

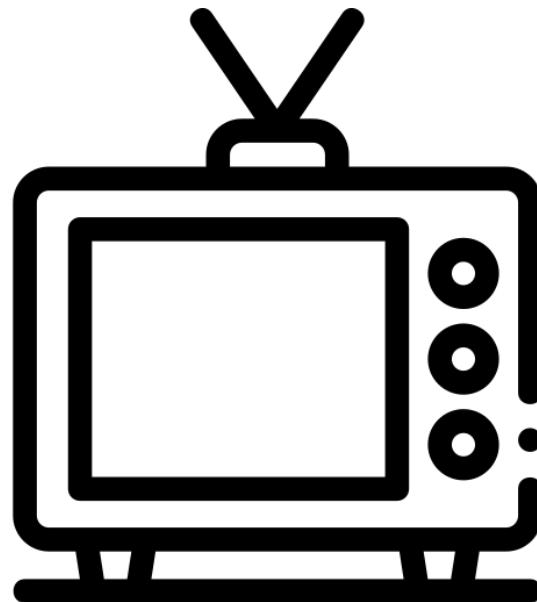
# Updating Stuart Hall's Encoding and Decoding model in the Digital Era

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# Legacy Media

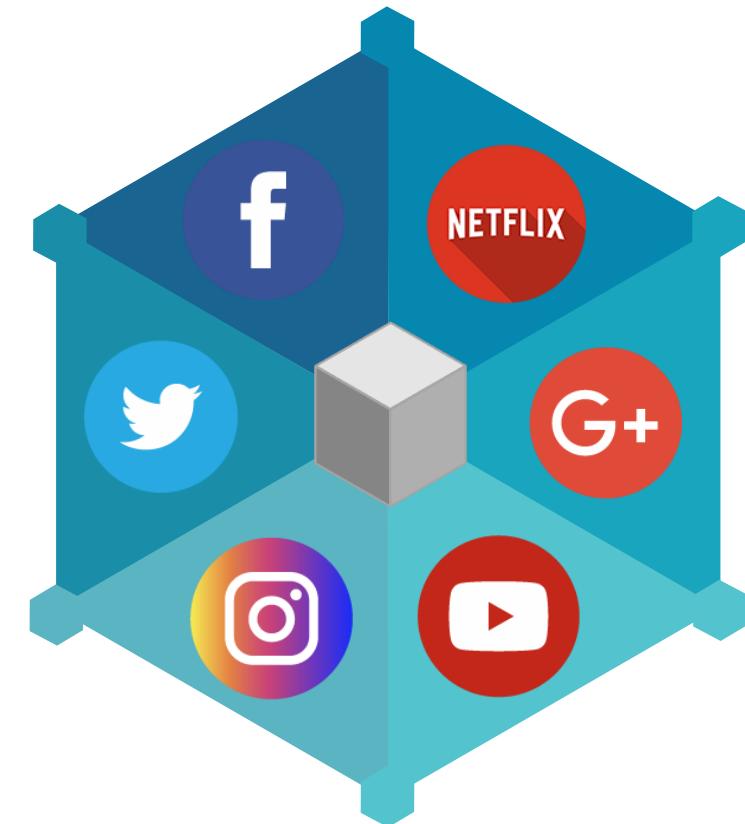
Encoding and Decoding Model



Presented in 1973  
Based on TV  
By Stuart Hall

# Digital Platform

The rise of digital Platforms

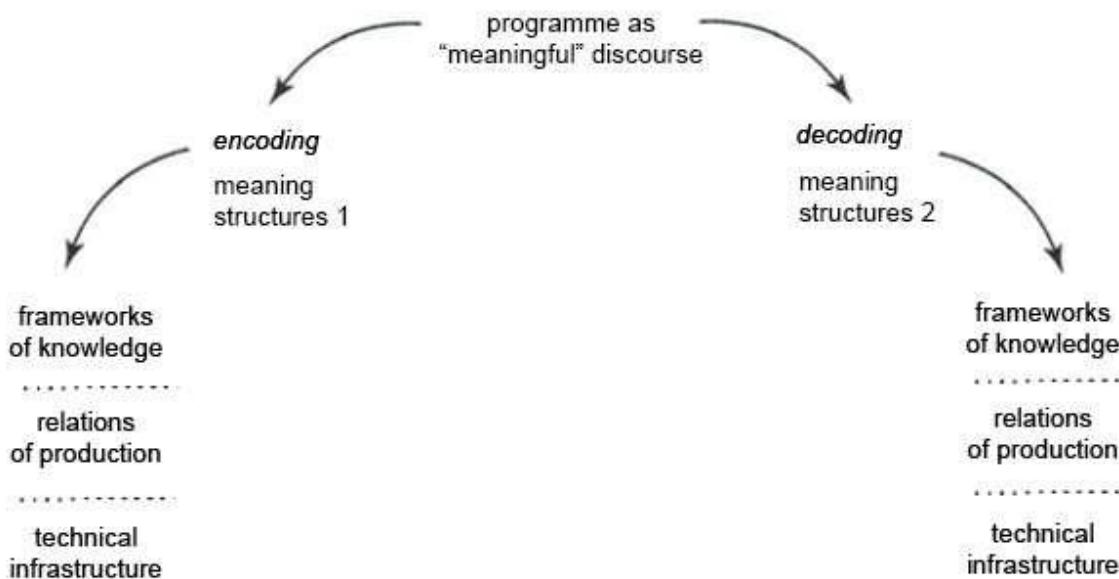


Over-the-Top media services  
