



Content Cultures: Transformations of User Generated Content in Public Service Broadcasting

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When user-generated content (UGC) emerged as a central facet of the BBC's digital presence, it seemed to engage directly with the public service remit in a modern and multi platform way.

Content Cultures examines this key moment of digital affluence and creativity as the BBC embraced usergenerated content across the news, civic and creative spheres.

Based on original research, the book explores the resources generated using UGC, from Blast to Adventure Rock, from the BBC Hub to Newsround and The Archers message boards. Whether UGC referred to citizen journalism, oral and digital storytelling, civic, political or creative engagement of young people, disseminating stories from local communities, or reflecting on historical moments, it appeared to promote and transform longstanding BBC agendas into and within a digital era; the book also presents the lessons we need to carry forward as the digital and new media landscape evolves, and as the BBC continues to shape this terrain.



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