

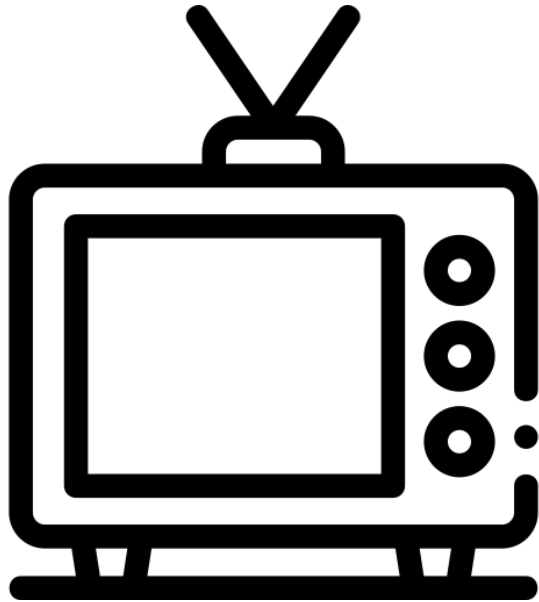
Updating Stuart Hall's Encoding and Decoding model in the Digital Era

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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

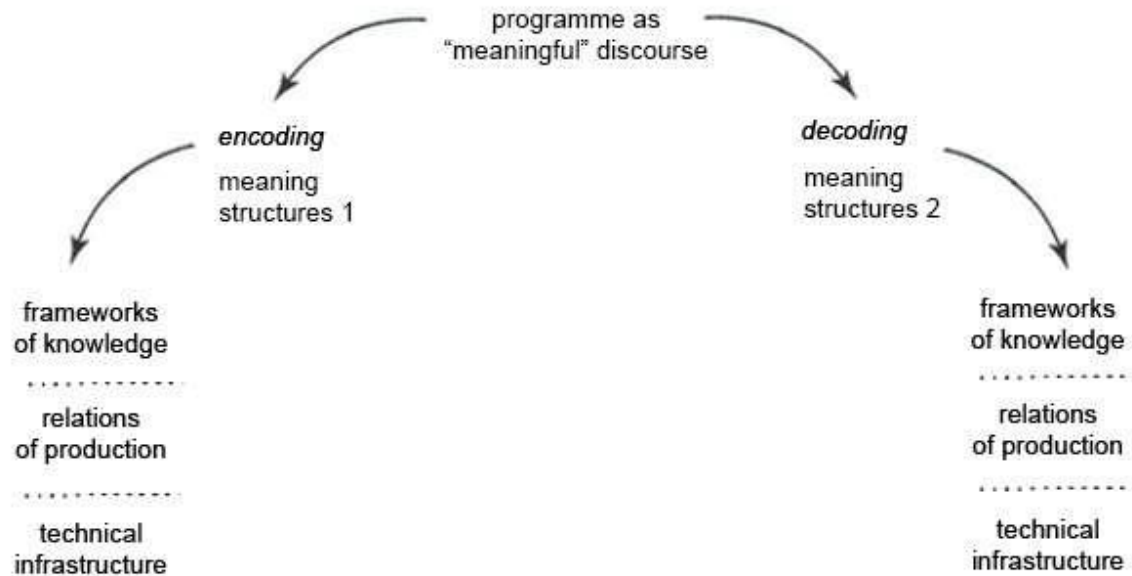


Over-the-Top media services
Social network sites
Search engines



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

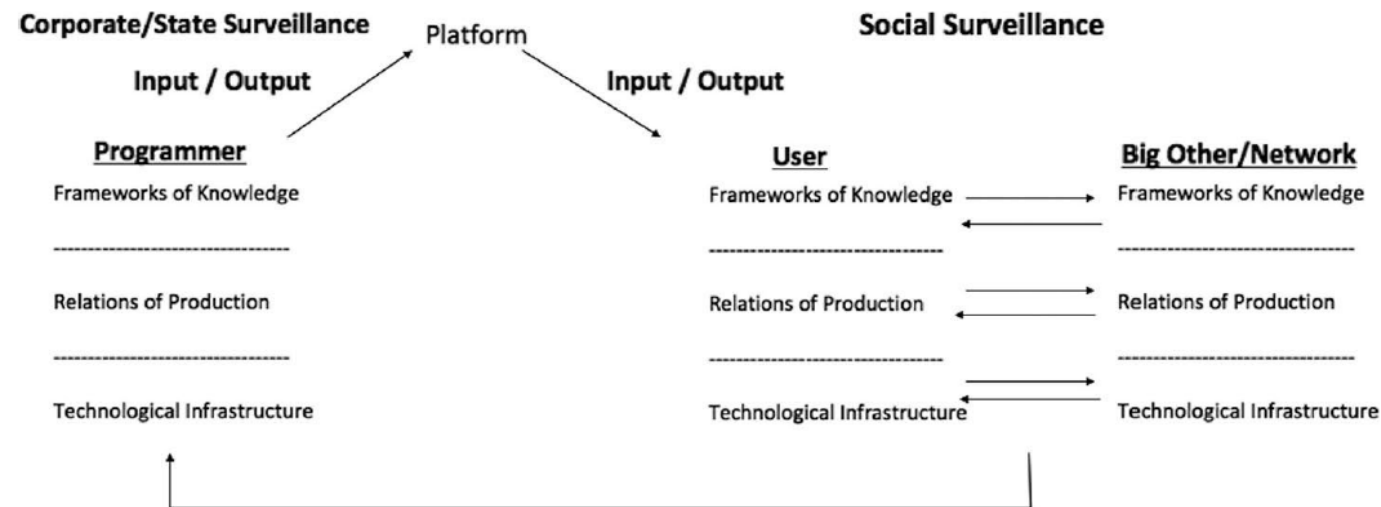
Hall's Encoding/Decoding Model (1980)



