The background of the slide is a reproduction of Michelangelo's famous fresco, "The Creation of Adam." It shows the reclining figure of Adam on the left, reaching out towards the hand of God on the right. The text is overlaid on this image.

# How the Net Devalues Creative Work

(Or, Why You Probably Won't Make a Living  
as a Freelance Journalist)

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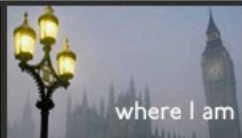
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# flick filosopher

cinematic musings by  
maryann johanson



who I am



where I am

in cinemas | new on dvd | doctor who | trailers | female gazing | oldies | current conversations

obsession boyfriend i'm psyched girl crush i'm dreading enemy

← yes! ————— bias meter ————— no! →

a site so cunning you could stick a tail on it and call it a weasel

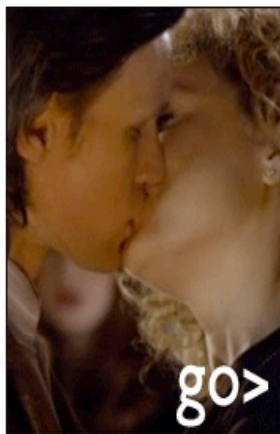
## in cinemas



## new on dvd



## doctor who



## talk amongst yourselves

### question of the weekend: What has been your biggest or most amusing vacation fail?

I so wanted to do a Foursquare check-in from Sherwood Forest, and then eat my lunch of local bread, cheese, and rare-breed ham under a tree, like Robin Hood might have done... | [answer it »](#)

Sat Oct 08 11, 11:47AM | 2 comments

## every damn post from the past week

because big corporate sites ask me to work for free (so: subscribe!)

Sat Oct 08 11, 3:55PM | 0 comments | more »

Saturday cute: Hoxton Street Monster Supplies

Sat Oct 08 11, 2:34PM | 0 comments | more »

The Three Musketeers (1948) (retro trailer)

Sat Oct 08 11, 12:48PM | 3 comments | more »

## search

film title, actor, etc

search

search FlickFilosopher.com

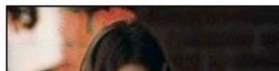
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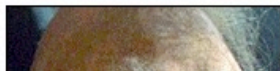
## trailers



## female gazing



## oldies





BBC

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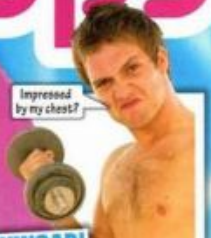
# top of the pops™

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**LEONA'S AMAZING MAKEOVER**

13



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PHWOAR!



**5** sexy Hollyoaks hunks

14



You'll look Fabulous!

**54** star style essentials

26

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Nude's too rude!

**DANNY:**  
**"I'M NOT CONFIDENT NAKED!"**

12

Plus! all these stars



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Nadine



Fleeish



Sugababes



Pete Fall Out Boy



Robin Hood

**FREAKY REAL LIFE**  
**"HOMELESS COS I'M A WITCH!"**

14

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## Remembering Steve Jobs, Valley's Master Magician



He revolutionized the computer industry and built one of the world's most powerful brands. Here, Forbes writers offer their thoughts on Apple's former

### One Good Idea in Obama's American Jobs Act

Merrill Matthews

### Bank Of America Coughs Up \$11 Million To Ousted Execs

Halah Touryalai

### Davis Estate Could Face High Taxes On Oakland Raiders

Mike Ozanian

### Nobel Peace Prize Awarded To Three Female Activists

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### Virus Infects Computers Controlling America's Drones

Alex Knapp

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**Banner Year**



**Stonewashing Inventor Tackles Counterfeit Wine**



**Remembering Steve**






October 9, 2011

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# FOX IN A HOLE

**Defence Secretary Battles To Save His Job As Video Emerges Of Close Friend At Meeting**



**Profile - Liam Fox And Those 'Underlying Issues'**

**Video Shows Fox's Close Friend Adam Werritty Met With Sri Lankan President  
Emails Appear To Contradict Liam Fox's Denials.. PM Demands Answers By Monday**

**Chris Huhne: 'Fox Should Not Face Trial By Media'..**

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“HuffPost surpassed 1 billion page views for the first time, and recorded 37 million unique visitors in August, as well as 5.1 million comments.”

—Reuters

“Self-expression has  
become the new  
entertainment.”

