

(SOTSIAAL-) MEEDIA JA MEIE ELU

ANDRES JÕESAAR



TALLINNA ÜLIKOOL

Balti filmi, meedia ja
kunstide instituut



INFORMATION



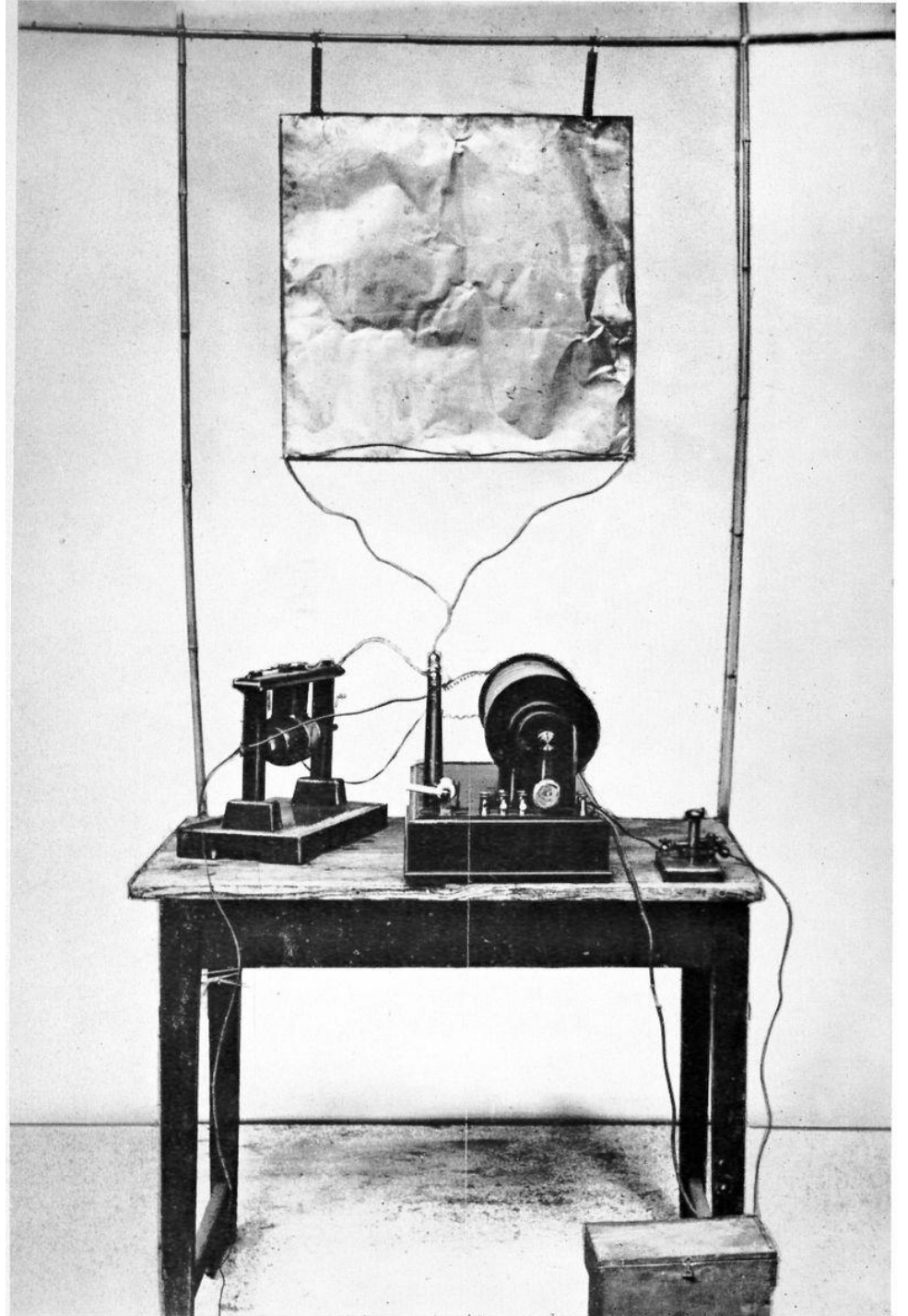
TIME



KNOWLEDGE







1880. aastatel lõi saksa leiutaja Paul Julius Gottlieb Nipkow lihtsa liikuva pildi näitava seadme, kasutades filtreeritud valgust, mida vaadati läbi pöörleva ketta. See oli kaasaegse televisiooni tekke alus.



PAUL NIPKOW IN BERLIN

Elektrisches Teleskop.

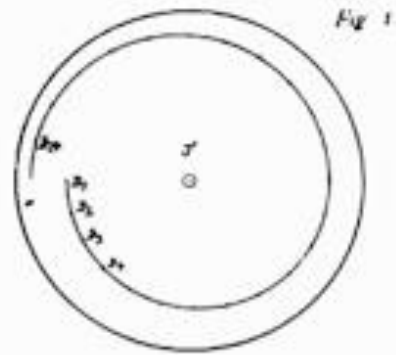


Fig. 1

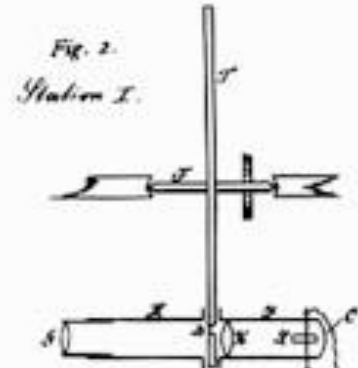


Fig. 2.
Station I.



Fig. 3.
Station II.

PHOTOD. DRUCK DER REICHSDRUCKEREI.



1930s



© 2002 Tvhistory.TV (Lundsey)

