

THE IMER GENERATION: Concerns and Opportunities
Authorship and Attribution in “user-generated content”
Messenger, Facebook, Tuenti and other social networks

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The development of the Information Society has brought about a culture of audience participation. This participation culture has had a great impact in the media conglomerates and global audiences. While Internet penetration increases and also the time spent by audiences on the web, the last acquisitions of media conglomerates such as News Corp. or Google have shown the economic power of User-generated-content sites: My Space (September 2005) and You Tube (October 2006).

According to emarketer 2007, the user-generated content advertising revenues will grow from \$450 millions in 2006 to \$4.303 millions in 2011. In addition, the whole concept of advertising value on the web has changed: now the value is determined by the number of pages of user-generated content potentially available for advertising (Keen, 2007). In the near future we will move from number of pages to number of individual users per page available.

The advertising potential of social-networking sites roots in the unlimited desire for personal attention. This social-networking makes possible to co-produce your own content and advertise yourself, following the whole idea of bringing people together. This is why the term “prosumers” has been adopted, since the consumers become also the producers (Tapscott & Williams, 2006). This shows a big change in the way young generations communicate and entertain themselves.

Issues concerning *authorship* and *attribution* play a very significant role in this new context, especially for young generations who are most active and are shaping the contents of the future. In this sense, the current legislation does not seem to promote the Information Society, since it does not assume the principles that creators and artists are promoting on the web. The fast growth of this market make issues such as attribution and authorship more relevant. Legal action in this kind of social-networking would mean a barrier both to innovation and economic profit because the time spent creating and enjoying user-generated content has an increasing economic value.