

The Ever-Changing New Media User

a public lecture by Professor Jeffrey Cole
USC Annenberg School for Communication

Tuesday 15 September 2009
3.30-5.30 pm

Australian Graduate School
of Entrepreneurship
AGSE Room 207

Drawing on ten years of data and insights from a worldwide study in 30 countries, Jeffrey Cole, Director of the Center for the Digital Future, will separate myth from reality as he describes how the Internet and mobile technology are changing the fabric of daily life. Will user-generated content successfully challenge content from traditional media? Is the web a continual threat to television, or can the two live and work together? How will advertising evolve in a digital era? The presentation will examine the trends and developments that are likely to occur in the next two to three years.