1940s



1950s



1960s



1970s



1980s



1990s



2000s

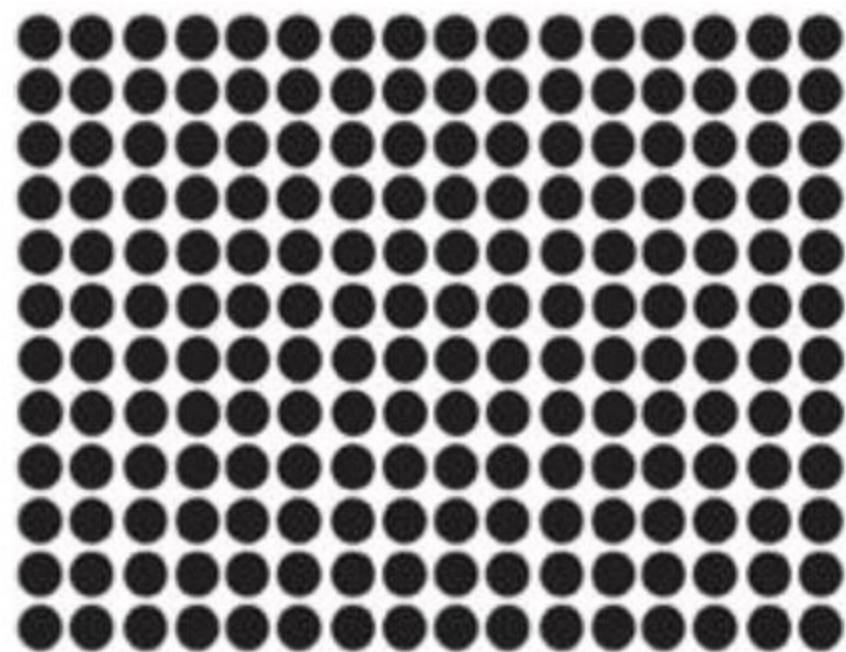


2010s









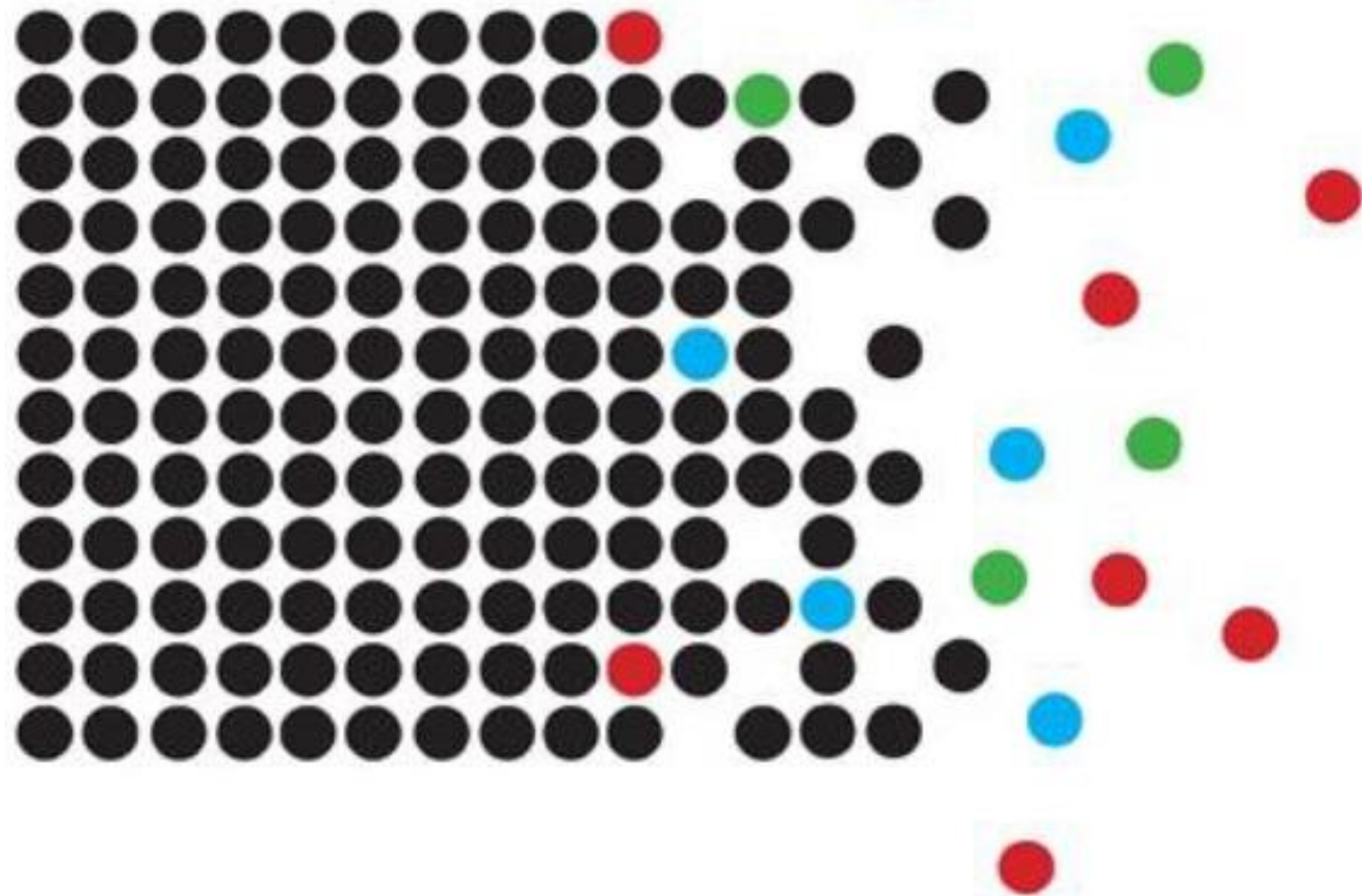
“
Innovation best comes
from people who really
know nothing about
the topic.”

