

COLLECTIVE WISDOM: CO-CREATING MEDIA WITHIN COMMUNITIES, ACROSS DISCIPLINES AND WITH ALGORITHMS

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ABSTRACT

Collective Wisdom is a hybrid field study that sets out to map, define, and shed light on co-creation methods within media (arts, documentary, and journalism) and adjacent areas of knowledge (design, open-source tech, urban and community planning). While the concept of co-creation is gaining prominence, it is an ancient and under-documented dynamic. Media co-creation has particular relevance in the face of today's myriad of challenges, but is not without risks and complications. In this study we identify four types of co-creation in media: within communities (in person and on-line); across disciplines and organizations, and increasingly, humans co-creating with living systems and artificial intelligence (AI). We also synthesize the risks, as well as the practical lessons from the field on how to co-create with an ethos grounded in principles of equity and justice. This qualitative study is not comprehensive, but it is a first step in articulating contemporary co-creative practices and ethics, and in doing so it connects unusual dots.