

**Digital Dimension of Consumers' Work (\*)**

	<i>Individual/Private</i>	<i>Collective/Public</i>
<i>Medial/Culture Convergence</i>	<ul style="list-style-type: none"> <li>- <i>Performance</i>: the ability to adopt alternative identities for improvisation and discovery</li> <li>- <i>Transmedia navigation</i>: the ability to follow the flow of stories and information across multiple modalities</li> </ul>	<ul style="list-style-type: none"> <li>- <i>Appropriation</i>: the ability to meaningfully sample and remix media content</li> </ul>
<i>Participatory Culture</i>	<ul style="list-style-type: none"> <li>- <i>Simulation</i>: the ability to interpret and construct dynamic models of real-world processes</li> <li>- <i>Multitasking</i>: the ability to scan one's environment and shift focus as needed to salient details</li> <li>- <i>Distributed Cognition</i>: the ability to interact meaningfully with tools that expand mental capacities</li> </ul>	<ul style="list-style-type: none"> <li>- <i>Play</i>: the capacity to experiment with one's surroundings as a form of problem solving</li> <li>- <i>Networking</i>: the ability to search for, synthesize, and disseminate information</li> </ul>
<i>Collective Intelligence</i>	<ul style="list-style-type: none"> <li>- <i>Judgement</i>: the ability to evaluate the reliability and credibility of different information sources</li> </ul>	<ul style="list-style-type: none"> <li>- <i>Collective knowing</i>: the ability to pool knowledge and compare notes with others toward a common goal</li> <li>- <i>Negotiation</i>: the ability to travel across diverse communities, discerning and respecting multiple perspectives, and grasping and following alternative norms</li> </ul>
<b>Research streams on consumer productivity (Cova, Dalli 2009a: see table 1, p. 324)</b>	<ul style="list-style-type: none"> <li>- Consumer resistance</li> <li>- Service-Dominant Logic</li> <li>- Consumer Agency</li> </ul>	<ul style="list-style-type: none"> <li>- Consumer experience</li> <li>- Co-production in the service encounter</li> <li>- Collaborative innovation</li> <li>- Consumer empowerment</li> <li>- Consumer tribes</li> </ul>

(\*) Fonte: nostra elaborazione da Jenkins H., 2006, *Convergence Culture*, NY University Press; Jenkins et al., 2009, *Confronting the Challenges of Participatory Culture: Media Education for the 21st Century*, White Paper Series, The John and Catherine T. MacArthur Foundation, Chicago.