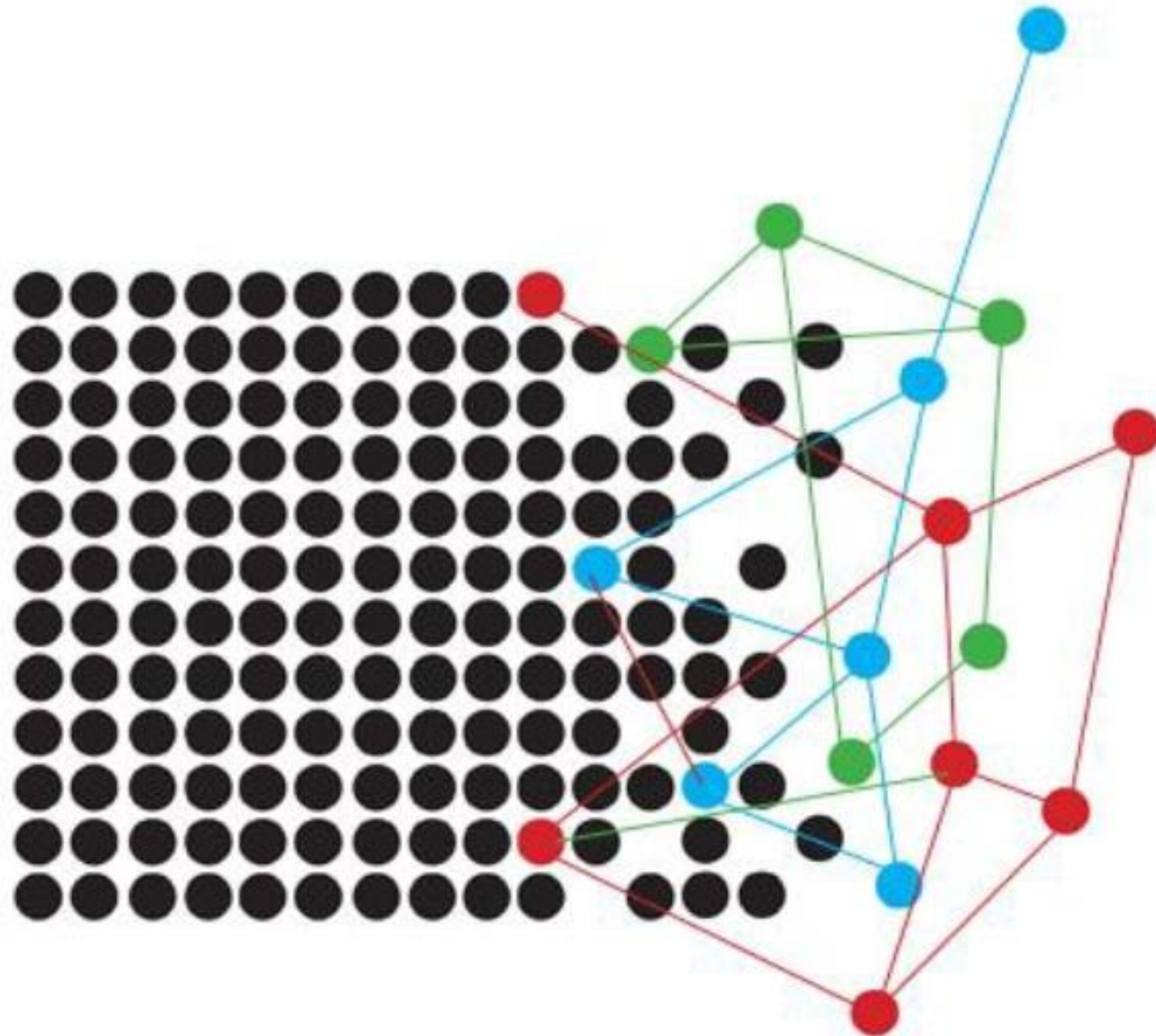
- Steven Sasson



First digital camera

- The camera generally recognised as *the* first digital still snapper was a prototype ([US patent 4,131,919](#)) developed by Eastman Kodak engineer Steven Sasson in **1975**. He cobbled together some Motorola parts with a Kodak movie-camera lens and some newly invented Fairchild CCD electronic sensors.
- The resulting camera, pictured above on its first trip to Europe recently, was the size of a large toaster and weighed nearly 4kg. Black-and-white images were captured on a digital cassette tape, and viewing them required Sasson and his colleagues to also develop a special screen.
- The resolution was a revolutionary .01 megapixels and it took 23 seconds to record the first digital photograph.









Jüri Arraku illustratsioon Enn Vetemaa raamatule "Kalevipoja mälestused".



Have Smartphones Destroyed a Generation?

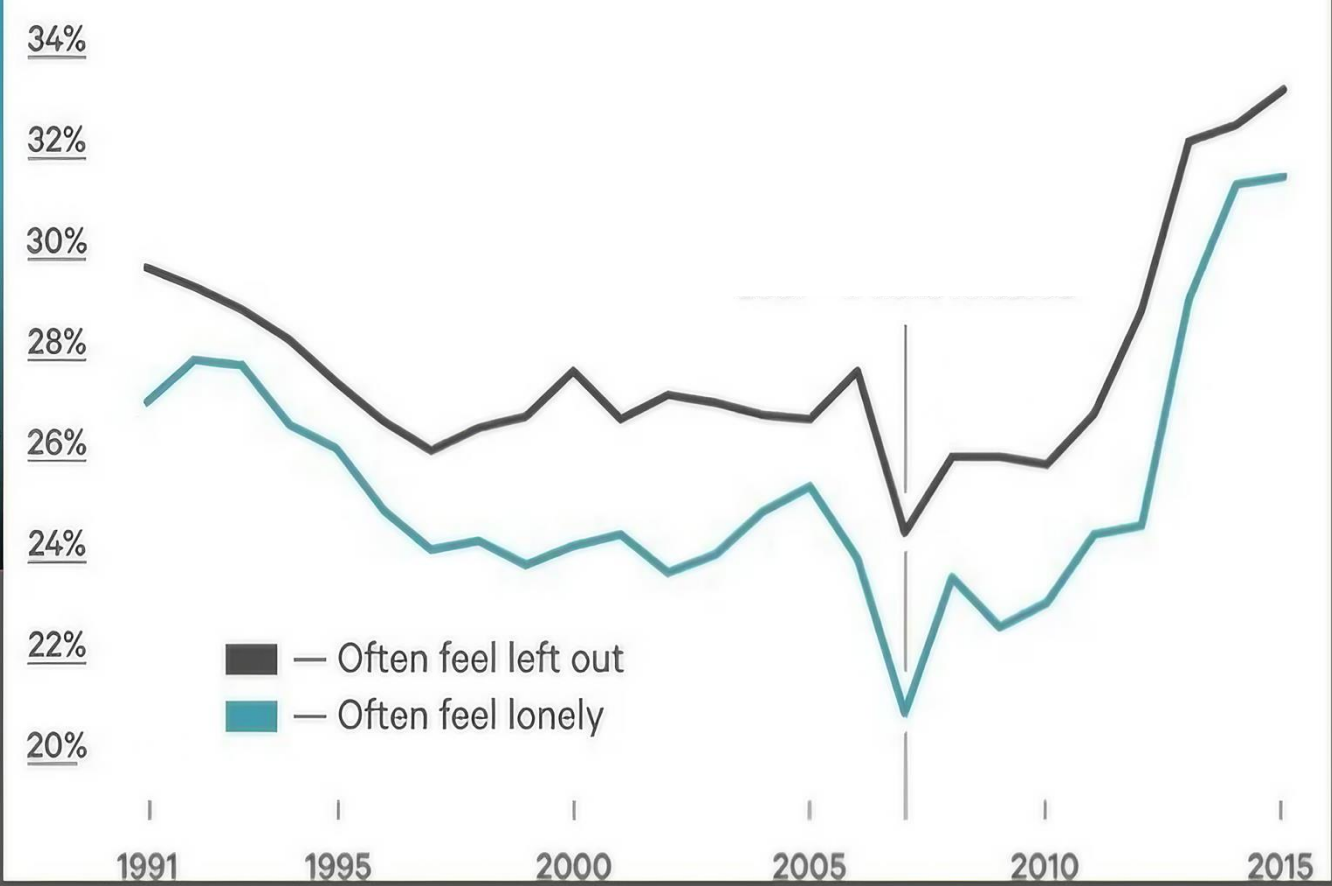
<https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>

Have Smartphones Destroyed a Generation?

More comfortable online than out partying, post-Millennials are safer, physically, ever been. But they're on the brink of a mental-health crisis.

