



DIGITAL AND MEDIA LITERACY FOR ACTIVE CITIZENSHIP: A toolkit
for promoting critical thinking and democratic values

MODULE 2: Media Industry

Topic 2: New Media

Module description

The Media Industry is made up of many sectors that form a group of communication outlets or tools that are used to store and deliver (or disseminate) information. As Kung (2008) stated, “the media industry is not a monolith, but rather a conglomeration of different industries that have the creation of mediated content as a common activity”. The module will present the concept of Traditional Media and the transition towards New Media.

Topics

This module covers the following topics:

- Topic 1: Traditional Media
- Topic 2: New Media

Topic 2

New Media



Learning Outcomes

In this module, you will learn:

- To recognize the difference between new media and traditional media
- The benefits and drawbacks of new media



What is New Media?

New media is a term that is used to talk about different types of electronic communication, content through the use of computers.

In general terms, New Media is content that is available on-demand, through the Internet, which you can view from various devices. In addition, it also has the interactive element, both in real time and later on, since it allows people to comment or share with others.



The purpose of New Media

The definition of New Media is very broad, and this is because nowadays there are a lot of types of media.

The result of this is that Media is now used very differently, and for more purposes, such as:

- To spread information (news)
- For entertainment
- To communicate
- To educate ourselves
- To do business
- To promote causes, charities etc.



Evolution of Media

The media began with traditional media, such as radio, television, newspapers and magazines, which we looked at in the previous section.


After the Internet came into our lives in the 1960s, everything changed and the New Media Era started.






Evolution of Media

Traditional Media




Newspapers
Television
Radio
Books

New Media



Blogs
YouTube
(Live)
Streaming
eBooks

Social Media



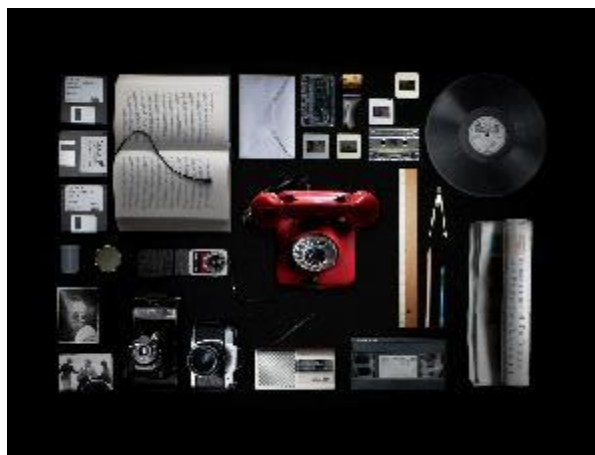
Facebook
Instagram
Twitter
Snapchat
LinkedIn



Examples of Traditional and New Media

Traditional Media

- Television advertisements
- Radio
- Print Material
- Direct mail advertisements
- Billboards
- Door to Door Sales



New Media

- SEO and SEM is the new digital way of advertising a product on social media and Google platforms.
- Pay per click advertising
- Content marketing
- **Social media (Instagram, YouTube, Twitter)**
- Email marketing

Is the audience for all of these the same?
Why/Why not?

Different target groups.

As we can see here, each age group has a specific preference.

So, if someone wants to reach as many people as possible, they need to have a combination of a lot of social media (New Media) but also Traditional Media.

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1

Social Media Platforms and their purpose



- Facebook: for general social networking. You can connect with other people, share thoughts, photos and videos. Through **Facebook Ads**, companies target specific groups (age, place they live in etc.) to increase sales.



- Instagram: Image sharing



- Snapchat: Image sharing



- TikTok: Short videos



- Twitter: News-focused and political, criticism and assessment of news, happenings and statements of politicians and other leaders.



- YouTube: Videos (for storytelling, entertainment, to inform or educate)

Advantages of New Media

1. **Communication and information** sharing has become faster. We can connect with other people around the world, any time, anywhere.
2. They can help us **educate** ourselves. By following experts on various matters we can learn a lot.
3. We can get **help** from others who have faced similar problems.
4. We can get informed immediately about the **news** and anything that is happening in the world.
5. It offers the possibility to expand and promote **business** everywhere.



Advantages of New Media

6. We can promote **noble causes** and **activism**.
7. Can create **awareness** about how to improve our lives, by bringing us in contact with others, and how they are living.
8. It makes it easier to find criminals and **fight crime**.
9. It can **improve business reputation**, when happy customers leave good reviews and ratings.
10. It can help bring us together with people who have the same interests and goals to **create communities**.



Disadvantages of New Media

1. It's easier to target people, so there's a lot of **cyberbullying** (more in Module 5).
2. People can get **hacked**, and their information may be used against them, to destroy their finances and personal lives.
3. Too much of new media can be **addictive** (more in Module 6).
4. It has given **scammers** more ways to deceive their victims.
5. If you're not careful on social media, you can destroy your **reputation** (more in Module 6)



Disadvantages of New Media

6. You might read things that aren't true – there's a lot of **misinformation** if you don't know where to go for reliable information.
7. There's **no emotional connection** in online communication, as we are communicating with others through a monitor.
8. It makes it easier for us to be **lazy**, because it's an excuse to sit around and play on our phone.
9. It can cause **distractions**, if a lot of messages keep coming in.
10. It can be **misused or abused** by people who want to present situations under a certain light (more in modules 3 and 4).



