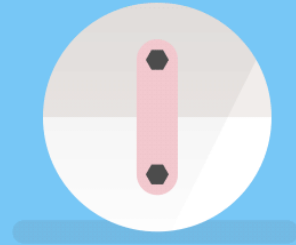
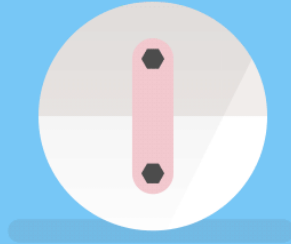


BLURRING THE LINES BETWEEN WORK AND PLAY: YOUTH PRACTICES AND THE DIGITAL ECONOMY

December 19, 2017 // Sandra Cortesi



 **BERKMAN KLEIN CENTER**
FOR INTERNET & SOCIETY AT HARVARD UNIVERSITY

 **Youth and Media**

YaM Team: Andres Lombana, Urs Gasser, Alexandra Hasse

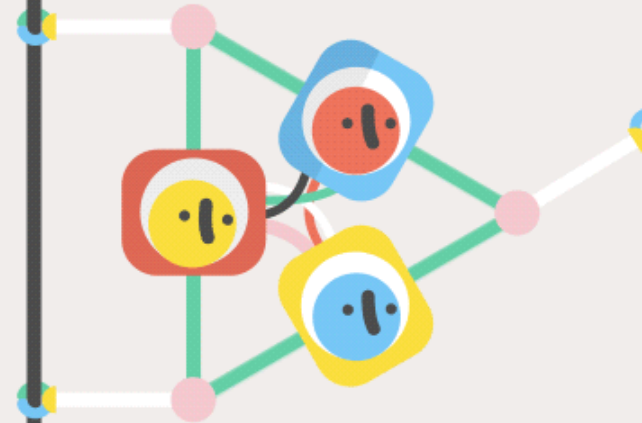
In collaboration with Christian Fieseler and team //
Nordic Centre for Internet and Society //
BI Norwegian Business School

Silly Robots by Chris Lloyd @ www.yllw.co.uk/sillyrobots/

CONNECT

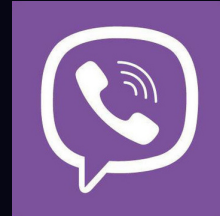
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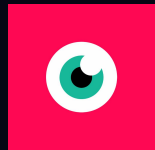
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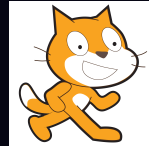
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YOU NOW



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yellow
Make new friends

Platform Diversification

1. Individual / peer group(s)
2. Audiences
3. Features / affordances
4. Context
5. Perceived intimacy/privacy

[remixing innovation](#)

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Artificial Intelligence (AI) and the Evolution of Digital Divides

Posted on [July 30, 2017](#) by [andres lombana bermudez](#) · [1 Comment](#)

Gaps, divides, and splits are a common feature of contemporary societies and economies. Both at the global and the national level, inequalities persist across multiple social dimensions, interacting and intersecting in complex ways. From income to education, to digital gaps, divides shape an uneven playing field where access to resources and opportunities are not evenly distributed. With the rapid advance of information and communication technologies, inequalities have continued to reproduce and, in many cases, amplify. Despite efforts to close digital divides, their contours keep evolving in parallel with the rapid technological transformation

Theorization of the “digital divide,” therefore, has become more nuanced and complex. A number of studies have found that there are gradients not only in the quality of access to technology, but also in the sociocultural practices and skills that people develop (Hargittai, 2011; Jenkins et al., 2006; Van Dijk, 2005; Watkins, 2012), the information they consume and produce (Robinson, 2009; Schradie, 2011), and the outcomes of their usage (van Deursen & van Dijk, 2013; van Deursen & Helsper, 2015).

