**Definition**

Paul Ceruzzi (2012), author of *Computing: A Concise History*, described the concept of convergence as the digital merging of devices, machines and communication techniques. In order to understand convergence, it’s crucial to understand that digital media exists thanks to the binary language that has allowed us to deduce all digital content into the same form: binary. Binary allows for more efficient storage of information that can be edited and is easily shared more rapidly.

**Binary Building Blocks**

For the purposes of becoming digital media professionals, it’s less important to learn the mathematics of binary, but instead understand the application of binary digits in technology. All information in a computer is stored and transmitted using binary (Introducing Binary, 2017). Binary deduces information down to a collection of 1’s and 0’s. Computers are programmed using this language and designed to understand instructions written in binary. You can think of every action taken on a computer as resulting from a set of binary instructions that were programmed into the computer. Anything that you read or engage with online is information that is transmitted through 1’s and 0’s.

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**Daily Convergence**

Smart phones are the iconic example of media convergence. They combine the technologies of a telephone, digital camera, and a computer all under one processing system.

The latest trend in video is the mash-up. Mash-ups leverage the easy editing affordances of convergence by taking existing videos and combining them to create new meaning. Ex: [https://www.youtube.com/watch?v=f5mJE72IzPUY](https://www.youtube.com/watch?v=f5mJE72IzPUY)

Streaming videos was made possible by the digitization of analog VHS tapes. Netflix utilizes the storage affordances of convergence to create a long-tail business model. The digital space is a profitable model because it cuts the overhead costs that brick and mortar stores require.

The Yahoo news aggregator utilizes the ease of transferring digital information to pull together news from a variety of news organizations. This allows the news aggregator to benefit from advertising revenue without having to cover the cost of creating the content.

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