—Arianna Huffington  
(via Econsultancy)



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Popularity



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The Long Tail - niche content

## Top 5 To Try

How to Know if You Love Him

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How to Show Someone You Love Them With All Your Heart

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How to Know if You Love Someone Else

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How to keep love

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How to Love Someone

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# Tips From People Like You

## How to Know When You Love Someone

By braniac, eHow User



4



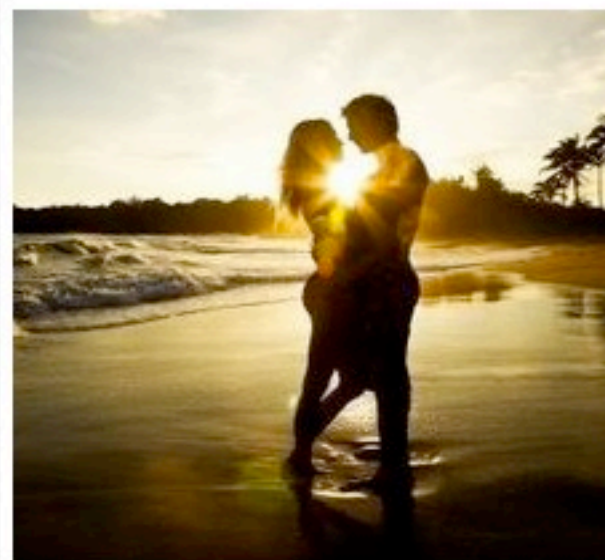
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It's easier than you think!

We've all seen Bambi and a number of other shows where hearts beat quickly and minds stop working. They seem so in love and all the cares in the world can't seem to dissuade them from seeing, thinking or feeling anything else. This is the beginning of love, but love is

fleeting without the next step.



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# Instructions

Difficulty: Easy

**1** Time. Time is the teller of tales and will make or break a relationship. When you're in love it seems like time does not exist, but let time pass and as it does, differences will become more apparent. When those differences pop up in the relationship, the way you deal with them, will determine the longevity or likelihood of your in love relationship. To love is to know what you don't like about them and choose to love them anyway. If the relationship is destructive or unhealthy, this isn't love, this is fear. After time passes, a good way to know for sure if you are in love with someone, is to do the following.

**2** Work. Make a list of what you love about someone and what you hate about them. If you can live with what you hate about them, then you love them. I've heard the saying, "Choose your love and love your choice". So many people have been led to believe that after choosing your love, you don't have to love your choice, but this train of thought usually ends in divorce. If you have met someone and you are already thinking of what you want to change about them, good luck. They are who they are and if you don't like it, find someone else. Lets someone who will love what you hate about them. True love is letting go of someone when the shoe doesn't fit.

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## How to Stand on a Soccer Ball

Edited by 1guitarhero2 and 7 others

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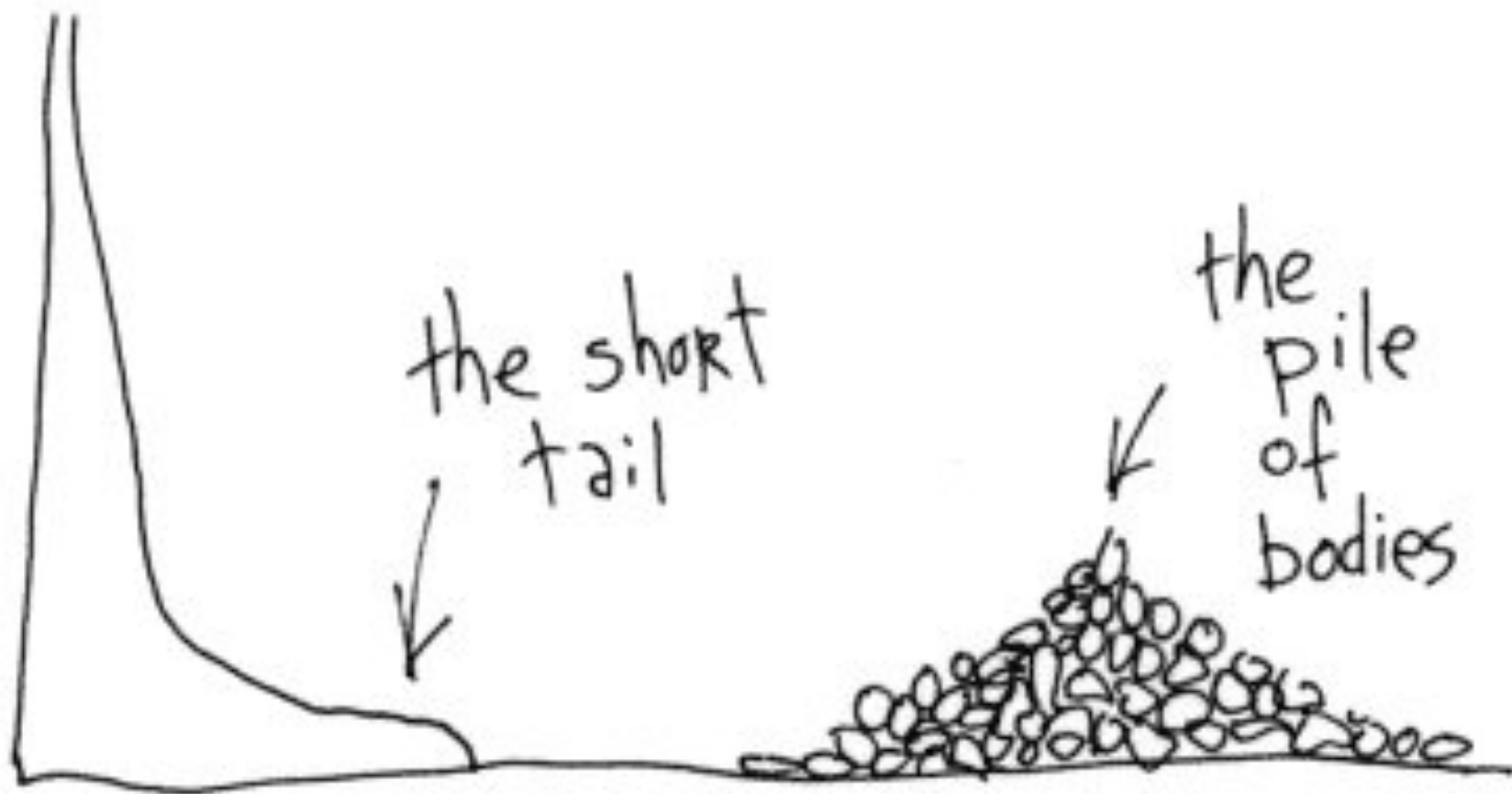
19