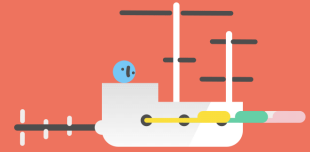
Instead of one digital divide, researchers have identified multiple ones. Although the divide in access to material technology is still important (referred to as the “first-level divide”), other digital gaps are now widely recognized. The “second-level digital divide,” for instance, indicates the gap in terms of online skills and practices (e.g., [Hargittai, 2002](#); Jenkins et al. 2006). More recently, scholars have also discussed the existence of a “third-level divide” that consists in the differential tangible outcomes that come from technology usage. For instance, the differences in people’s use of the Internet for improving their socioeconomic status, and earning different forms of capital (e.g., [van Deursen & Helsper, 2015](#)).

Range of involvement depending on skill level / resources / time / interest etc.

Video
Blogger
(Vlogging,
Youtubing, Video
game streaming)

Written Blogger
(fashion, food,
travel, etc.)

Social Media
Influencer



Music /
Podcasting

Art / Design /
Photography

Coding and
'Modding'

Material
Production e.g.
Etsy



 **Loren Beech**

Loren Gray ✓
1,513,786 subscribers

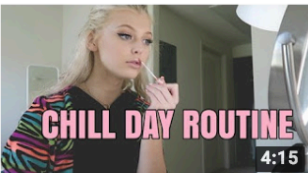
FACTS:
Also Known As: Loren Gray
Famous As: Social media personality, Musical.ly star
Nationality: U.S.
Birth Date: April 19, 2002
Age: 15 Years



MY (HOME) WORKOUT ROUTINE | Loren Gray
737K views • 1 month ago
CC



REDECORATING MY ROOM (VLOG) | Loren Gray
1M views • 1 month ago
CC



MY CHILL DAY ROUTINE | Loren Gray
909K views • 1 month ago
CC



LARVEY DOES HALLOWEEN MAKEUP | Loren Gray
872K views • 1 month ago



BEING A DISAPPOINTMENT | Loren Gray
2M views • 2 months ago



QUICK, SIMPLE HAIRSTYLES | Loren Gray
1.6M views • 2 months ago
CC



GOODBYYYYYEE | Loren Gray
420K views • 3 months ago



PRANK CALLING FANS ???! | Loren Gray
668K views • 3 months ago



VLOG #1 | Loren Gray
1M views • 4 months ago



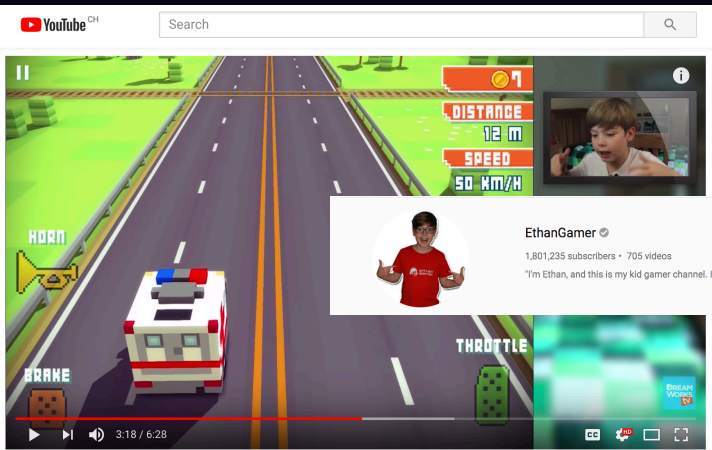
INSANE HOSPITAL ESCAPE | Loren Gray
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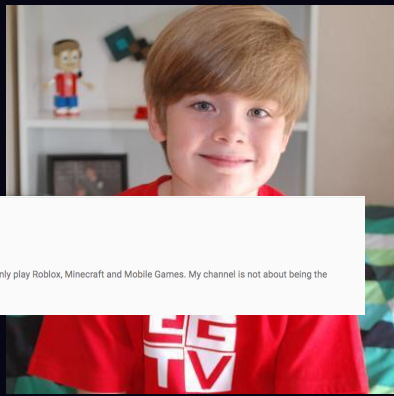


