

The effects of new media and new technologies on traditional (old media)



Learning objective

To discuss and evaluate the sociological explanations for the effects of new media on traditional 'old' media

Changes influencing traditional media

- Cheaper, more mobile and widely accessible digital technologies like smart phones, smaller video cameras, satellite video phones, email, social media
- Expansion of live coverage- mobile phone pictures and video recording
- New media being used to form traditional media- blogs; online newspapers and magazines; newspapers and magazines using the internet for research and ideas; commentary and criticism on news reports; reviews
- Online criticism of mainstream news output
- Online newsrooms in traditional media
- Engagement with the interactive aspects of new media- email, social networks, professional journalist blogs and online feedback on traditional media articles

Effects of changes on traditional media

Bivens (2008)

Shifts in traditional news flow cycles:

- Traditional media no longer controls the flow of information
- Rise in citizen journalist
- Items posted online immediately become available globally

Heightened accountability:

- More accountability to the public
- Reports are scrutinised by the public and are criticised through online blogs or comment pages

Evolving news values:

- New media has enabled more immediacy- instantaneous live coverage
- Non- professional material incorporated into reports- mobile phone images/ videos; Youtube and citizen reports

Effects of changes on traditional media

<https://www.bbc.co.uk/bitesize/guides/zy4rfrd/revision/5>

Task:

1. What is a citizen journalists?
2. How has journalism changed
3. What potential problems are there with citizen journalists?

Effects of changes on traditional media



400 million Monthly Active Users



Over 80 million photos are uploaded each day



There are 3.5 billion Instagram Likes per day



More than 40 billion photos have been shared so far



90 percent of Instagram users are younger than 35



When Instagram introduced videos, more than 5 million were shared in 24 hours



Pizza is the most popular Instagrammed food, behind sushi and steak



32% of US teens cite Instagram as their favourite social network

WhatsApp Hits 500 Million Users



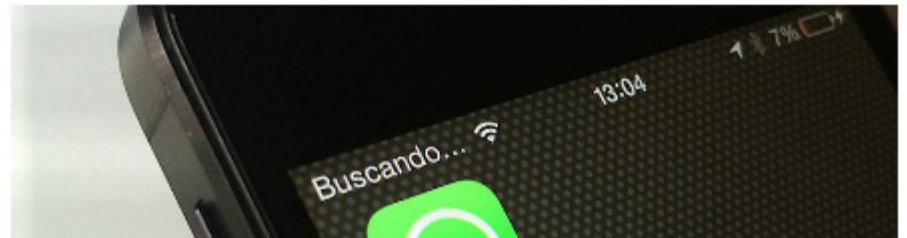
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I cover noteworthy technology, startups and gadgets [FULL BIO](#) ✓

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A couple of months ago, Facebook announced it was acquiring WhatsApp for \$19 billion in cash and stock options. Today, WhatsApp co-founder Jan Koum wrote a [blog post](#) saying that the service now has 500 million active users. These users are sharing 700 million photos and 100 million videos every single day. The app's fastest growing markets are Brazil, India, Mexico and Russia.

WhatsApp was founded in February 2009 by Jan Koum and Brian Acton. Koum named the company WhatsApp because it sounded like "what's up." At the early stages, Koum and Acton burned through a lot of savings and the app kept on crashing. Koum almost decided to quit working on WhatsApp, but Acton persuaded him to keep working on it for a few more months.



- <http://www.forbes.com/sites/amitchowdhry/2014/04/22/whatsapp-hits-500-million-users/#3ba45d421c63>

<https://www.youtube.com/watch?v=5yxuljHX09I>

WE UPLOAD MORE THAN
72 HOURS
OF VIDEO TO YouTube
EVERY MINUTE



UPLOAD

Effects of changes on traditional media

Reduced power of ownership

McNair (2006)

- New media have meant that elite groups have less power to influence news agendas
- Top-down control by media owners is replaced with cultural chaos- more anarchy, openness, transparency, disruption, dissent
- Balance of media control is shift- citizen journalists have growing power to influence news that is reported by traditional media

Agenda setting

Philo (2012)

- Citizen journalists can shape traditional news agendas
- Traditional media cannot ignore items which are made newsworthy by citizen journalists

Rise of churnalism and infotainment

A result of cost-cutting by media owners and their attempt to attract audience and advertisers in a highly competitive global market

Changing relationships with media audience

New media technology has become the preferred choice of readers and viewers, particularly young ones to consume the news

They 'snack' more-preferred to view the news more frequently and often rather than at a fixed time

Task:

Read p. 261-263TB

Fill in p. 8-10WB

Task: fill in the blank

Effects of changes on traditional media

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AfL

Outline and explain two ways in which the new media have affected traditional newspapers and broadcast media (10 marks)

Outline and explain two ways in which the new media may be creating a global popular culture.
[10 marks] (Jun 2017)

Homework

Consolidation card:

Globalisation and New Media