Chapter 3
Consumers as Producers: Information Decomposition
Exploiting the Prosumerist culture

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ABSTRACT

The present study investigates the decomposition caused by an information catastrophe in the electronic era where an array of information has become extremely easier and cheaper to construct, maneuver and systematize through a qualitative theoretical underpinning from distinguished theoreticians in the field. Quoting a few user generated sites such as the Wikipedia (Online Encyclopedia) that anyone can edit, this chapter highlights critical apprehension over the generation of over-abundant content by unidentifiable multiple sources over this open sharing model. Recommendations and suggestions on effectual inquiry of published content over user generated sites for scholars around the world to rely on shape the finishing fraction of this chapter.

INTRODUCTION

Communication is equivocal. We are limited by a language where words may mean one thing to one person and quite something else to another. There is no ordained right way to communicate. At least in the absolute sense, it is impossible to share our thoughts with someone else, for they will not be understood in exactly the same way (Wurman, 1989).

Emergence of Information and Communication Technologies (ICTs) have demonstrated manifold ways to revolutionize the way information is fabricated in this digital era in terms of its production, dispensation in addition to its manipulation, thus, unparalleling the human brain to accommodate the same. This results in a rapid amplification of the information processing skill of an individual to compete with his/her cognitive chattels inquiring the appropriate filtering of the plentiful information to accelerate access to germane content. These technologies have fashioned an information catastrophe that necessitate a measure of control to govern the ecology of information. As Klapp (1986) has fittingly avowed that the quality of information is judged not by its precision and clarity alone, but how it

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**Consumers as Producers**

Figure 1.

![Diagram](image)

*rates* upon receivers. Contrarily, these elements may not turn out to be a trouble-free task in the
digisphere as communication becomes ineffective
digisphere. In the perspective of the escalating
timeframe of information in the digital epoch, the
momentous rationale behind this meaning lag can
be associated with the ‘facts’ that mount up and
surpass its subsistence (Klapp, 1982).

‘Decomposition’ has become branded as an
imperative process in the digital ecosystem involving
a succession of diverse knowledge workers; one set taking over after the last one has consumed
what he/she can, and in doing so, extending the
control of information seeking behaviour. Rapid
explosion of happenings around the world unparallel
one’s cognitive ability to process and coalesce
rightful information. Klapp (1986) expected that
before settling large questions, we go on to new
ones, dissatisfied with what we know, no wiser
than before. In the meanwhile, information floods
on, demanding that something be done (as cited
in Walter, 1989, p.6).

Information becomes decomposed when it
becomes irrelevant for the consumer. Burgeoning
social media and user generated content authorize anyone and everyone to be a fabricator
of its content without effectual governance. This
decay in the constructive information crops up
when multifarious sources are given autonomy
to amend a specific section of sector-specific
information resulting in the loss of inimitable
content personalized for the user needs.

Thus, the information society is on the threshold of becoming an insignificant society if this
situation persists. In consequence, decomposition
takes the form of a cognitive process in which
*an individual’s information processing skills
corrod or disintegrate when two or more
individuals under similar state of affairs happen
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