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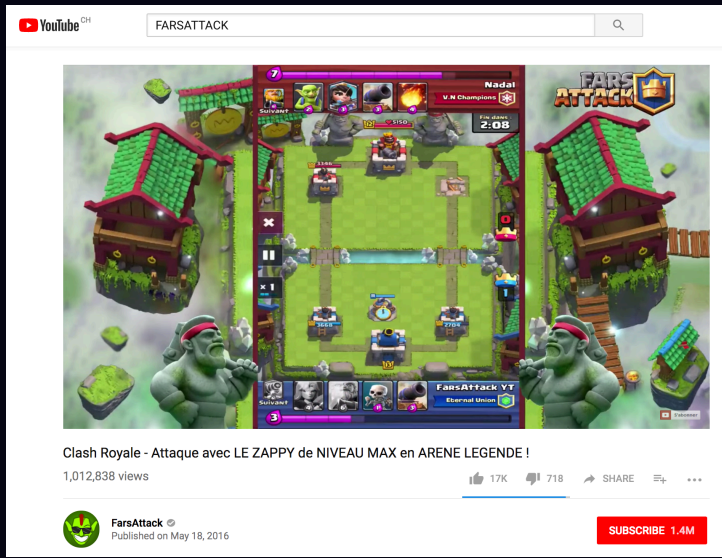
EthanGamerTV plays Blocky Highway | LEAGUE OF LET'S PLAY
1,799,203 views

- UNBOXING Munchpak - NOM NOM!!**
Ethan · 4.8M views · 1 year ago
Hello everyone, this is my very first video on my brand new YouTube channel for everything NOT gaming. I'll be doing things like
- IT'S NUTELLA!!! NOM NOM!! | Munchpak**
Ethan · 520K views · 1 year ago
I am back with another Munchpak video! Nom nom!
- EATING TOXIC WASTE!! | Munchpak [#2]**
Ethan · 2.7M views · 1 year ago
In this video I unbox my second Munchpak. If you want to get your very own Munchpak visit <http://Ethan.Munchpak.com> Thanks for
- IT'S FLAMING HOT!!! Munchpak [#3]**
Ethan · 515K views · 1 year ago
Sorry it's been so long since I made my last video but I will be making a lot more videos for this channel from now on. This is my third



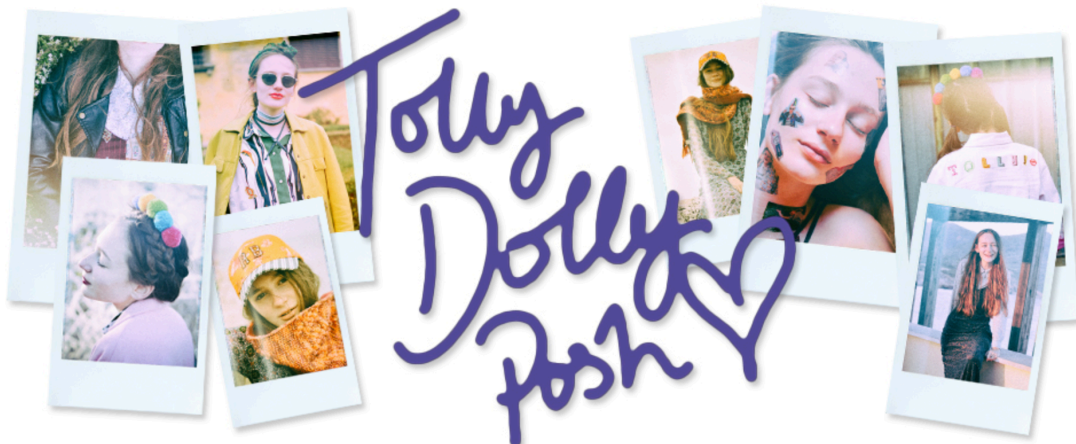
EthanGamer ✓
1,801,235 subscribers · 705 videos
*I'm Ethan, and this is my kid gamer channel. I mainly play Roblox, Minecraft and Mobile Games. My channel is not about being the

FACTS:
Also Known
As: EthanGamerTV
Famous
As: Gaming
YouTuber
Nationality: U.K.
Birth Date: July
9, 2006
Age: 11 Years