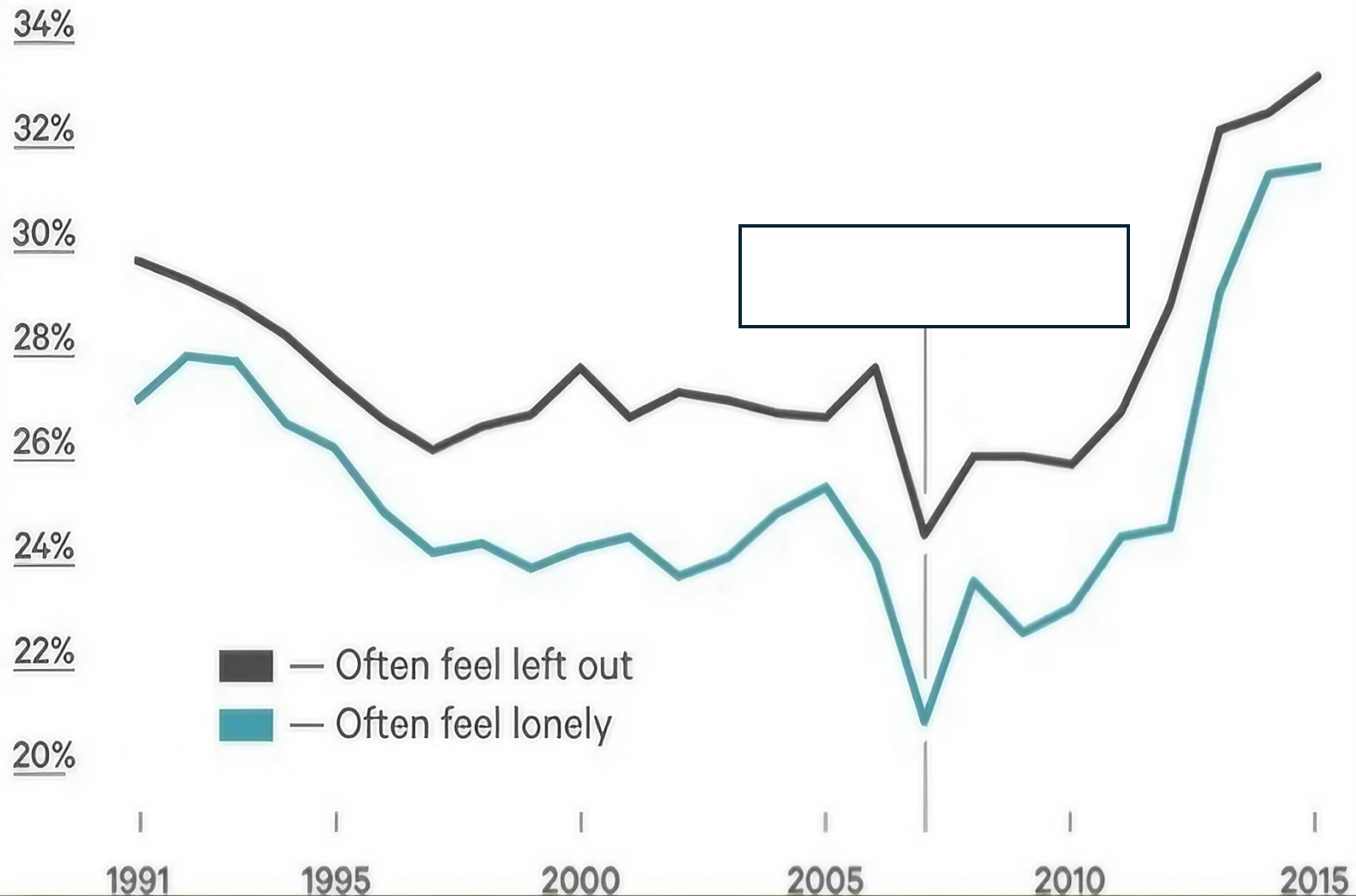
More Likely to Feel Lonely

Percentage of 8th-, 10th-, and 12th-graders who agree or mostly agree with the statement "I often feel left out of things" or "A lot of times I feel lonely"



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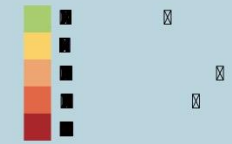
Why the media is different
from other industries?

**What is special in
the media?**





RSF REPORTERS
WITHOUT BORDERS



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FREEDOM OF THE PRESS WORLDWIDE 2024

Map

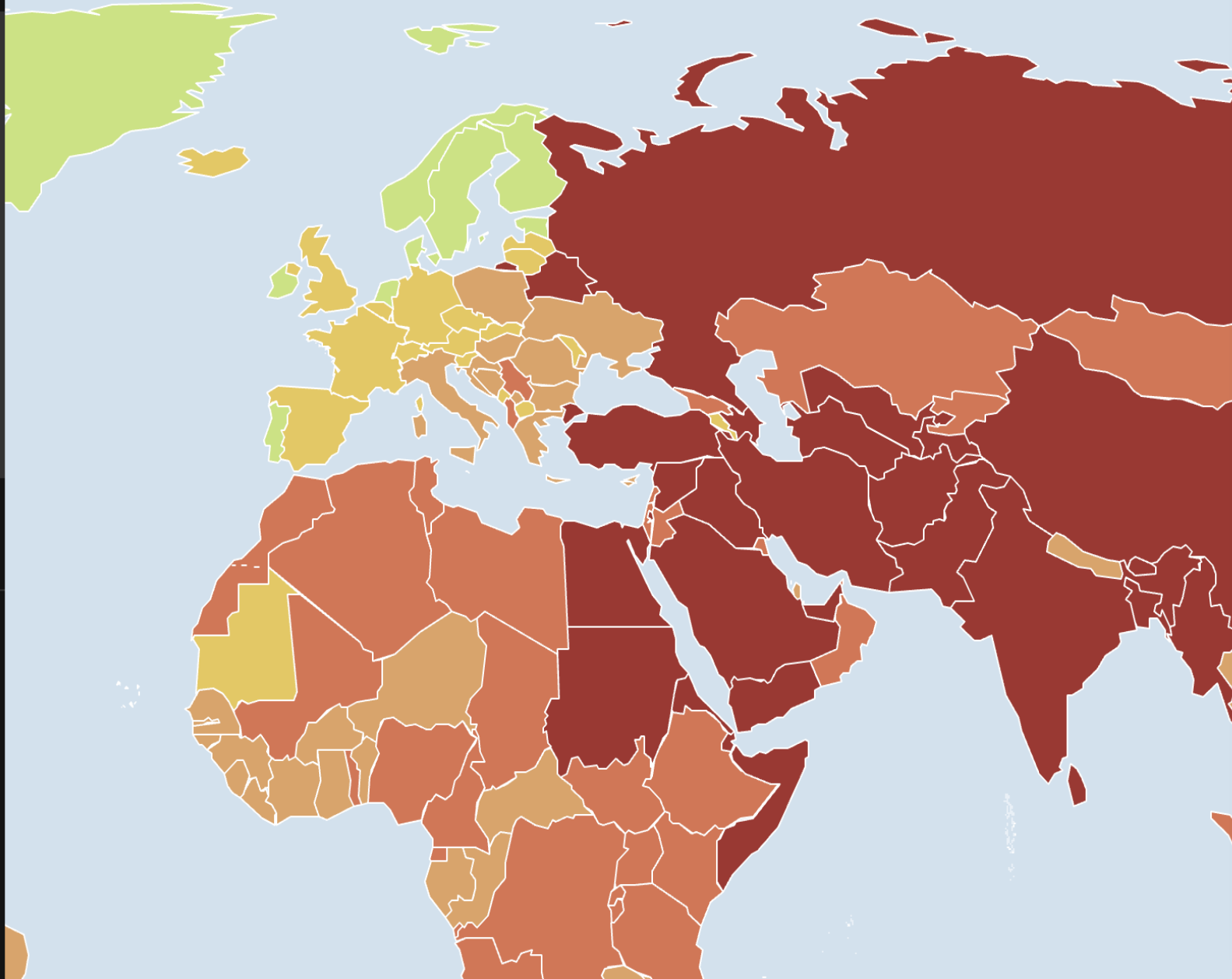
List



Find a country

INDEX 2024

GLOBAL SCORE



INDEX

2024

Global score

Analysis 2024

Methodology

BAROMETER

GDP 2024 (Trillion USD)

