

Living media

The subset of social media featuring a high-degree of social presence and media richness ? such as Twitter, Facebook, YouTube and Flickr ? through which contemporary audiovisual content is created by a non-professional public. Enabling a lively, immediate communication passage, these tools strongly enhance the unmediated heritage phenomenon, giving a great expressive power especially to younger generations. Through living media, young people are actively involved in what is called participatory culture, characterised by low barriers to creative expression and civic engagement.