FarsAttack ✓
1,453,798 subscribers · 294 videos
Bienvenue sur ma Chaîne YouTube FarsAttack ou je propose des vidéos sur des jeux mobiles ou pas tels que Clash Royale et

FACTS:
Also Known As: FARSATTACK
Famous As: Gaming YouTuber
Nationality: Switzerland
Age: 18 Years



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FACTS:

Also Known As: Tolly Dolly Posh
 Famous As: Blogger
 Nationality: U.K.
 Age: 17 Years

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ETHICAL
It's Taken Me Over 3 Years to Become a Conscious Consumer | My Ethical Journey
 BY TOLLY DOLLY POSH ON DECEMBER 16, 2017
 In early 2016, I was still buying fast-fashion, even knowing that my purchase wouldn't benefit anything other than my itch for wanting something new... Circa April 2013, I was sat in my... [Read More](#)

ETHICAL
Is Ethical Fashion Expensive? | A Discussion
 BY TOLLY DOLLY POSH ON NOVEMBER 8, 2017
 For the past week or so I've been trying my hardest to put this piece together and have it make actual, logical sense. I wanted to start straight off the bat by... [Read More](#)

My Ethical Journey
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DIY & LIFESTYLE
Dealing with a Lack of Confidence in My Real Life Artwork
 BY TOLLY DOLLY POSH ON OCTOBER 2, 2017
 If you've been reading my blog for long enough then you'll know that I used to fairly regularly post updates of my personal art scrapbook. I used to really enjoy my "Scrap"... [Read More](#)

TAKE A LOOK AT MY HANDWRITTEN INTERVIEW SERIES...

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PEN TO PAPER
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PEN TO PAPER
 Pen to Paper Interview with... Natalie Grillon of Project JUST
 ON MAY 22, 2017

ETHICAL
 Pen to Paper Interview with... Heather Knight of Fashion Revolution
 ON APRIL 4, 2017



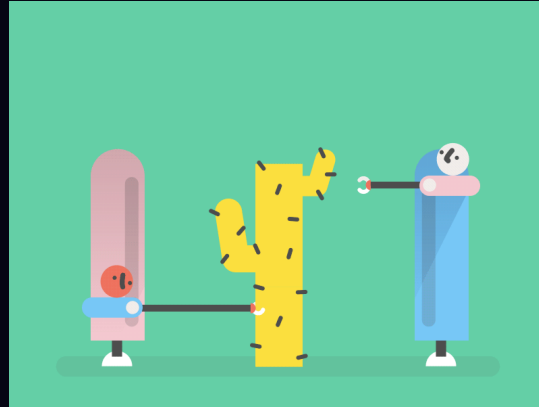
ARE YOUNG PEOPLE ENGAGING WITH ECONOMIC LOGICS ONLINE?



Increasingly aware of their ability to create value and earn social, cultural, and economic capital through the activities they engage in online, some youth are developing an entrepreneurial spirit in which their actions are motivated by various rewards — some monetary, others more abstract (e.g., cultural, social), some short-term, others long-term. From receiving advertising and sponsorship revenue to garnering high followership, youth activity online is influenced by numbers and metrics that account for different kinds of social, cultural, and economic rewards.

