

AXEL BRUNS

Contents

	Acknowledgments	xi
1	Introduction	1
	Produsage in Context	2
	Notes	7
2	The Key Characteristics of Produsage	9
	From Industry to Internet, from Consumption to Usage	13
	From Usage to Produsage	15
	The Key Principles of Produsage	23
	Open Participation, Communal Evaluation	24
	Fluid Heterarchy, Ad Hoc Meritocracy	25
	Unfinished Artefacts, Continuing Process	27
	Common Property, Individual Rewards	28
	Impacts and Implications of Produsage	30
	Notes	34
3	Open Source Software Development: Probabilistic Eyeballs	37
	Scratching the Itch	39
	A Community of Equ(ipotenti)als	44
	From Plausible Promise to Tangible Outcomes	53
	Open Source Effects	60
	Notes	65
4	News Blogs and Citizen Journalism:	
	Perpetual Collaboration in Evaluating the News	69
	Beyond Gatekeeping	70
	Towards Gatewatching	73
	Gatewatcher Community Heterarchies	76
	Unfinished Artefacts, Continuing Process	80
	Individual Rewards from News Produsage	83
	New Spaces for Journalism	86
	From Casual Collapse to Renaissance	90
	Towards the Inevitable	93
	Notes	96

5	Wikipedia: Representations of Knowledge	101
	Creating Wikipedia	103
	Wikipedia as Produsage	107
	Controlling Wikipedia	113
	Criticizing Wikipedia	118
	Disrupting Wikipedia	124
	Educating Wikipedia Users	130
	Notes	133
6	The Palimpsest of Human Knowledge: Wikipedia and Beyond	137
	Governing Wikipedia	140
	Accrediting Wikipedians	148
	Beyond Wikipedia	152
	Non-Encyclopedic Knowledge Spaces	156
	Beyond the Encyclopedia?	161
	Notes	167
7	Folksonomies: Produsage and/of Knowledge Structures	171
	Tagging, Linking, Browsing	172
	Curating the Cosmopedia	178
	Folksonomies	181
	Folksonomies and Taxonomies	187
	A Casual Collapse of Taxonomies?	191
	Notes	196
8	Folks and Experts: Beyond the Pro/Am Divide	199
	Restoring the Expert? Citizendium and Beyond	204
	A Continuum from 'Pros' to 'Ams'	209
	The Long Tail of Expertise	214
	Layers of Knowledge, Lines of Desire	219
	Notes	223
9	The Art of Produsage: Distributed Creativity	227
	Sites of Creative Produsage	232
	Text: Universes of Fan Fiction	232
	Images: Flickr and Collaborative Curation	234
	Music: Asynchronous Collaboration on ccMixter	236
	Video: Mashups on YouTube	238
	Distributed Multimedia Creativity: OurMedia and Beyond	239
	The Produsage of Creative Distribution Systems	243

	The Culture of Sharing Culture	247
	Industry Impacts	250
	The Audience Is Dead	254
	Notes	256
	Notes	230
10	Media and Creative Industries:	
	New Opportunities or Casual Collapse?	259
	Copyright, Users' Rights?	262
	From Produser to Producer?	266
	The New Creative Industries	273
	Detaching Authorship from Ownership	275
	Communities as Copyright Holders	279
	Shifting the Balance	285
	Notes	287
11	The Produsage Game: Harboring the Hive of Produsers	289
	Produsing the Space	290
	Produsing in the Space	294
	New Internal and External Economies?	300
	Imagining a Produsage-Based World	303
	Produsing Sociality	307
	Notes	311
12	Social Produsage: Questions of Reputation and Trust	313
12	From Social Networks to the Internet of Things	319
	Produsing Society?	321
	A Networked Society of Produsers	325
	Merit, Reputation, and Trust	329
	Notes	334
13	Educating Produsers, Produsing Education: Produsage and the Academy	337
1)	From Literacies to Capacities	338
	A Casual Collapse of Conventional Education?	344
	The Tip of the Iceberg	350
	Reopening Academia	353
	Notes	356
	Notes	<i>)) (</i>
14	Produsing Democracy	359
	From Industrial to Produsage Politics	361
	Moving towards Molecular Democracy?	367

	Demodynamics vs. Democracy	373
	Towards Renaissance?	376
	Notes	383
15	Conclusion: Production, Produsage, and the Future of Humanity	387
	Turning Artefacts into Products	389
	Turning Products into Artefacts	392
	Produsage Futures	395
	Produsing the Global Renaissance	400
	Notes	406
16	Bibliography	409