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Interactivity and democracy in online media: A case study of

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ABSTRACT

The simplistic, optimistic view surrounding Internet discourse suggests that because of the Net's ability to quickly and cheaply distribute vast amounts of information and facilitate communication, citizens can use digital networks to influence decision-making in society, which will lead to democratisation in communication. While there is indeed an inherent interactive capacity in the technologies of new media that facilitates discussion and debate, computer-mediated communication generally does not live up to the democratic hype. More to the point, the discursive inequalities and exclusions that result from the uneven distribution of power in society tend to be reproduced in the online environment.