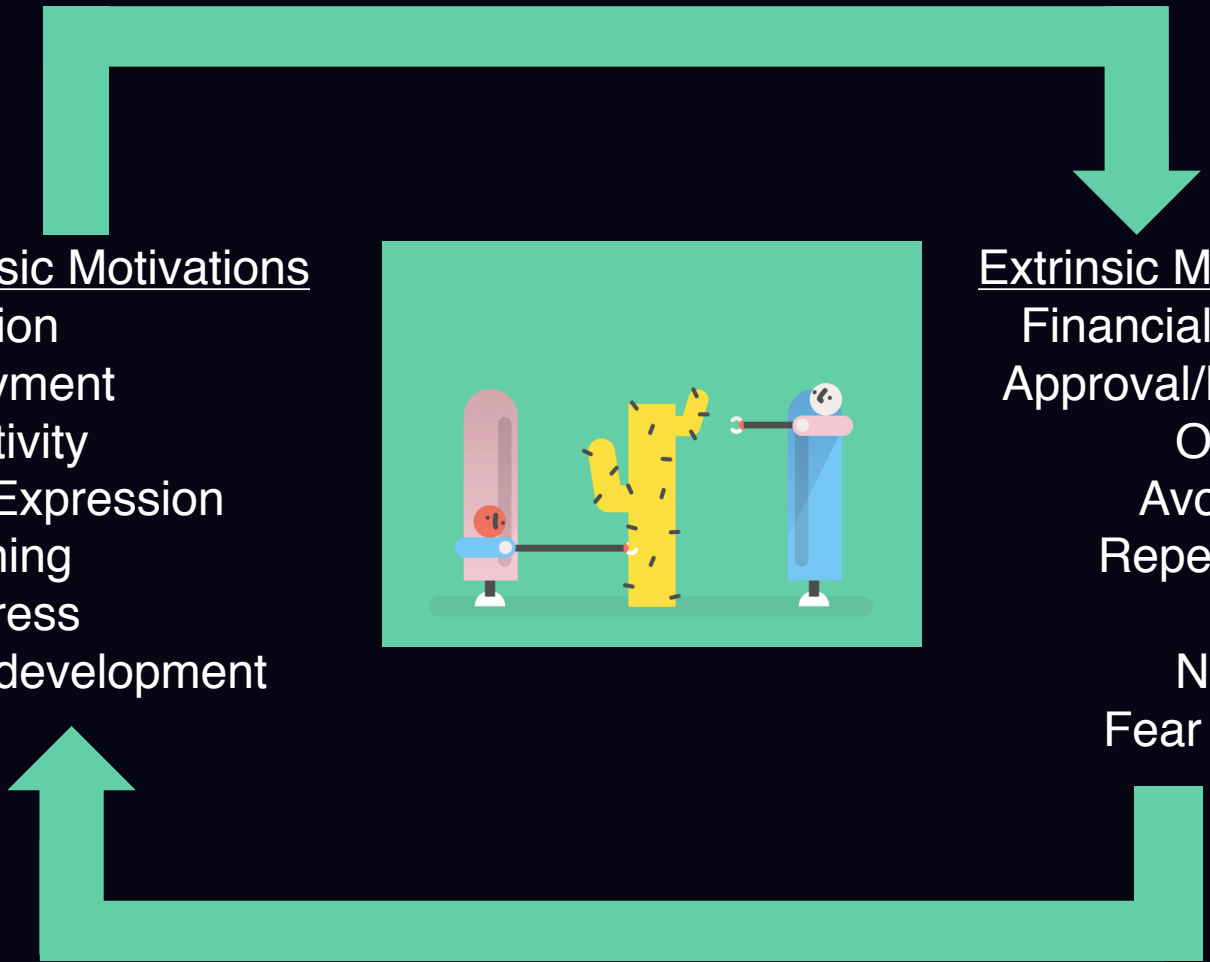
Intrinsic Motivations

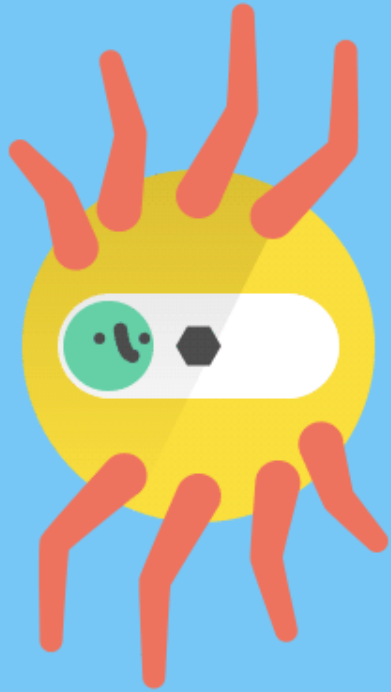
- Passion
- Enjoyment
- Creativity
- Self-Expression
- Meaning
- Progress
- Skill-development



