



AL JOURNALISTS Socialnetworks and search engines - how are they developing further swarm intelligence and crowdsourcing - to what extent does the social Intereconomics of media convergence. INCREASING COMPANIES Where is advertising head media convergence progresses? FORCES Media consumers, cooperatives, ARCH DEVOTED WORLD How willpublic relations develop in the converging etworks and search engines – how are they developing furt ee and crowdsourcing - to what extent does the social Interne convergence. INCREASING COMPANIES Where is advertising he progresses? FORCES Media consumers, cooperatives, tax-pay How willpublic relations develop in the converging media world nes – how are they developing further and what are the consequences at extent does the social Internet force journalists to reth: G COMPANIES Where is advertising heading - and what is the edia consumers, cooperatives, tax-payers, foundations ations develop in the converging media world - and what they developing further and what are the consequence

SOCIAL MEDIA AND SOCIAL INTERACTION: AN AFFORDANCES APPROACH

engine sm? ADVERTISING Citizen journalism, swarm intelligence and crowdsourcing — to what it is killing journalism? TECHNOLOGY The economics of media convergence. INCREASING ic media convergence progresses? FORCES Media future potential for journalism? RESEARCH DEVOTED WORLD How will public relation sm? DIPROFIDENNICOLECTISON, SUNIVERSITY OF MICHIGAN by developing ournalism, swarm intelligence and crowdsourcing — to what extent does the socia TECHNSINOVEMBER 2015, 12-2pm, ALTEMENSA/AUDI MAXNIES Where is

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information

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