a very interesting interface.

Note down your impressions:

- Purpose of the site
- Understanding how to use it
- Look and feel
- Design approach

Note down your findings and put into your folder for week 3. (Some resources to get you going are on the sources slide.)

— Oscar Ivan Esquivel Arteaga [@oscaresquivel](#) for the first image
Adi Goldstein [@adigold1](#) for the image of mac audio music kit
Ismail Elazizi [@ismail_elazizi](#) for the podcasting image

What to evaluate? Information literacy factors, User experience factors.

- The website evaluation CRAAP test
 - https://libguides.cmich.edu/web_research/examples
- Core criteria for evaluation of websites
 - https://cdn.dal.ca/content/dam/dalhousie/pdf/library/CoreSkills/6_Criteria_for_Websites.pdf
 - <https://lib.nmu.edu/help/resource-guides/subject-guide/evaluating-internet-sources>
- User Experience design basics:
 - <https://www.springboard.com/blog/ux-design-principles/>
- Practical advice:
 - <https://www.appinessworld.com/blogs/176/Top-10-questions-to-evaluate-your-mobile-business-experience-UX>

Sources and acknowledgements
