

Organizers: **Hjorth, Larissa**, RMIT University, Australia; **Oyama, Shinji**, University of London, United Kingdom

Consuming Participation: Conversational New media, User Created Content and Popular Imaginaries in Asia-Pacific Region

In an age of user created content (UCC) and ‘conversational media’ (Jenkins 2006), just how are local and transnational consumption and production models in the region being revised? How much is rhetoric and how much is reality? Are consumers really being empowered by ‘produser’ (Bruns 2005) practices?

This panel explores different case studies in the region to rethink some of the ways in which consumers (or produsers) are redefining their roles in media production and the associated forms of media literacy.