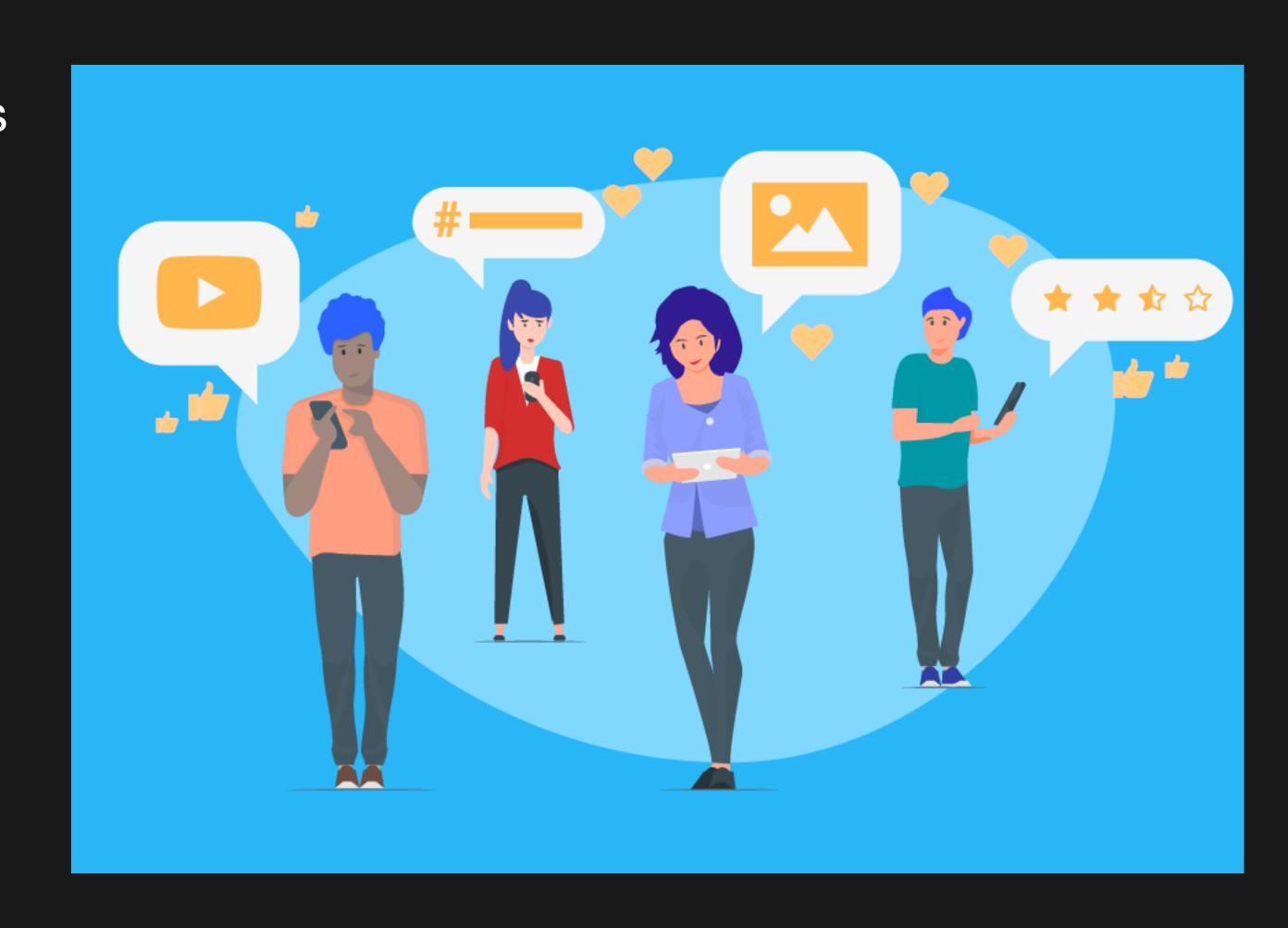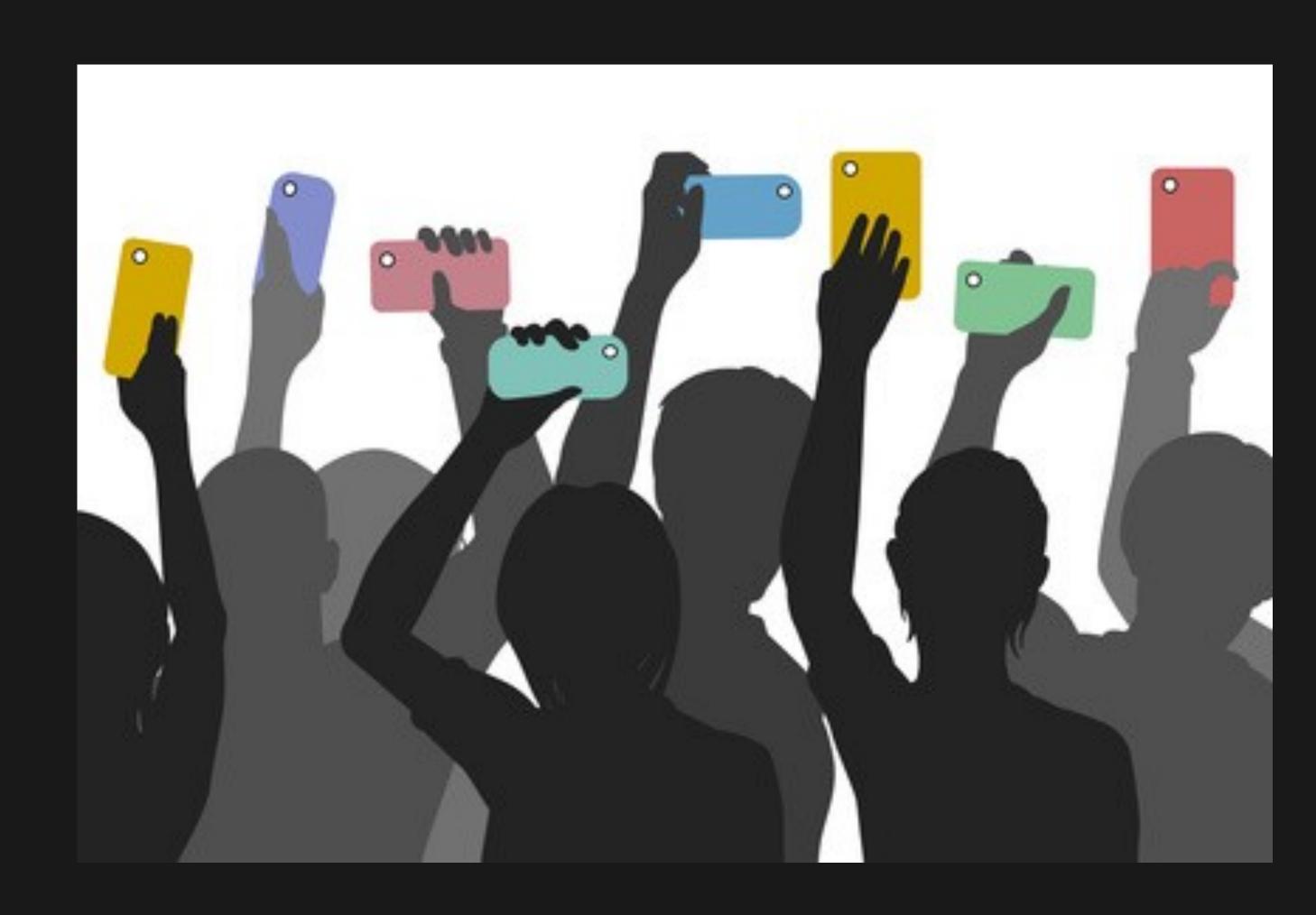# USER-GENERATED CONTENT

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- UGC = content that is created and shared online by users of digital platforms, including social media websites and news websites

- Can include text, photos, videos, audio files, memes, and other types of content

- Examples: Yelp and Rotten Tomatoes

- Journalists use user-generated content to complement, augment, inform, and even provide the basis for their journalism.

- News outlets have become platforms for user engagement and interaction with the news, in addition to destinations for consuming the news.

- Creators of user-generated content may become more active and loyal members of the online communities they contribute to.

- They also may become more engaged with the sites they contribute to and increase their interactions with other users on those sites.

- For journalism, the engagement and loyalty that user-generated content can help to generate has positive financial outcomes as well.

- User-generated content also has the can also blur the traditional boundaries of newsgathering.

Key Takeaways:

- User-generated content is created and shared online by users of digital platforms, including social media websites and news websites. It can include text, photos, videos, audio files, memes, and other types of content.

- News outlets have become platforms for user engagement and interaction with the news, in addition to destinations for consuming the news.

- Creators of user-generated content may become more active members of the online communities they contribute to and more engaged with those sites.

- When incorporated by journalists into their work and their websites, user-generated content is held to some standards of traditional journalism while being excused from others.