Amaze your friends by catching a soccer ball, putting it on the ground, and standing on it! In addition to being a fun trick, training your sense of balance on a round object will help you to maintain good posture and sense of balance at any age.



### Steps

Edit



(c)gapingvoid.com



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## [flickfilosopher.com](http://flickfilosopher.com)

MaryAnn Johanson's FlickFilosopher.com

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At which MaryAnn Johanson aggressively promotes the female gaze and geek philosophy via movie reviews (plus TV blogging, DVD coverage, and general pop-culture snarking)...

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flickchart.com

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11 **Movie Review Query Engine**

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15 **IMDb: Bottom 100**

us.imdb.com/chart/bottom

The bottom 100 movies as voted by users of the Internet Movie Database.



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16 **Alt Film Guide**

altfg.com/blog/

Reviews of new and old films, with film-related news and commentary by Andre Soares.



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“Since the beginning of the Millennium in 2000, the entire advertising and media industry has lost about 20% of the jobs it had at the turn of the century.”

—Jump Cut: A Review of  
Contemporary Media



*No jobs!*

*Freelance!*





**Jeff Bercovici**, Forbes Staff

I cover media, technology and the intersection of the two.

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9/09/2011 @ 1:56PM | 6,415 views

# Huffpo and Patch Recruiting Bloggers as Young as 13



7 comments, 5 called-out

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The Huffington Post's best response to [those critics who accuse it of exploiting writers by not paying them](#) has always been the libertarian one: Within the boundaries of the law, consenting adults are free to enter into whatever sorts of arrangements they choose, even one that involves donating their labor to a for-profit corporation.

But what about when those writers aren't adults?



Mazel tov! You're old enough to blog for



## 20 Companies Use Computer-Generated Stories to Save Money on Writers

By Jason Boog on September 12, 2011 2:23 PM

*The New York Times* revealed today that trade publisher [Hanley Wood](#) and sports journalism site [The Big Ten Network](#) use Narrative Science software to write computer-generated stories.

In all, 20 customers use the software—but Narrative Science would not reveal the complete client list. Hanley Wood digital media and market intelligence unit president **Andrew Reid** [explained in the story](#): “The company had long collected the data, but hiring people to write trend articles would have been too costly.”

What do you think? The [Narrative Science](#) technology could potentially impact many corners of the writing trade. The company has a long list of stories they can computerize: sports stories, financial reports, real estate analyses, local community content, polling & elections, advertising campaign summaries sales & operations reports and market research.

The company originated with two electrical engineering and computer science professors at Northwestern University. [Here's more](#): “[It began with] a software program that automatically generates sports stories using commonly available information such as box scores and play-by-plays. The program was the result of a collaboration between McCormick and Medill School of Journalism. To create the software, Hammond and Birnbaum and students working in McCormick’s



Narrative Science®





Cave painting, Lascaux, France, 15,000 to 10,000 B.C.