1.	United States	27,4
2.	China	19,3
3.	FAANG	10,6
4.	Germany	4,5
5.	Japan	4,2
6.	India	3,5
7.	United Kingdom	3,3
8.	France	3,0
9.	Italy	2,3
10.	Brazil	2,2
11.	Canada	2,1

Facebook, Amazon, Apple, Netflix and Google —now Alphabet

COMPANY	MARKET CAP
 AAPL Apple	\$3.59 trillion
 AMZN Amazon.com	\$2.19 trillion
 GOOG Alphabet	\$2.09 trillion
 META Meta Platforms	\$1.45 trillion
 NFLX Netflix	\$375.03 billion

Meediakirjaoskuse videod

<https://www.youtube.com/@irexinthebaltics>

<https://www.youtube.com/playlist?list=PL41LBVtbyy5wpcfAqgFXbtWD6T6JZLBhf>

SOME KUI UUDISTE
ALLIKAS

THE ATTENTION ECONOMY

Understanding the *New Currency of Business*



THOMAS H. DAVENPORT
JOHN C. BECK

HARVARD BUSINESS SCHOOL PRESS

MILLIST SISU VÄÄRTUSTAVAD ALGORITMID?

FACEBOOK

- algusaastad: meeldimised, kommentaarid → võimendus *clickbait*
- 2014/15: platvormil veedetud aeg → video võidukäik
- 2016 suhtlus - kommentaare innustavad postitused sõbralisti poolt → meemid, vastuoluline sisu
- 2017



kaalub 5 x rohkem kui



TIK TOK

Seotud ideede ja vaadete võrgustikud, kui sulle meeldib X, siis sulle meeldib ilmselt ka Y

- ka “vihkamisvõrgustikud”



TALLINN UNIVERSITY

Tiidenberg 2025



SOCIAL MEDIA

— Addiction —





klikirabaja (ik *clickbait*)
raevurabaja (ik *ragebait*)





Anna Uddenberg_ If Pompeij happened today_2017

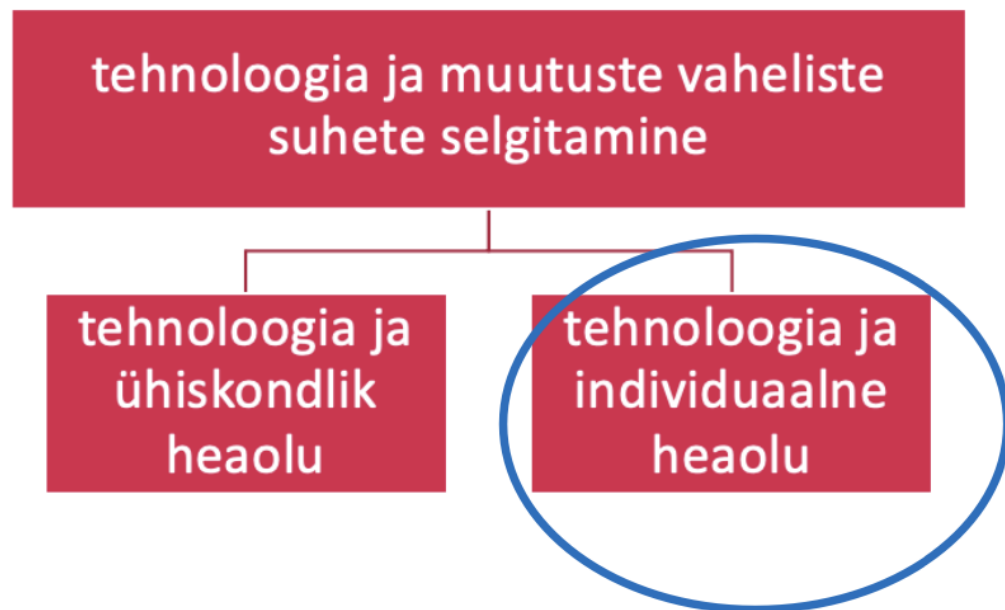
tehnoloogia ja muutuste vaheliste suhete selgitamine

tehnoloogia ja
ühiskondlik
heaolu

tehnoloogia ja
individuaalne
heaolu



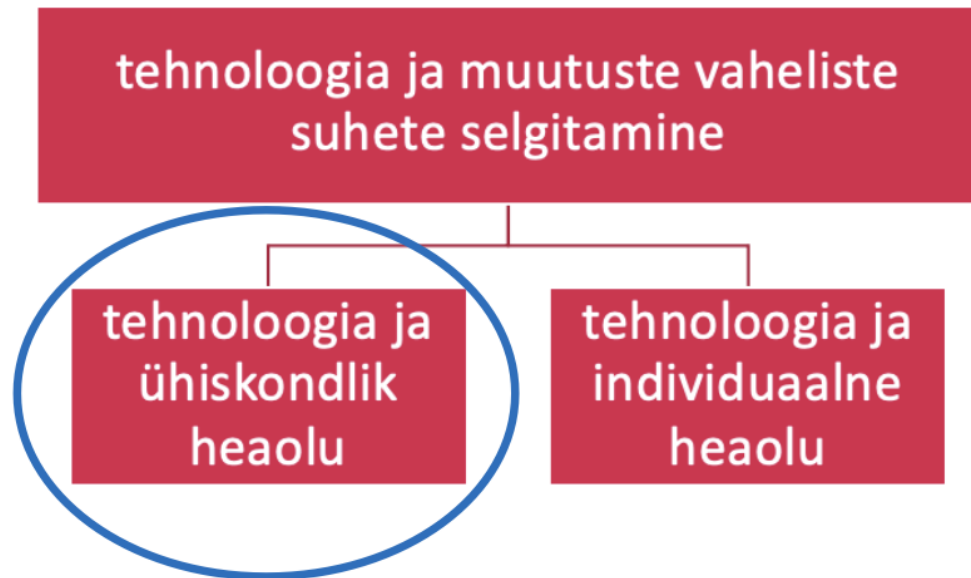
DIGITEHNOLOOGIA JA INDIVIDUAALNE HEAOLU



- Tehnostress ja ülekoormus (overload) VS tuju-, ja tõhustust tõstvad tehnoloogiad
- Üksildus ja kapseldumine VS sotsiaalne kapital ja kuuluvustunne
- Digidementsus vs digivõimekus
- Seos või selle puudumine vaimse tervise probleemidega

