
EVENT-LED DIGITAL PARTICIPATION: UTILISING GLASGOW 2014 TO EMPOWER COMMUNITIES TO PRODUCE CITIZEN-FOCUSED RESPONSES TO MAJOR EVENTS.

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Abstract

The emergence of small, alternative or citizen media during recent major events has offered space for citizens to discuss and act together and thus lower the threshold for involvement when producing media (Bakardjieva et al, 2012: i). This allows for the newly digitally empowered to break stories, become media makers and storytellers of the now, developing the potential to make a serious contribution to the historical record of a major event, beyond the mainstream narratives of the accredited broadcaster (McGillivray & Jones, 2013). With new media discourse aligning with notions of accelerated modernity in mediatized events (Redhead, 2007: 230) the speed in which communications and representations create challenges of control and management for event stakeholders and corporate sponsors alike. This workshop draws on a practice-research project, Digital Commonwealth, and how it utilises citizen journalism and 'digital storytelling' techniques, including blogging, video, audio and social media as a method of exploring and sustaining digital participation within identified marginalised and unvoiced communities across Scotland. By facilitating a creative and citizen-focused response, generated by communities for communities, the project works on the principle of networked publics (Boyd, 2014: 6) as a powerful source of grassroots storytelling (Gilmour, 2004) that can compliment or challenge dominant event narratives, providing an alternative channel and mediated experience of a major event.

References

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