Potential dangers of New Media

- We have to be able to use our **critical thinking** and **understand** if something is real or fake news. Use **reliable sources** or double check when you share information with others on social media (more in Modules 3 and 4).
- If you don't use social media correctly, it can potentially damage your mental health, relationships and your life both offline and online.

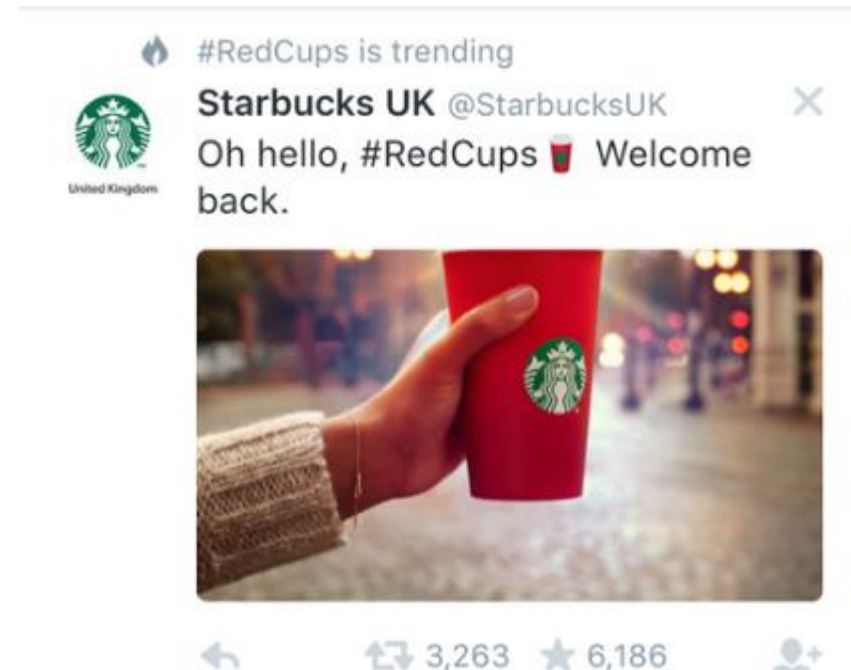


Advertising on Social Media Platforms

Advertising doesn't only happen through Facebook ads, nowadays. Influencers are people with a lot of followers, who get paid to make advertisements on their social media.

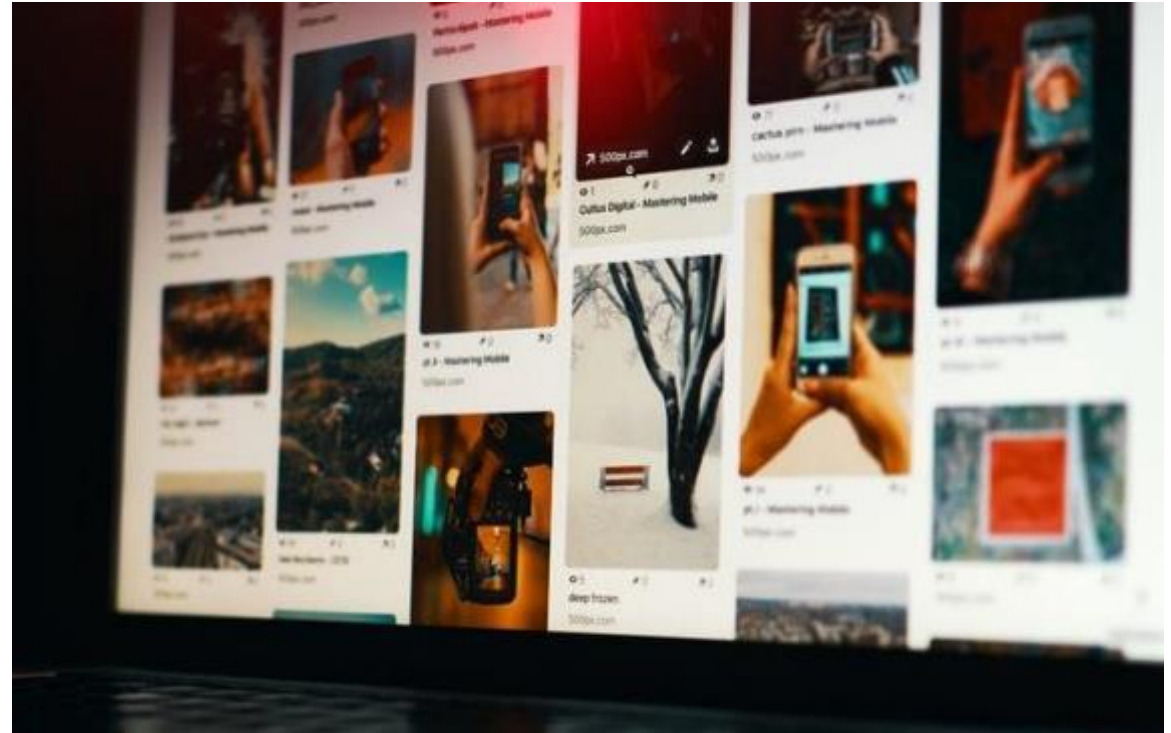
This is something that happens a lot, all the time, and sometimes it's even hard to tell when something is an ad, or someone is just posting something because they actually like it.

It's important to keep this in mind on social media – if we are aware of advertisements means we are less likely to be influenced.



In conclusion

New Media is very powerful and can be very helpful for us as people and for society in general. As with everything though, we need to be careful not to overdo it, and we need to be aware of the potential dangers.





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This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Submission Number: 2018-1-DE03-KA201-047411