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**Con-ducer: Towards a New Understanding of New Media Consumers' Role on YouTube**

This paper proposes the concept of *con-ducer* as a new model of understanding the role dynamics between producer and consumer in new media environment. A 12 months' online ethnography on YouTube reveals an emerging phenomenon that some users consciously and deliberately conduct consumption activities in traditional sense in order to promote and maximize their own production. Thus, a new hybrid role of *con-ducer* is suggested as an indication of the way in which people consume new media, in terms of why to, what to, when to and how to, inherently belongs to a part of their content production practices. This new model offers us a new understanding of the relationship between consumption and production in new media consumer culture which is characterised by consumers' participation and creation practices. The origination, characteristics and implications of the new role *con-ducer* will be explicated through two case studies in this paper.