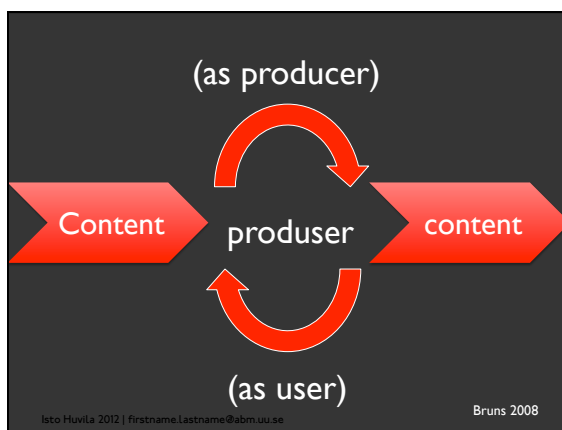
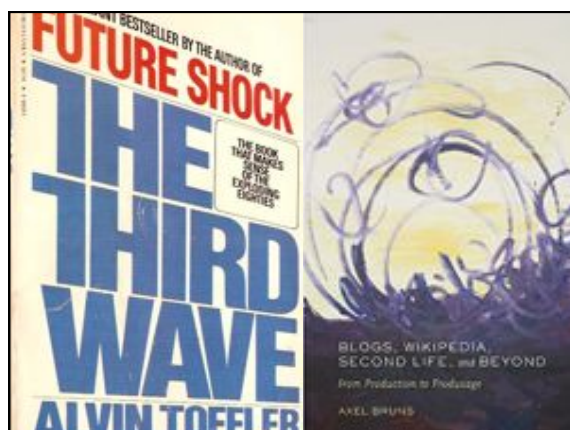


**Broadcastyourself'ism,  
collectivistic knowledge  
production and the vita activa  
in the age of the social media**

Isto Huvila  
ALM | Uppsala University



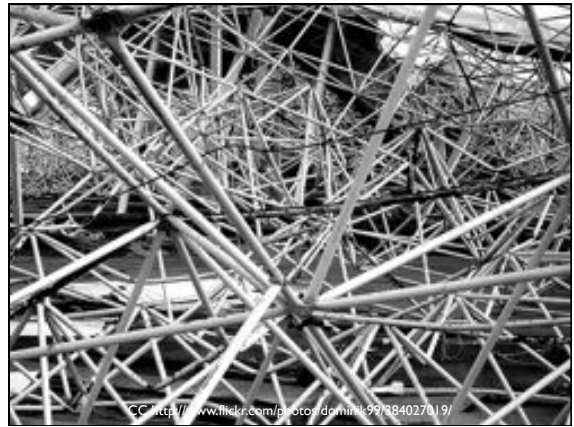
**but, what's  
missing?**

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**produsage and  
prosumption are  
not one.**

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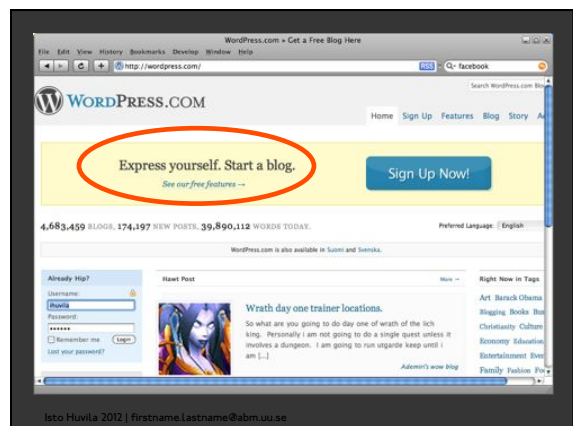
**light-weight,  
heavy-weight  
peer production.  
haythornthwaite**

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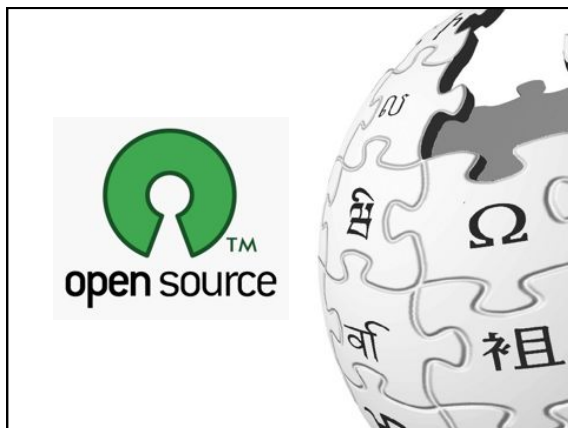
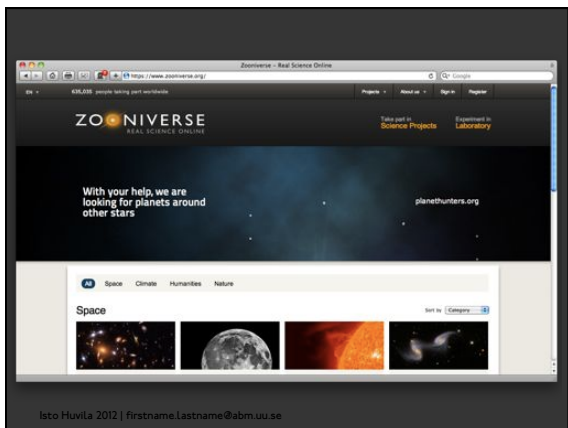
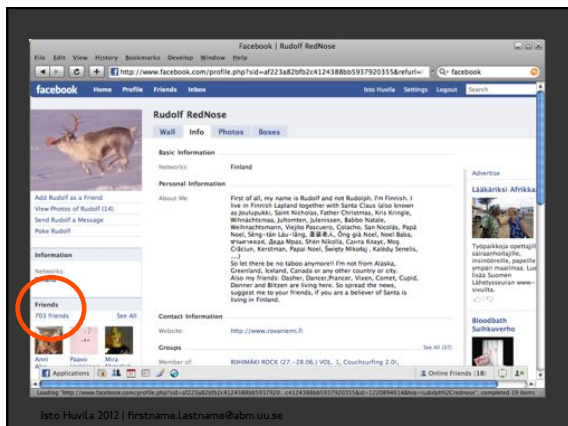