Social network sites  
Search engines

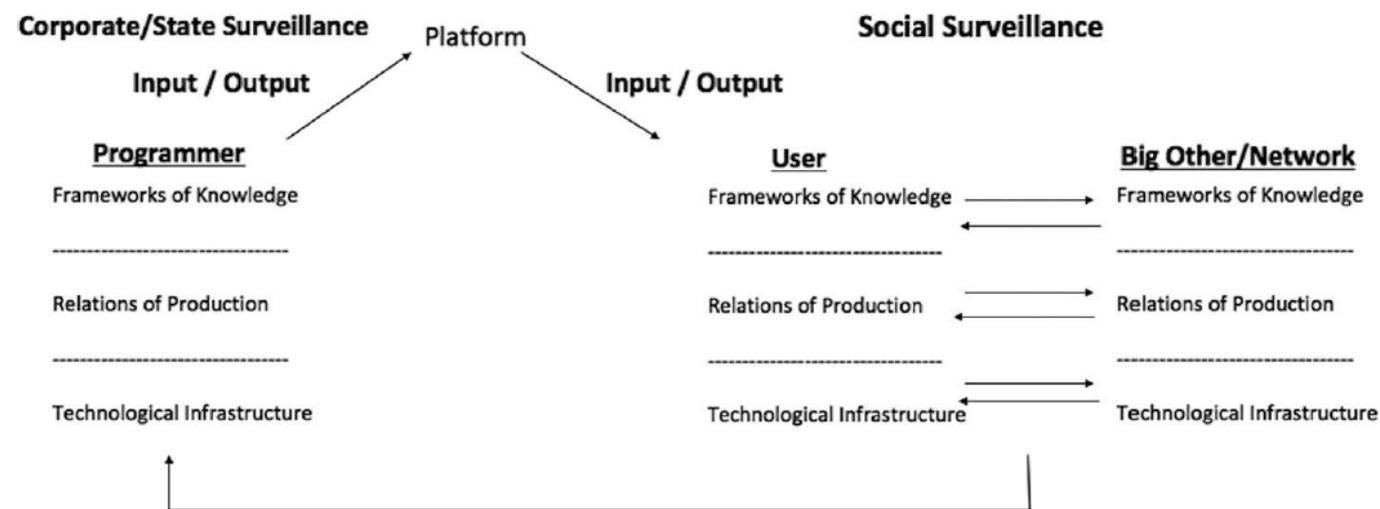


# Hall's Encoding/Decoding model and Flisfeder's Input/Output Model

## Hall's Encoding/Decoding Model (1980)



## Flisfeder's Input/Output Model (2021)



### Three types of decoding

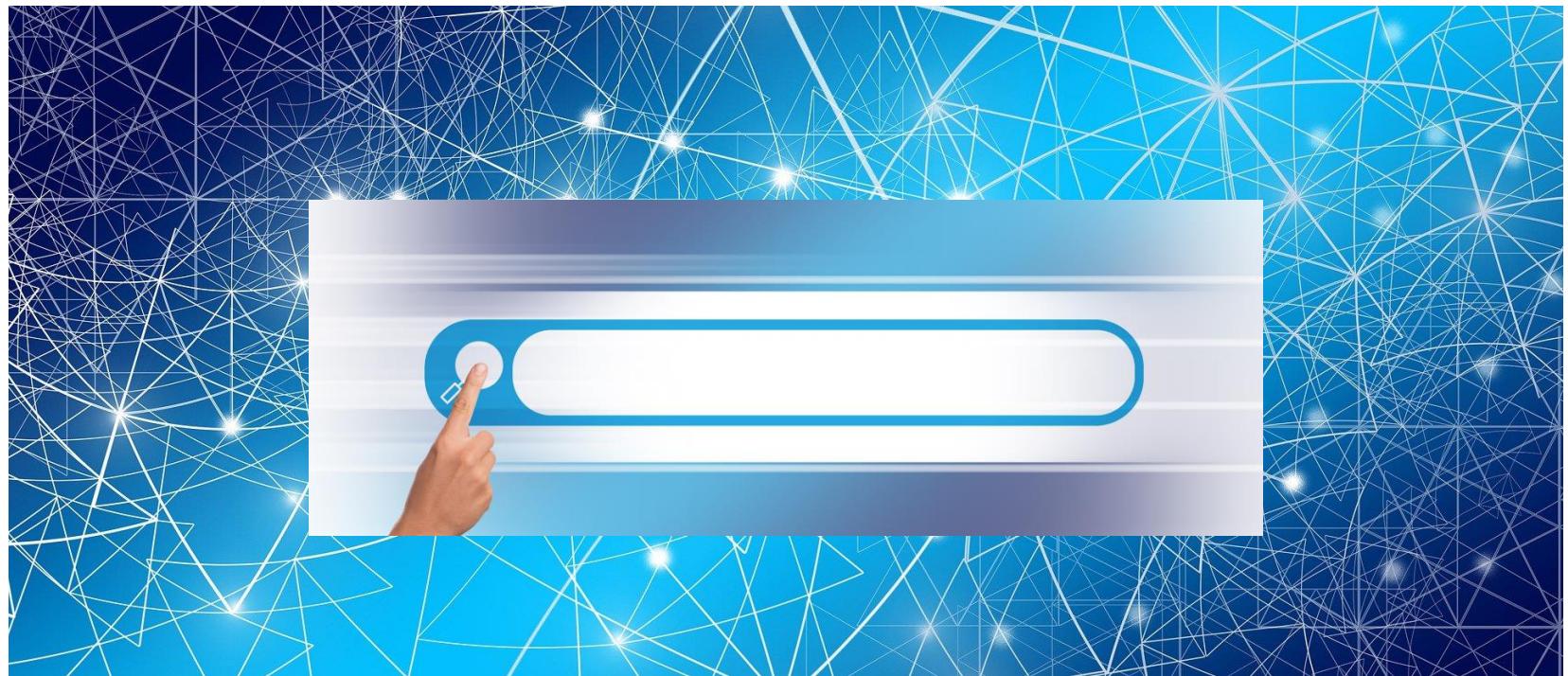
1. Dominant-hegemonic position
2. Negotiated position
3. Oppositional position