Extrinsic Motivations

- Financial Rewards
- Approval/Feedback
- Obligations
- Avoidance of Repercussions
- Fame
- Networking
- Fear of Failure



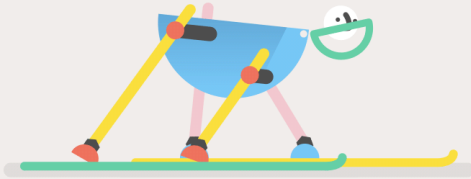


CASE STUDIES

Youth Capital-Enhancing Activities

Some youth are actively participating in the digital economy by engaging in activities that allow them to earn different forms of capital and improve their social status. These activities involve the creation and sharing of multimedia content on a range of social media platforms, as well as communicating with others and forging social connections. However, as digital divide scholars have argued, not all youth engage in these types of online activities. The skill set needed to participate in the digital economic landscape creates gaps and amplifies existing socioeconomic inequalities. What forms of capital can youth gain as they participate in the digital economy? What are the online activities that allow youth to earn some kind of capital and improve their social status?

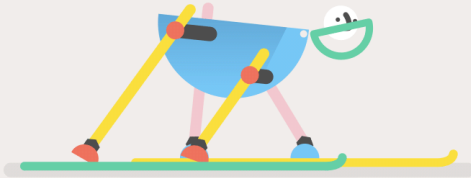
1



Aspirational Labor

This deep-dive is intended to highlight how young people are not only leveraging online activities for immediate gains but are also often viewing their online practices as investments for future employment — a phenomenon termed “aspirational labor.” In an effort to increase their employment opportunities in desirable industry sectors, or to make an entrepreneurial break, many young people develop specific networks, skills, and online identities. How are young people negotiating long- and short-term gains as they engage in economically-oriented online activities? What are the risks and opportunities that youth confront as they engage in aspirational labor?

