

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY
AMU 111: PREDICTING THE FUTURE OF DIGITAL MEDIA

Additional Course Resources

I. Examples

Links in this section were referenced throughout the presentation slides.

McCormick's FlavorPrint Platform: <http://www.mccormick.com/FlavorPrint>

Nike+ Online Community: <https://secure-nikeplus.nike.com/plus/>

Photo, by The Atlantic: <http://www.theatlantic.com/photo/>

Google's "Parisian Love" Video: <https://www.youtube.com/watch?v=nnsSUqgkDwU>

Snowfall, by The New York Times: <http://www.nytimes.com/projects/2012/snow-fall/>

The Organization as the Hero – Sample News Release:
http://www.alz.org/documents_custom/Statements/FY15FundingBillMediaStatementPresident.pdf

The Individual as the Hero – Jackie's Goodbye, by National Journal:
<http://www.nationaljournal.com/magazine/my-alzheimer-s-nightmare-and-why-it-will-soon-be-yours-20141003>

II. Further Reading

Links in this section provide alternate perspectives, additional data and information that complement our presented material.

Surfing, Drowning, Diving: A History of New Media (Medium): <https://medium.com/message/surfing-drowning-diving-122612314fa8>

The Fall of Facebook (The Atlantic): <http://www.theatlantic.com/magazine/archive/2014/12/the-fall-of-facebook/382247/>

Brands are Wasting Time on Facebook and Twitter, Report Says (Fast Company):
<http://www.fastcompany.com/3038801/brands-are-wasting-time-and-money-on-facebook-and-twitter-report-says>

Remarkable New Data on the Power of Chat Apps (NiemanLab): <http://www.niemanlab.org/2014/11/heres-some-remarkable-new-data-on-the-power-of-chat-apps-like-whatsapp-for-sharing-news-stories>