

USCD Extension – User Generated Content

User generated content (UGC, often hyphenated), also known as Consumer Generated Media (CGM) or User Created Content (UCC), refers to various kinds of media content, publicly available, that are produced by end-users.

- 1. UGC began in 2005 with the advent of Web Publishing and content creation**
- 2. Types of UGC:**
 - a) Blogs
 - b) Podcasting
 - c) Digital Video
 - d) Wikis
 - e) Forums
 - f) Etc.
- 3. Born of Open Source Software Projects:**
 - a) Blogger
 - b) Wordpress
 - c) PHPbb
- 4. Helped along by CMS Systems**
 - a) Joomla
 - b) Drupal
 - c) Reddot
 - d) Ektron
 - e) The best, low cost software: Adobe Contribute

5. **Brought to full fruition by Web 2.0 applications**
 - a) "Conversational Media" – Two-way communication on a site
 - b) Google Docs
 - c) CNN iReport
 - d) Wikipedia
 - e) DIGG
 - f) Del.icio.us
 - g) Basecamp
 - h) MySpace
 - i) Facebook
 - j) BeJane.com
6. **Uses**
 - a) Collaboration
 - b) Communication
 - c) Skill Building
 - d) Discovery (Reviews, New Information, Content)
7. **Overarching Purpose of UGC is to alleviate the pressure of content providers. When users create their own content, authoring costs decrease significantly. While costs go down, many times quality goes up because users are in control of their own community on the web.**
8. **Marketing Challenges:**
 - a) Need to encourage participation
 - b) Policies for offensive or slanderous content
 - c) Lack of control over spelling/grammar/language in general

9. Three Central Characteristics:

- a) **Publication requirement:** While UGC could be made by a user and never published online or elsewhere, we focus here on the work that is published in some context, be it on a publicly accessible website or on a page on a social networking site only accessible to a select group of people (eg, fellow university students). This is a useful way to exclude email, two-way instant messages and the like.
- b) **Creative effort:** This implies that a certain amount of creative effort was put into creating the work or adapting existing works to construct a new one; i.e. users must add their own value to the work. The creative effort behind UGC often also has a collaborative element to it, as is the case with websites which users can edit collaboratively. For example, merely copying a portion of a television show and posting it to an online video website (an activity frequently seen on the UGC sites) would not be considered UGC. If a user uploads his/her photographs, however, expresses his/her thoughts in a blog, or creates a new music video, this could be considered UGC. Yet the minimum amount of creative effort is hard to define and depends on the context.
- c) **outside of professional routines and practices:** User generated content is generally created outside of professional routines and practices. It often does not have an institutional or a commercial market context. In extreme cases, UGC may be produced by non-professionals without the expectation of profit or remuneration. Motivating factors include: connecting with peers, achieving a certain level of fame, notoriety, or prestige, and the desire to express oneself.

10. Marketing Uses

- a) Create Blog Sites
- b) Web Community Staff
- c) Reputation Management
- d) Multi-Media: UGC on all media types: Current.com