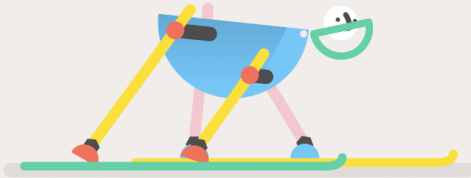
2



Virtual Collaboration

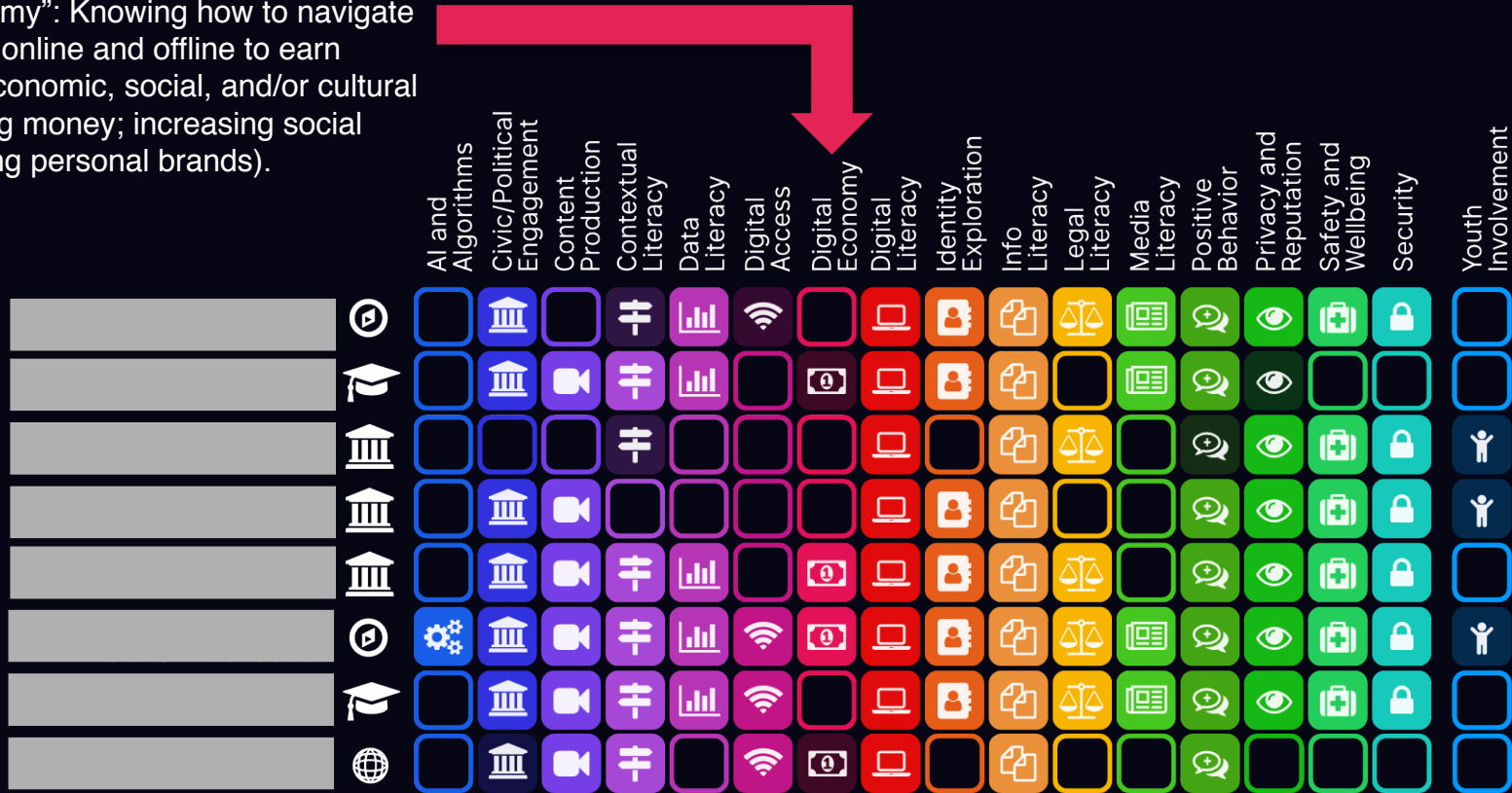
Virtual collaboration is an interpersonal and technology mediated practice that rests at the intersection of sociocultural and economic forces. Virtual collaboration supports cultural production processes that are essential for success in the digital economy. As youth socialize, interact, and participate in online communities, they develop skills for collaborating online. Using the Scratch platform and online community as a case study, we explore how virtual collaboration is practiced by youth (with a focus on ages 8-15) as they engage in the process of collaboratively making digital animations. What are the barriers youth confront when collaborating online? How can youth overcome those obstacles?

3



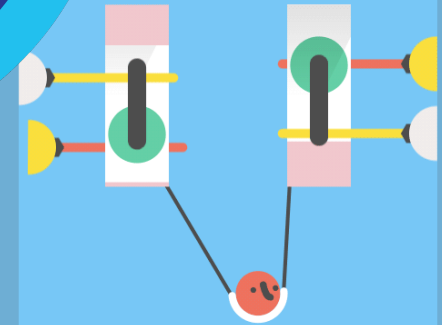
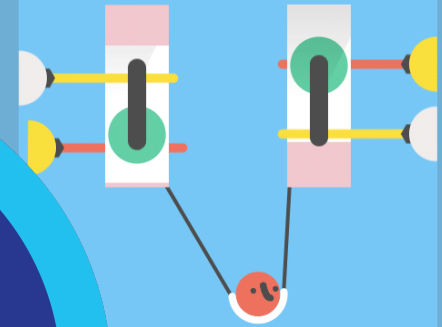
DIGITAL CITIZENSHIP +

Area “Digital Economy”: Knowing how to navigate economic activities online and offline to earn different forms of economic, social, and/or cultural capital (e.g., earning money; increasing social connections; building personal brands).



ONWARD

-  Youth
-  Friends and Family
-  Teachers, Coaches,
and Mentors
-  (Tech) Companies
-  Law and Policy Makers



scortesi@cyber.law.harvard.edu