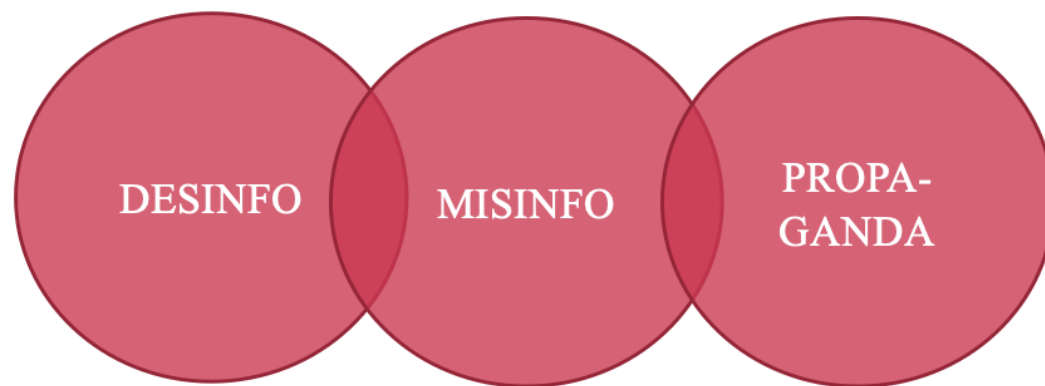
Huvi korral vaata: <https://www.youtube.com/watch?v=ilmWrCNCy14> "Katrin Tiidenberg - Digielu ja (vaimne) heaolu: Eesti Inimarengu Aruanne 2023 vaade" või loe <https://inimareng.ee/et/digitehnoloogiad-ja-vaimne-heaolu/>

DIGITEHNOLOOGIA JA ÜHISKONDLIK HEAOLU



- tähelepanumajandus ja infokorratus
- osaluskultuur ja marginaliseeritute jõustamine, mitmekesistuv avalik keskustelu

INFOKORRATUS



RIIGID, INSTITUTSIOONID, ETTEVÕTTED,
TROLLID, SUUNAMUDIJDAD, TÄHELEPANUSPEKULANDID, TAVAKODANIKUD



TEGUTSEJAD

MOTIIVID

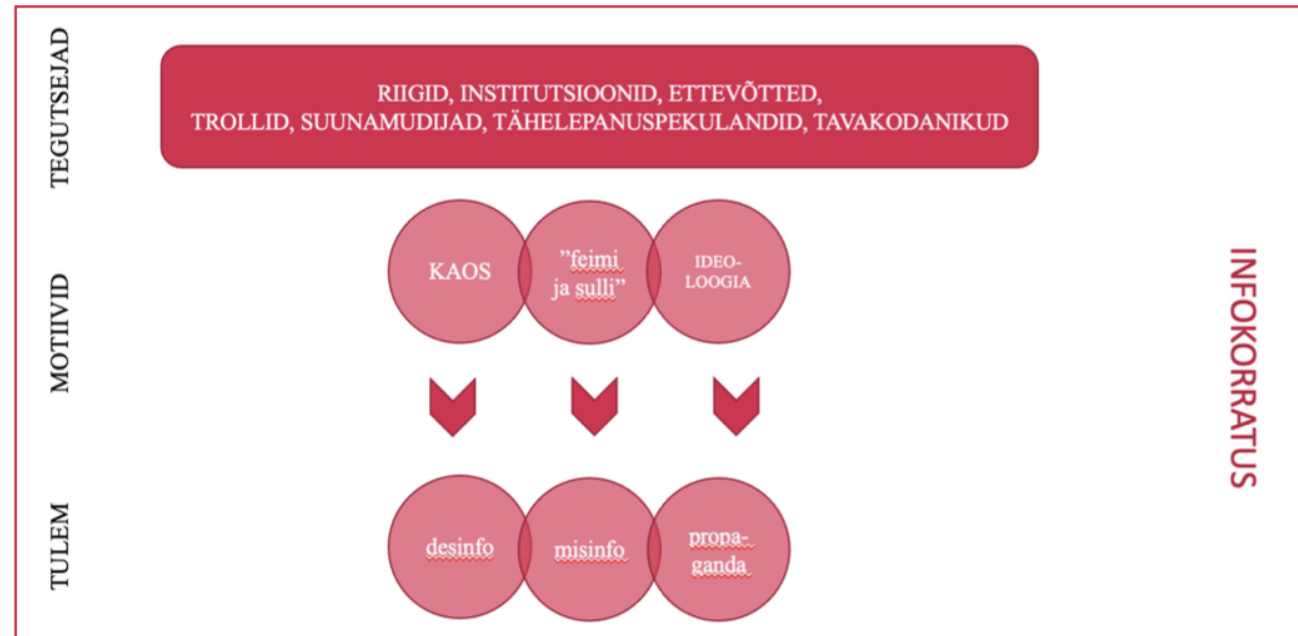
TULEM





- usume seda, kellega soovime samastuda
- usume ilusaid ja karismaatilisi inimesi
- usume seda, mis kinnitab olemasolevaid vaateid
- võltskonsensus
- emotsionaalne hinnang tekib kiiresti, aju reageerib uudsusel
- emotsionaalselt provokatiivne sisu jääb paremini meelde

Vt. Kognitiivsed nihked
(ik *cognitive biases*)



