News at Work: Technology, Imitation and Isomorphism

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4:00-5:30 pm on Thursday, February 8, 2007
Indiana University Bloomington, Herman B. Wells Library, Room LI001

Cookies, tea, and coffee will be available.
Informal discussion with doctoral students will be held on Friday, February 9th from 10-11:30 am in Wells Library Room LI001.

ABSTRACT

Since the publication of *Digitizing the News* I have conducted research on how the emergence and institutionalization of a relatively new time and space of news consumption—people who access the news online during their work day and at their workplaces—has been tied to significant transformations in the production processes, the resulting products, and their uptake and circulation in society. One of these transformations has taken the form of a paradox pervading the contemporary media landscape. On the one hand, there has been an increase in the number of news outlets as well as in the volume and frequency of content dissemination. On the other hand, there has been a decrease in the diversity of the content disseminated, not just by online news sites but also by their traditional media counterparts. Drawing from results of the first two years of a multi-method study of the Argentine news media, in this talk I will a) shed light on the technical, editorial and organizational processes that generate this paradox, b) document the concrete effects they have had for different kinds of news content and media, and c) reflect on their conceptual implications for understanding the links between materiality and mimicry as well as their political consequences for society at large.

BIOGRAPHICAL SKETCH

Pablo J. Boczkowski is Associate Professor in the Department of Communication Studies at Northwestern University. His research program examines the transformation of print culture in the digital age. He is the author of the award-winning *Digitizing the news: Innovation in online newspapers* (MIT Press, 2004) and has articles published or forthcoming in outlets such as *Journal of Communication*, *Political Communication*, *New Media and Society*, *The Information Society* and in edited volumes. He is currently doing research for a book tentatively entitled *News at work*. 