Three types of decoding

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

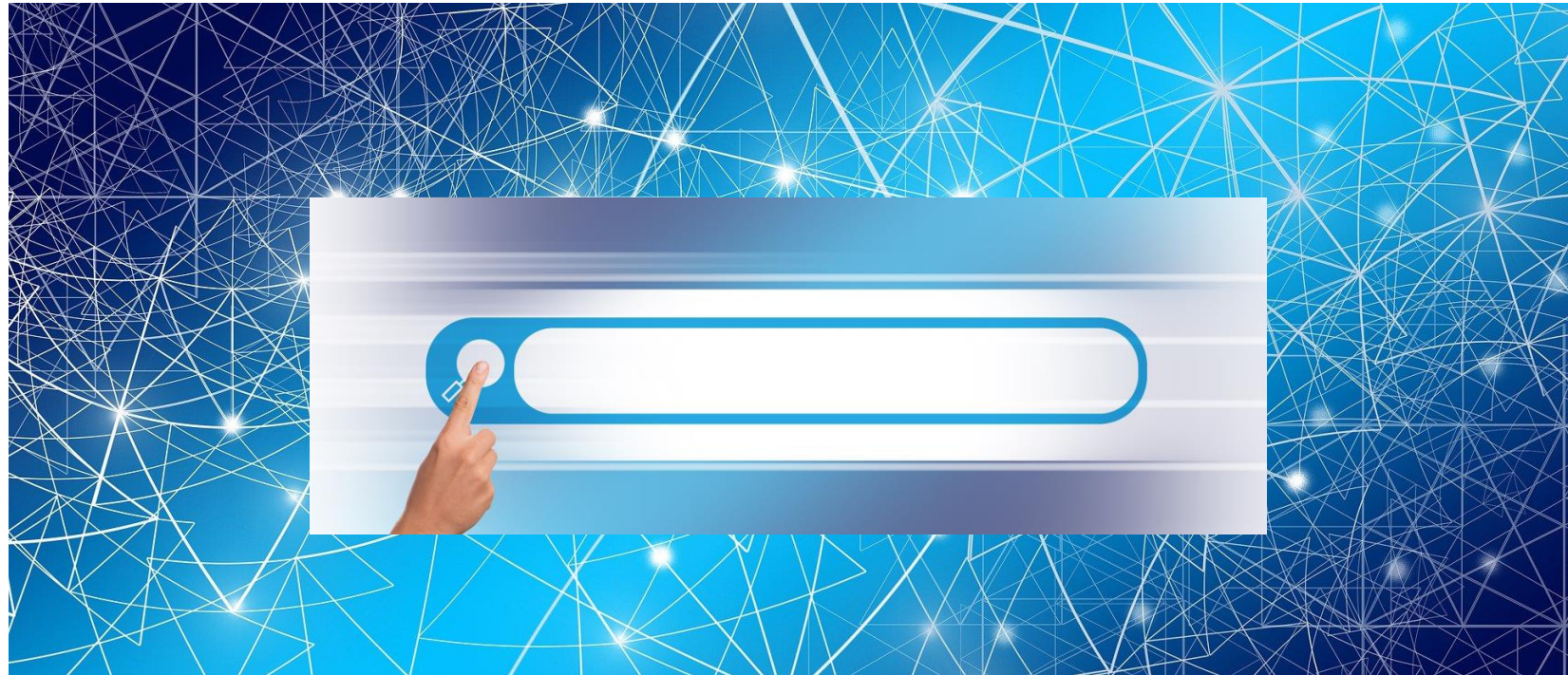
Flisfeder's Input/Output Model (2021)