SIX

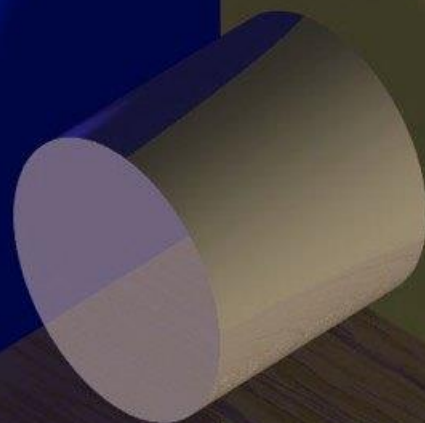
NINE



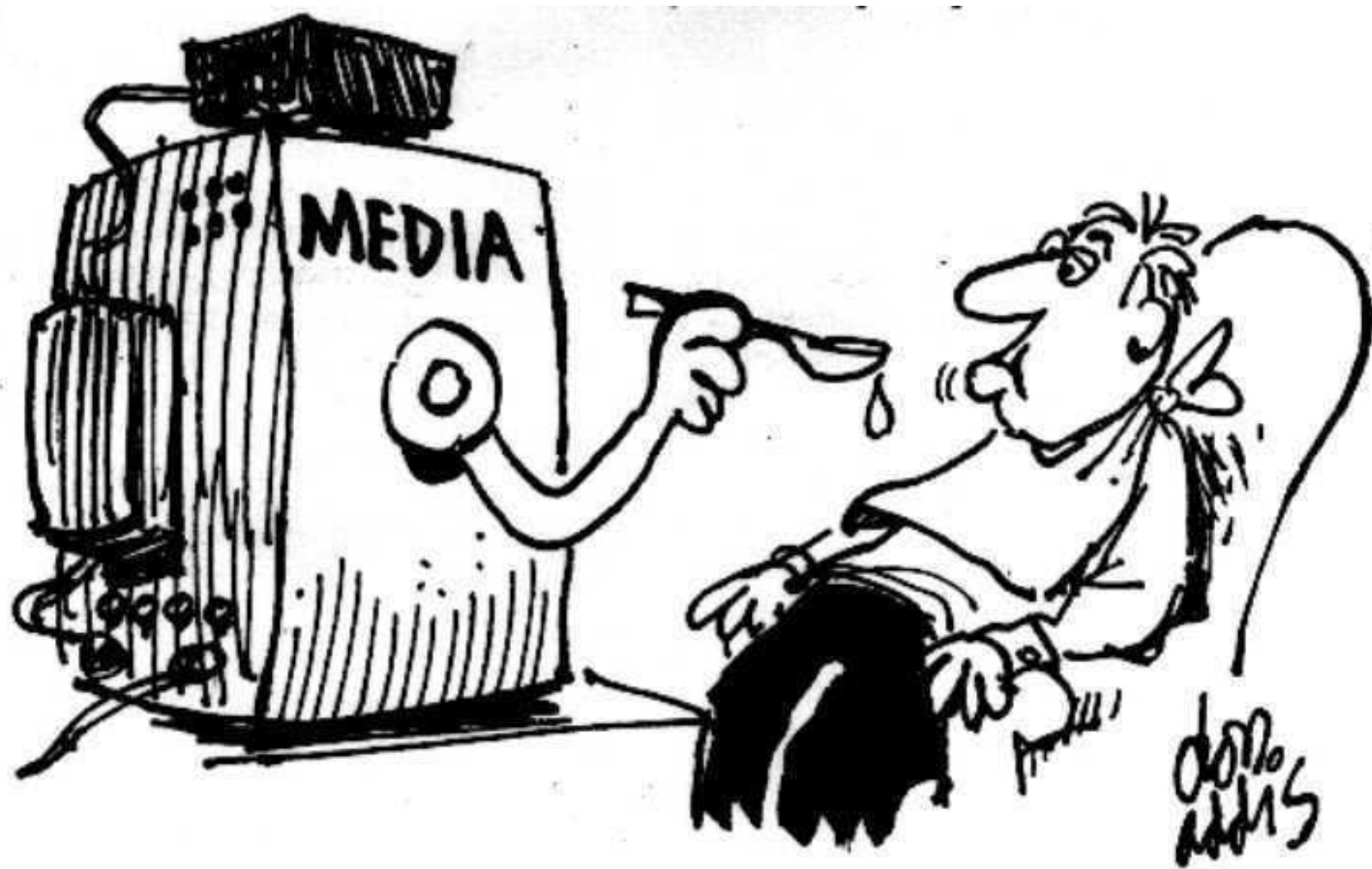
TRUE



TRUE



TRUTH



Media distrust in times of the pandemic



Figure 1. The media is the virus. Adapted from "COVID-19 Vancouver's largest protest, April 26th 2020" by GoToVan, 2020, retrieved September 06, 2021, from <https://www.flickr.com/photos/gotovan/49823129803>

FAKE_NEWS.
FAKE_WORLD.
FAKE_IDENTITY.
TRUST_YOURSELF.

Andres Jõesaar







The spread of true and false news online

Soroush Vosoughi, Deb Roy, Sinan Aral

Science

09 Mar 2018:Vol. 359, Issue 6380, pp. 1146-1151

DOI: 10.1126/science.aap9559

<http://science.sciencemag.org/content/359/6380/1146.full>

Top 5 Fake Election Stories by Facebook Engagement

(three months before election)

**“Pope Francis Shocks World, Endorses Donald Trump
for President, Releases Statement”**
(960,000, Ending the Fed)

**“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS...
Then Drops Another BOMBSHELL! Breaking News”**
(789,000, The Political Insider)

