

COMMUNICATIONS AND NEW MEDIA PROGRAMME

FACULTY OF ARTS AND SOCIAL SCIENCES



Deconstructing the remix culture Sharing and reuse practices in the creation of online media

A Talk by Dr. Giorgos Cheliotis
Singapore Management University

CNM Seminar Room, AS6 #03-33
Faculty of Arts and Social Sciences, NUS
Wednesday, 13th February 2008, 2.30 p.m.

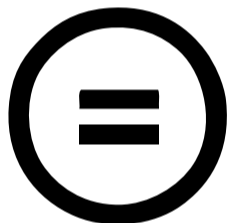


Image Source: <http://www.creativecommons.se/>

Much has been said lately about the rise of the age of participation and the emergence of a popular remix culture. Although the practices of collaborative production and adaptation, as well as attempts at engaging the audience in the creative process are certainly not new, never before have we witnessed so many people producing and sharing so much digital content. This has been made possible by a combination of technological and legal innovation, and has been inspired to a large extent by the success of open source software (OSS). Similarly to OSS, licensing is a key issue for the growth and sustainability of open-sourced media. Creative Commons (CC) licensing is to new media what GPL has been to software.

I will report on the methods we have employed to quantify the global spread of CC licenses and will discuss the patterns of licensing that we have observed thus far. Among other things, I will show how authors attempt to balance creative and commercial considerations, and that authors of visual content tend to be more protective of their work compared to musicians. Also, there appear to be significant cross-cultural, cross-country and inter-community differences in the attitudes of authors with respect to intellectual property. Balancing authors' rights and short-sighted utilitarianism against the long-term benefits of open sharing and superdistribution is a tough problem and it appears that there are many different solutions to it. I will also discuss how social enforcement may be a better alternative to technical protection measures (DRM), and how user communities can foster trust through reciprocity. I will close with some early findings on the impact of creative reuse on the output of a community and the potential it has for complementing interpersonal communication, fostering cross-cultural understanding, and improving media literacy.

About the Speaker:

Giorgos Cheliotis is currently a Visiting Assistant Professor at the School of Information Systems, SMU. He is also the head of SMU's Participatory Media Lab, and the principal investigator of the CC-Monitor project, an interdisciplinary project between the School of Information Systems, the School of Law and Creative Commons. Giorgos worked for 5 years with IBM Research in Switzerland, where he was leading research efforts on the management and economics of telecommunications and grid computing. His work has been published in academic journals and presented in international conferences in the fields of e-commerce, telecommunications, distributed computing, virtual worlds, law and policy. Before joining SMU Giorgos worked for 3 years as an independent consultant and with the premier management consulting firm McKinsey & Company. He holds a PhD in Telecommunications and Information Systems from the National Technical University of Athens and is a member of ACM, INFORMS and ISAST. Giorgos is also the co-Lead of Creative Commons Singapore, together with Anil Samtani, of NTU Law. In his free time he enjoys making music in his home studio in Singapore, reading about the entertainment industry, and building a virtual home for himself in Second Life.