# Participatory decoding

## Participatory decoding

Users can actively engage with selecting content from the given options on a platform to decode a message



Information limited and selected by platforms



## User Encoding

Users can directly create and spread messages on digital platforms

# User Encoding



Tool for democracy



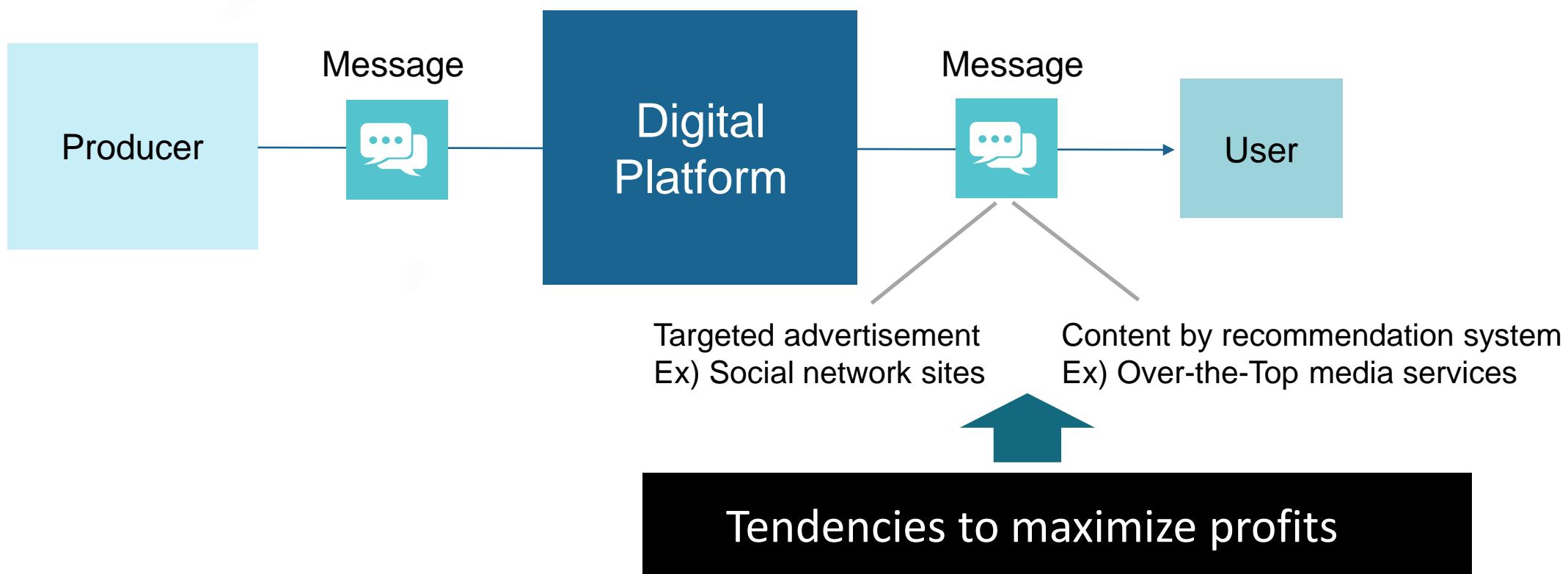
Tool for spread of Fake news, conspiracy theories