**“IT’S OVER: Hillary’s ISIS Email Just Leaked &
It’s Worse Than Anyone Could Have Imagined”**
(754,000, Ending the Fed)

**“Just Read the Law: Hillary Is Disqualified
From Holding Any Federal Office”**
(701,000, Ending the Fed)

**“FBI Agent Suspected in Hillary Email
Leaks Found Dead in Apparent Murder-
Suicide”** *(567,000, Denver Guardian)*

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

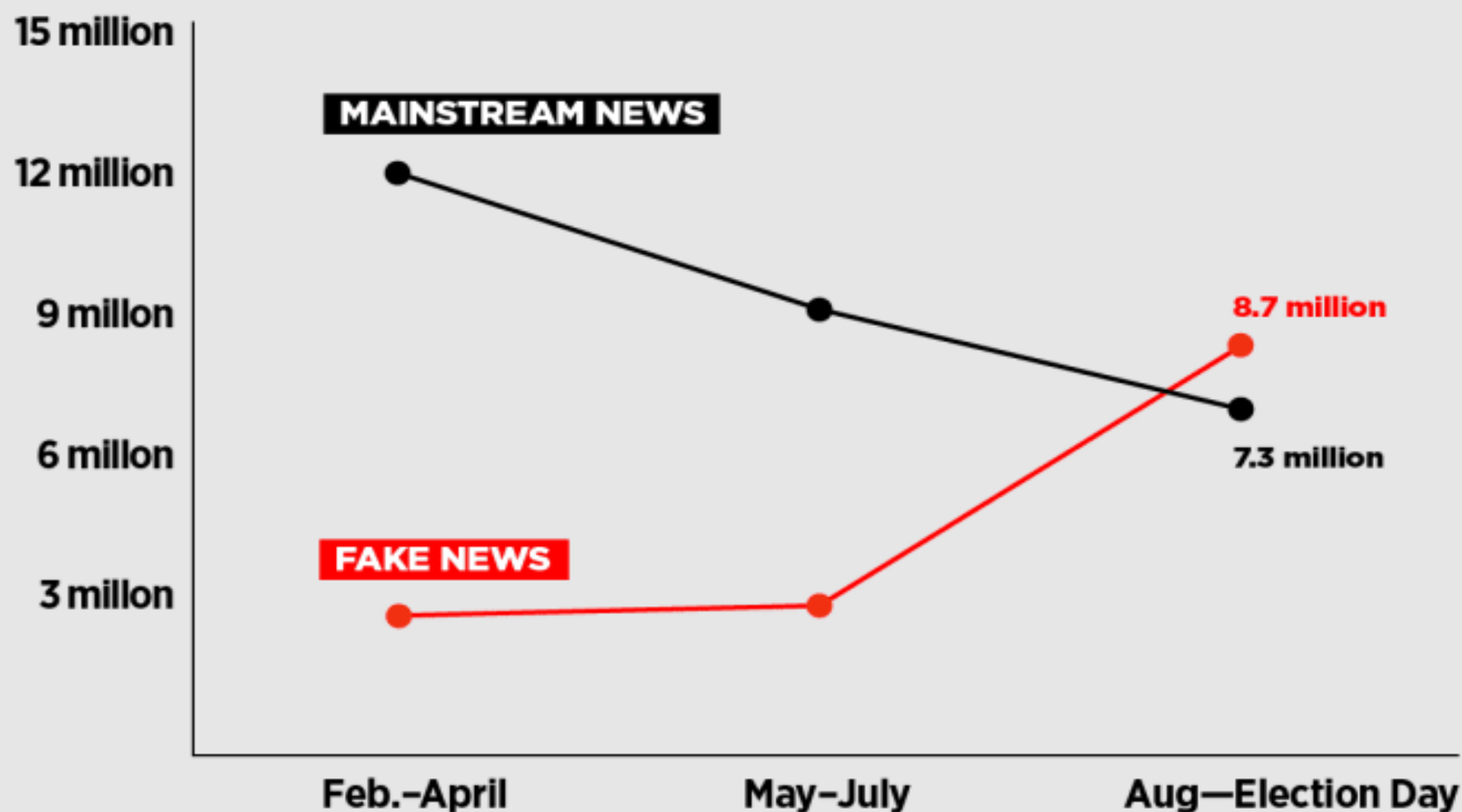


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Craig Silverman (2016). A BuzzFeed News analysis.

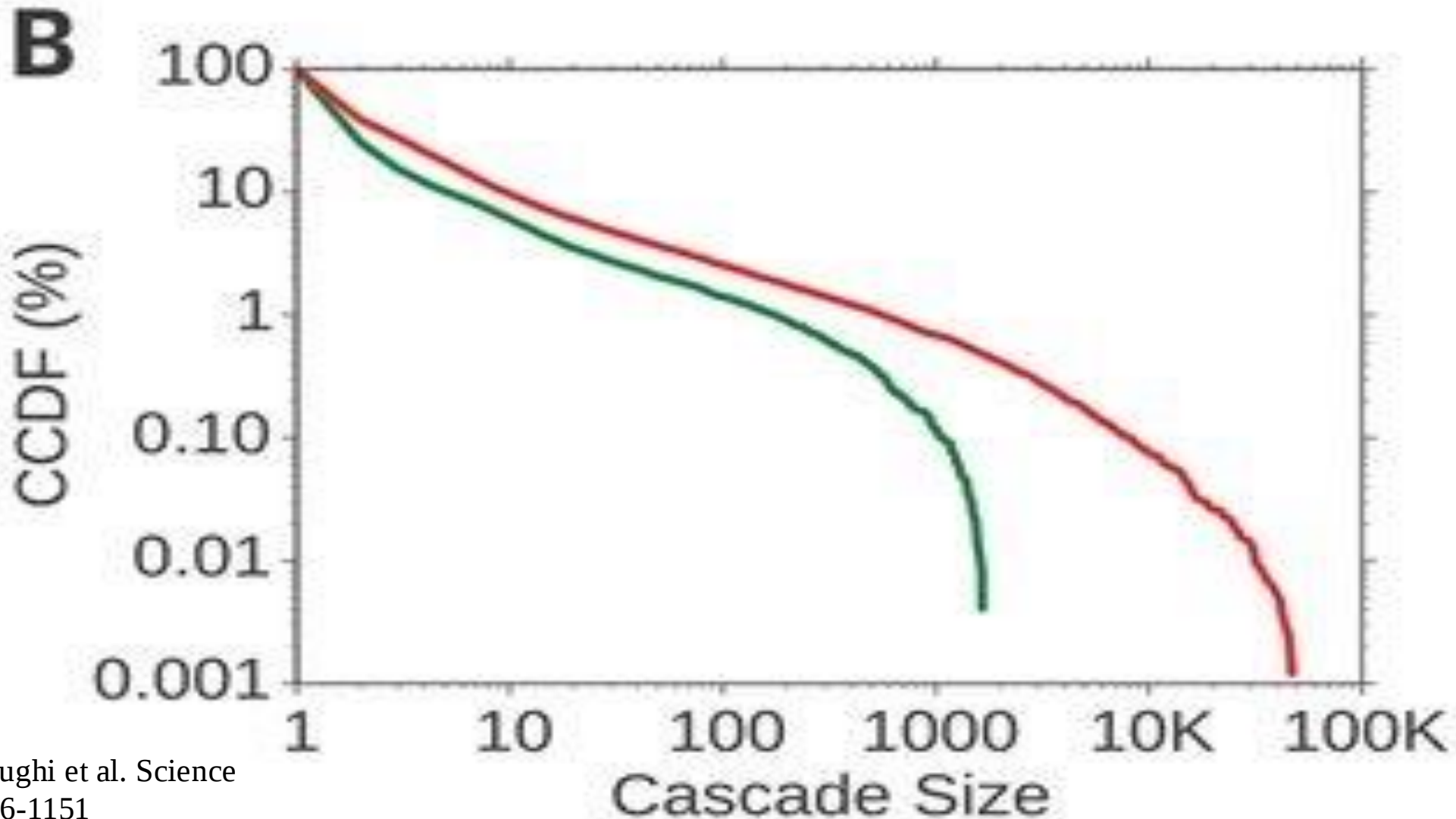
https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook?utm_term=.pgqoYZNr2#.hwYL5kD4b

Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

Complementary cumulative distribution functions (CCDFs) of true and false rumor cascades.





VALEL ON LÜHIKESED
JALAD,
AGA TA JOOKSEB
TÕEST KIIREMINI



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1

Valeuudised on tõestest
uudistes uudsemad /
huvitavamad



TALLINNA ÜLIKOOL



Valeuudised tekitavad
vastajates hirmu, põlgust
ja üllatust



TALLINNA ÜLIKOOL

3

Tõesed lood tekitavad
vastajatest kaastunnet,
kurbust, rõõmu ja
usaldust

4

Robotid jagavad
valeuudiseid ja tõeseid
lugusid võrdse kiirusega,
inimesed aga valeuudiseid
kiiremini



JAAH ARU

AJUST JA ARUST

UNEST

TEADVUSEST

TEHISINTELLEKTIST

JA MUUST

Video examples

- [Weather channels reporting on hurricane](#) 2017
- [First AI news anchor](#) 2018
- [Deep Fake](#) 2019
- [Meta and the future of VR](#) 2023