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

User Encoding

Users can directly create and spread messages on digital platforms



Tool for democracy



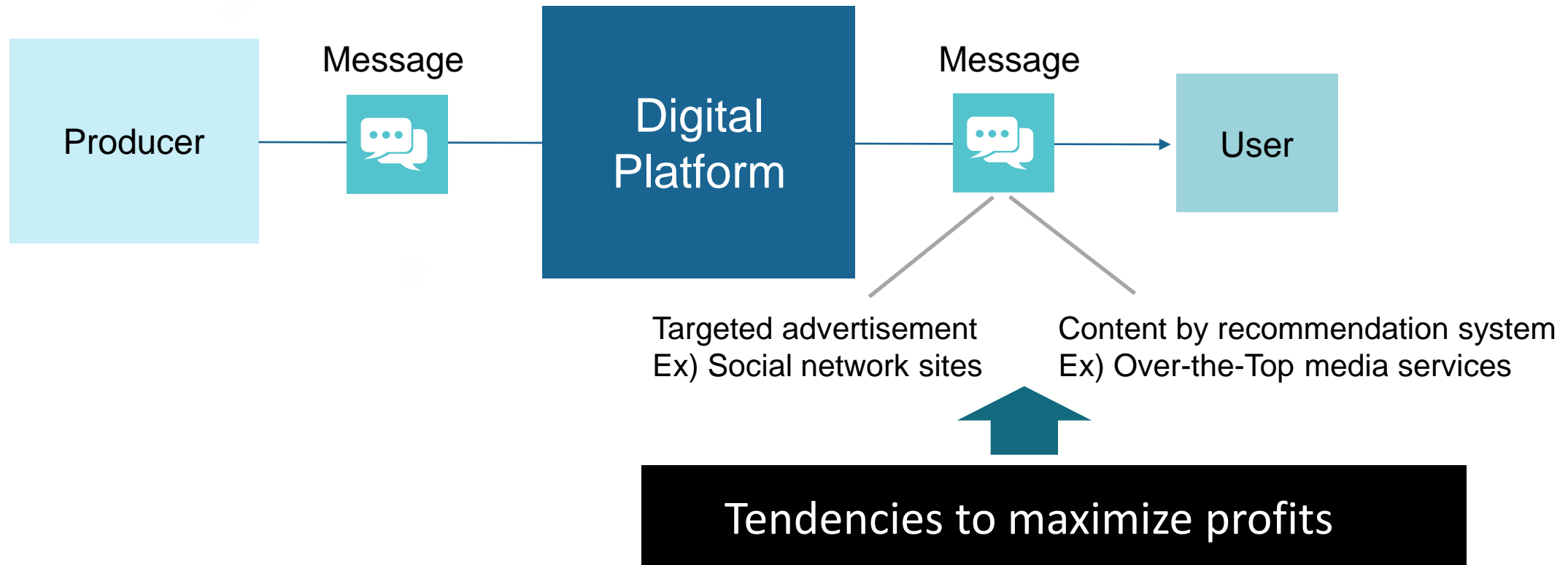
Tool for spread of Fake news, conspiracy theories



Lincoding (Link + Coding)

Two ways of Lincoding

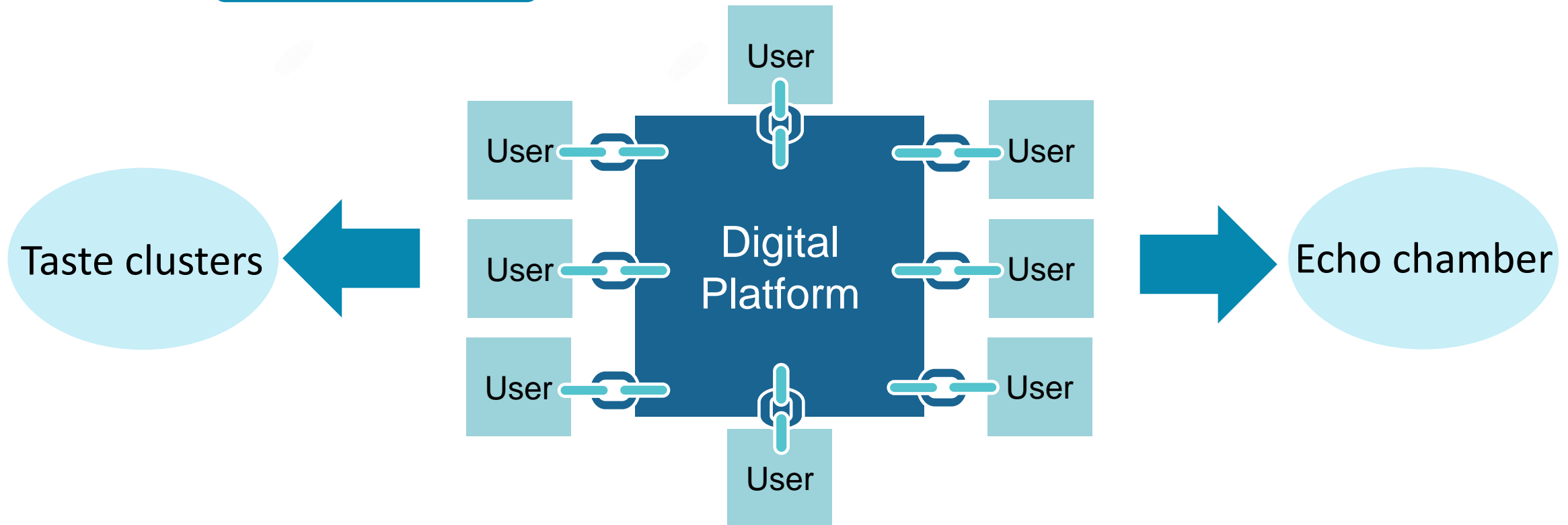
1. Message encoded to User



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)