# Lincoding (Link + Coding)

## Two ways of Lincoding

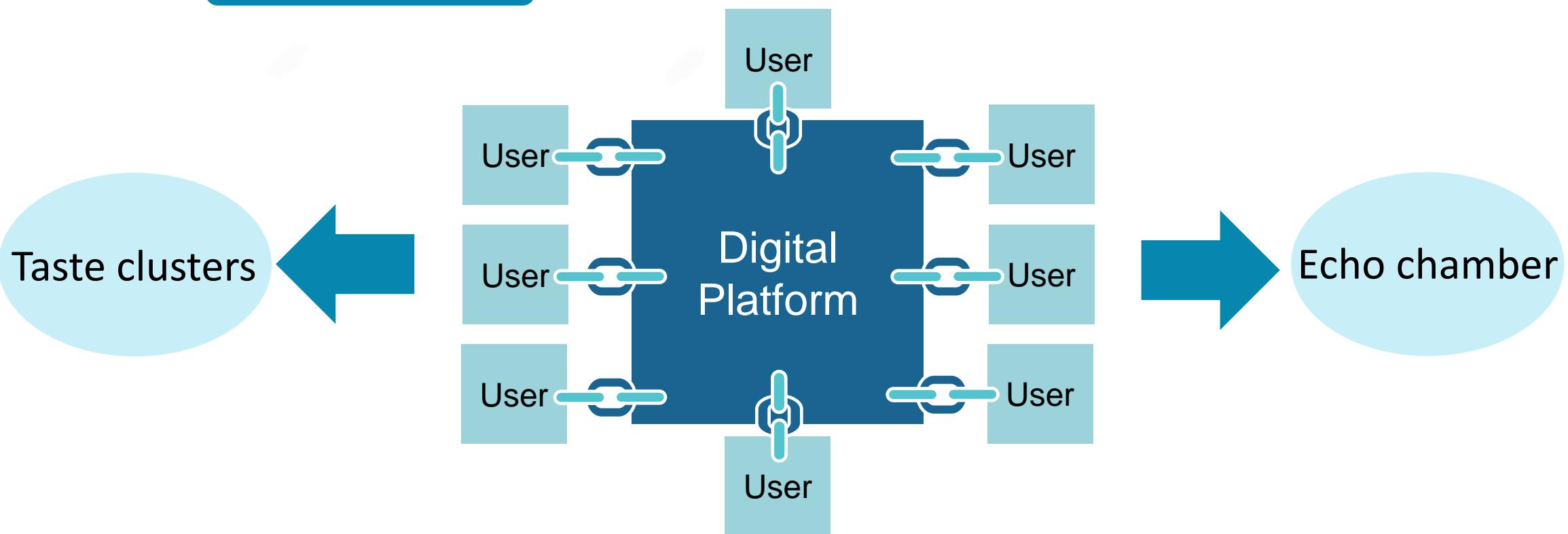
1. Message encoded to User



# Lincoding (Link + Coding)

## Two ways of Lincoding

### 2. Among Users



# Three different types of media practice strategies



## Appropriation of the existing media platforms

Ex) Creating and posting critical contents on Social network sites



## Installation of alternative media platforms

Ex) Establishing new public media platform against powerful commercial ones



## Restriction of detrimental media platforms

Ex) Limiting or abolishing the problematic functions of media platform



# Datafication/Lincoding/Encoding/Decoding/Practicing Model (DLEDP Model)

