

# A TAXONOMY OF INFORMATION NEIGHBORHOODS

	JOURNALISM	ENTERTAINMENT	ADVERTISING	PUBLICITY	PROPAGANDA	RAW INFORMATION
GOAL	<u>To Inform</u>	<u>To Amuse</u> or engage people during their leisure time in activities in which they are passive participants	<u>To Sell</u> goods, services by increasing their appeal to consumers	<u>To Promote</u> talent/personalities by increasing their visibility	<u>To Build Mass Support</u> for an ideology by canonizing its leaders or demonizing its opposition	<u>To Bypass</u> institutional filters and distribution costs in order to Sell, Publicize, Advocate, Entertain, and Inform
METHODS	Verification Independence Accountability	Story-telling, performance, the visual arts & music	Paid Advertising staged events, sponsorships, product placement, web sites., .	Public Relations activities. Press releases, public statements, staged events, . web sites, viral videos, etc	One-sided accounts or outright lies, relying on emotional manipulation through images, appeals to majority values and fallacious reasoning	Facebook, YouTube, blogs, Twitter, websites, website comment sites, chain email, text message forwarding, flyers, graffiti
PRACTITIONERS	Reporters, Photographer/ Videographers, Editors, Producers	Actors, Musicians, Writers, Producers	Ad agencies,	Publicists, public relations experts, government spokespersons	Political operatives and organizations	Anyone with a web connection, photocopier, or can of paint
OUTCOME	Empowers citizens by educating them	Distraction from or changed view of daily life. Reinforcement or critique of social norms	Increased sales of products and services	Higher fees for talent being promoted	Helps an ideological group seize or maintain power, by influencing public opinion and motivating the public to take action consistent with the ideology	Outlet for self-expression, entertainment, promotion, advocacy, propaganda