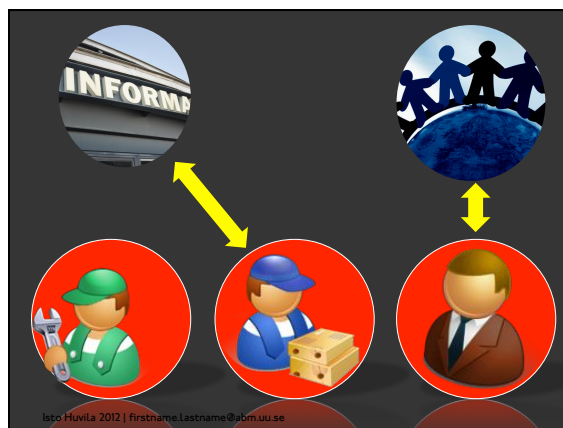
Broadcast Yourself

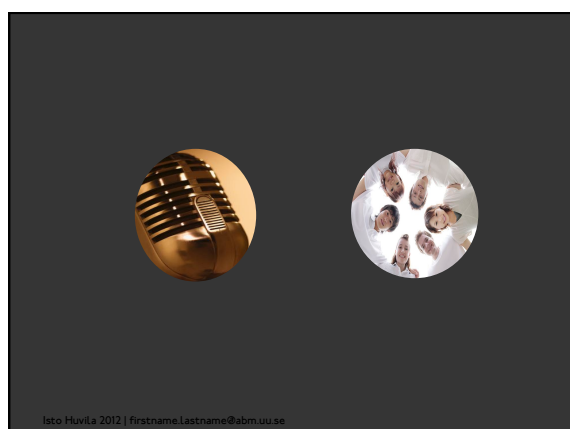
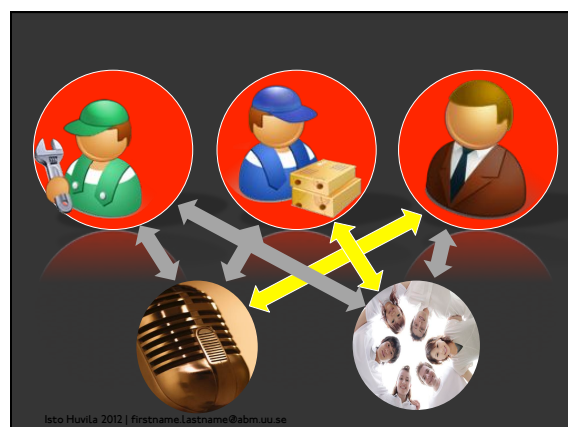
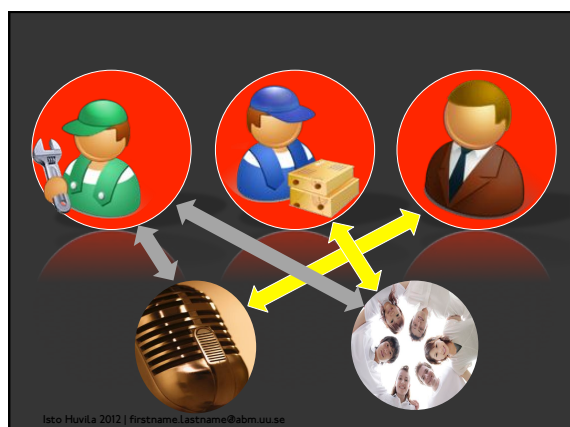
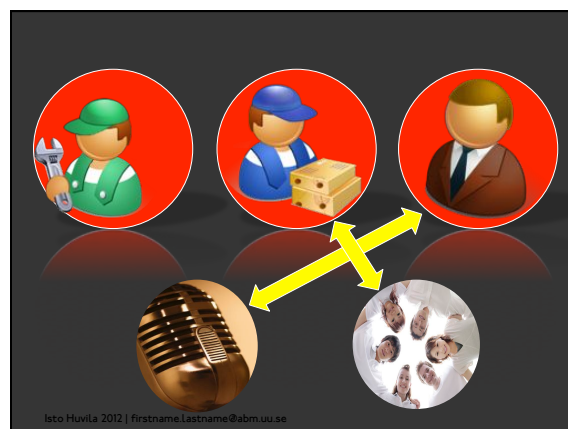
**Broadcast Yourself.**

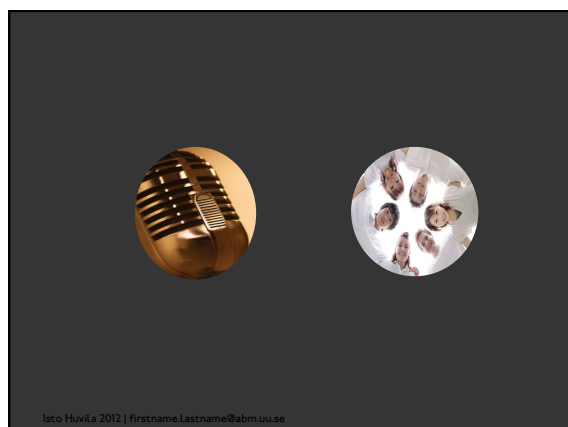


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