**I CAN HAS  
CHEEZBURGER?**



In 2010, I Can Haz  
Cheezburger.com  
generated “a  
seven-figure sum  
from advertising,  
licensing fees and  
merchandise  
sales.”

—*The New York Times*

# CORY DOCTOROW DOWN & OUT IN THE MAGIC KINGDOM



'Cory Doctorow doesn't just write about the future – I think he lives there' [Kelly Link](#)



WHY ARE YOU GOING HERE?  
GAS IS TEN CENTS A GALLON CHEAPER AT  
THE STATION FIVE MINUTES THAT WAY.

BECAUSE A PENNY SAVED  
IS A PENNY EARNED.



IF YOU SPEND NINE MINUTES OF YOUR  
TIME TO SAVE A DOLLAR, YOU'RE WORKING  
FOR LESS THAN MINIMUM WAGE.



## SUMMARY

- A level of readership that can still support a print publication employing a sizable staff cannot support a Web site run by a single person.
- Even major online publications backed by corporate money expect writers to work for free. And many nonprofessional writers are happy to do so, devaluing the work that professional writers do.
- Writers who contribute free (or almost free) content to group blogs (such as Huffington Post) and content farms (such as eHow) help create a long tail of nearly insignificant content that is worthless except for SEO purposes. The low-quality traffic such sites garner by these methods has pushed down the prices advertisers are willing to pay for ad impressions. Online ad revenue has been declining for years even as traffic increases. Sites that strive to create meaningful content that readers actually find useful and entertaining cannot compete in this environment.
- Content creators -- from writers and artists to musicians and photographers -- are expected to be happy with the chance to express themselves while the corporate pimps earn millions off their creative endeavors.
- The promise of the “long tail” -- in which many many people contributing a few pageviews (and hence ad impressions) adding up to significant profits for corporate content purveyors -- is a bust for creative people, whether they contribute to large corporate sites or go it alone online.

- The devaluing of creative work has spilled into the offline world, with all areas of media and journalism suffering in the 21st century. Jobs are increasingly hard to come, and freelance is no longer viable, since professionals must compete with amateurs who give their work away and corporate sites that have gamed search engines and stolen traffic from useful content.
- All is not completely hopeless, however. Some creative types have seen financial success through ancillary avenues, such as merchandise sales. Some entrepreneurial content creators are harnessing the online audiences they've built giving away their work by selling physical products (such as books).
- Competing on the Net is tough, however, because for all the competitors one is aware of, there are always other successful sites ready to surprise you.



## MaryAnn Johanson

film, TV, and pop culture critic at FlickFilosopher.com

- one of the most popular independent sites in its niche (~100K uniques per month, most in the U.S., Canada, U.K., Australia/New Zealand)
- online since 1997
- nominee, Best Online Critic, 2010 National Entertainment Journalism Awards (Los Angeles Press Club)

Content included at:

- Movie Review Intelligence (featured critic) [[http://moviereviewintelligence.com/movie-reviews/publications/flick\\_filosopher/](http://moviereviewintelligence.com/movie-reviews/publications/flick_filosopher/)]
- Movie Review Query Engine (top critic) [<http://mrqe.com/>] (no individual critic page)
- Rotten Tomatoes (Tomatometer critic) [<http://www.rottentomatoes.com/critic/maryann-johanson/>]
- IMDB Newsdesk partner [<http://www.imdb.com/news/ns0000125/>]
- Google News source (no individual source link)

Syndicated reviews appear in alternative-weekly newspapers in the U.S, including:

- Salt Lake City Weekly
- Folio Weekly (Jacksonville, FL)
- Charleston (SC) City Paper
- Colorado Springs Independent
- Pacific Northwest Inlander (Spokane, WA)
- Rocky Mountain Chronicle (Fort Collins, CO)
- Wausau (WI) City Pages
- Cincinnati City Beat
- Monterey County (CA) Weekly
- Ace Weekly (Lexington, KY)

Additional credits:

- Film.com (twice weekly contributor, 2006-2011)
- Video Librarian magazine and Web site (regular contributor, 2004-2009)
- Archaeology magazine
- FilmThreat.com
- Blockbuster Preview
- The Internet Review of Science Fiction
- Yahoo! Internet Life magazine
- New York Living magazine
- Staten Island Advance newspaper
- My AOL magazine
- The Encyclopedia of U.S. Popular Culture

Professional memberships:

- International Academy of Digital Arts and Sciences
- Online Film Critics Society (past member of the Governing Committee)
- Alliance of Women Film Journalists (current board member)

Author: *The Totally Geeky Guide to The Princess Bride* (available on Amazon.com, Amazon UK, and Smashwords).