2013

Ads for People: Selling Ethics in the Digital Age [Exhibition Catalogue]

Smith, Lisa Deanne

Suggested citation:

“As online communities show, our desires focus less on things than on engaging with each other, online and in real life, to improve our world.”

— Lisa Deanne Smith, MFA, AOCA, Curator, ADS FOR PEOPLE
Andrews has greatly expanded. They know what they want and how to get it. They are more confident in their ability to make informed choices, which is reflected in their increased willingness to engage in political and social discussions. Moreover, they are more likely to vote in elections and participate in community activities.

The rise of social media has been a significant factor in the shift towards more participatory media. The development of platforms such as Facebook, Twitter, and YouTube has allowed individuals to express their opinions, share information, and participate in discussions on a wide range of topics. This has led to a greater sense of empowerment and a desire to influence social and political issues.

In conclusion, the move towards participatory media is a positive development that has the potential to bring about significant social and political change. However, it is important to recognize that this shift has not been without its challenges. The rise of online hate speech and the proliferation of misinformation are just two examples of the negative consequences of this trend. It is therefore essential that we continue to work towards a more responsible and informed use of media, one that promotes dialogue, understanding, and respect for diversity and difference.