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Digital Media Essay

Digital media takes on many forms, some examples are, digital images, digital audio, digital video, software, social media, artificial intelligence, cell phones, and the list goes on. Digital media is all around us, some might say it consumes our lives, could you imagine going without your cell phone for more than 24 hours? Probably not, nowadays you can't be a contributing member to society without ingratiating yourself into partly if not all that Digital media has to offer. Though some may debate that digital media causes more harm than good, which one can make a case for. However I am a huge fan of digital media and all its contributions to the way we operate in today's day and age, we move at the speed of digital. Information is constantly being shared, and a desire to be in the know is at an all time high.

My personal favorite form of digital media comes in the form of digital video. We live in an extremely visual age, where people want to see whats going on more than they want to hear about it. We are consumers of visual content and we have almost what feels like a need to constantly be not only consuming but to also a need to create. I personally love to create video and consume video. I think this desire/need to consume and create comes from the development of social media. Nowadays you walk around with a digital camera in your pocket, you can record a video post it to social media or youtube and share with hunders, thousands, even millions in a matter of minutes, or live stream to the world as it is happening in real time. The days when you would have to record on videotape on huge cameras and the only way to share was by making a copy and giving it to whoever you wanted to are long gone. It almost seems like a primitive time, where information traveled at a much slower rate. It was such a slow process, today it is instant. I find this aspect the most fascinating. It's not only instant it is also cheaper, whereas before it would cost a lot of money to be able to purchase a camera, so the barrier of entry was too high for your average consumer. For me personally, this is a great thing, because I like to shoot and edit video, and being able to share it with a friend by simply just posting to social media or texting it to a friend is a great thing. I remember when FaceTime video was released and I was blown away by the technology. I remember thinking to my myself just how advance that was

and groundbreaking, the idea of being able to make a digital video call was out of this world to me. It felt like something that you only would see in science fiction movies. It was truly revolutionary.

All this sharing of information does come at a cost, with videos and information being shared so rapidly and so readily available to any and everyone with a smart phone does come with its pitfalls. It serves as a problem for censorship, ethics, and privacy. Not everything needs to be seen or shared. We live in a record first help later type of environment. It also creates a society full of narcissist, and attention seeking individuals. It can also allow people with negative agendas a platform to share their views and values with an audience. Just as it can be used for good, it can also just as easily be used for bad. Nowadays you hear so many stories about invasion of ones privacy by way of digital video recording them without permission. Unfortunately this problem will probably never stop, as a matter of fact it to will grow along with the technology.

All in all I am all for the expansion and evolution of digital media, specifically in the form or digital video. It is an exciting time to be alive, this technology continues to grow and get better. Maybe one day your eye will become a digital recorder, who knows, only time will tell. I just hope where ever the technology takes us, it will be good for society and predominately be used to develop positive out comes as opposed to negative ones.