

VIDEO CHATTING

THE MEDIUM IS THE MESSAGE



McLuhan



**The medium is
the message
and any
medium is an
extension of
ourselves**



**Video chatting
is an extension
of human
communication,**



**The message is
change**



Scale

Saves time,
Energy
Money



Pace

Response time
Urgency



Pattern

The way we
communicate with
each one another
The way we check on
people
Visiting
Holidays
Staff meetings
Interviews
Deliver information

- Bolter & Grusin
- Remediation is the new refashioning the old, the old will refashion itself to fit the new.
- Old forms of communication
 - Face to face
 - Letters
 - Email
- New from of communication
 - Video chatting
 - Facetime
 - Skype
 - Oovoo
 - tynychat
- Video chatting refashioning itself
 - Group chats to one on one chats
 - One on One chats to group chats

REMEDIATION



CONVERGENCE

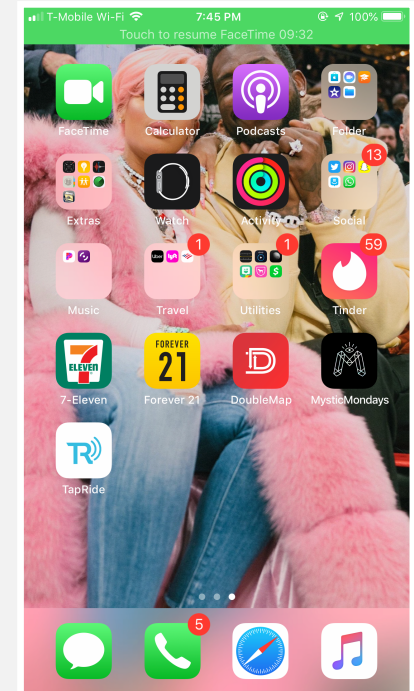
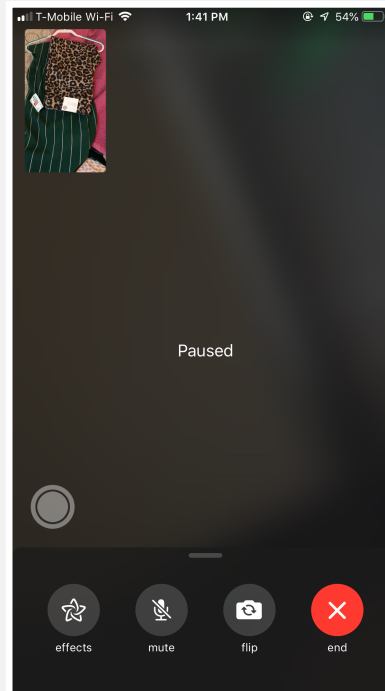
- Jenkins
- Convergence is the mixing and mingling of media forms in and through cultural forms.
- According to Jenkins, the path to convergence is the old and new mixing (24).
- Convergence through video chatting
 - Face to face communication
 - Video chatting technology
 - Is embed on social networks
 - Facebook
 - Instagram live
 - Television shows
 - Commercials



https://www.youtube.com/watch?v=VGT_l-rpLqM

- Bolter & Grusin
- Immediacy leads to hypermediacy
- Immediacy
 - sense of urgency
 - Offers a more immediate or authentic experience
 - Immediacy through video chatting
 - Quick response
 - Immediate face to face connection
 - Read emotions
- Hypermediacy
 - We become aware that a new medium is a medium (19)
 - Hypermediacy through video chatting
 - Buffering
 - Freezing
 - Reconnection
 - Lag
 - Poor quality
 - Paused
 - Video will resume soon

IMMEDIACY / HYPERMEDIACY



AUTO AMPUTATION

McLuhan

Any extension of ourselves causes us to lose something.

Video chatting amputates

focus

Read

All they know is how to speak

DESKILLING



Brabazon



**The efficiency causes us to
lose certain skills.**



**Deskilling through video
chatting**

Writing skills
Reading skills

PHOTO REFERENCES

- <https://www.vectorstock.com/royalty-free-vector/open-international-mail-envelope-with-letter-vector-16850832>
- <https://simply-communicate.com/facebook-outage/>