**Medological** 🡪 framework

Ideological production, “charged” medium/a, ways of realizing different meanings through technology/digital media

Medium = message

**Convergence 🡪** process

Old – new media
transitions
in the brain

Media merging 🡪 Jenkins says not only merging, but also diverging

Jenkins 🡪 collective intelligence, communicate about communicating, or elements that fascinate us 🡪 evolutionary element?? And replicate themselves through our social networks

Participatory culture 🡪 production and consumption, active participants in media, etc.

Distinction between delivery technologies, think of hardware as delivery technologies (what is in it, is the medium ?)

Protocols are ways of understanding reality

Activity theory
actor-network theory

**Kirby Ferguson**

Video essay about remixing