

# New Media

Learning objective:

- To outline the features of New Media
- To discuss the 'new media debate'



# Developments in New Media

- The past 30 years have seen a revolution in media based on digital computers, such as the internet, digital TV and digital radio; they are new media.
- Even print media have adopted digital technologies, producing internet editions and employing image manipulation through desktop publishing.

Media has changed in terms of how it is delivered and also changed in terms of the types of technology that it is now available on.

- In 2001/02 49% of UK households had a computer. In 2007, it was 70%.
- In 2006 57% of UK households had internet access. In 2007 this had increased to 61%.
- In 2006, 59% of adults accessed the internet everyday or almost everyday. In 2007, this increased to 67%.
- In 2001/02, 43% of households had a satellite, cable or other digital TV receiver.
- In 2006, this had increased to 70%.
- In 2007, this had increased again to 77%.
- In 2012, all UK households will have to be digital if they want to watch TV.

Neuman (2003) argues that the new media will:

- Produce a huge increase in the volume of communication
- Change the meaning of geographical distance (virtual, internet, worldwide, communities with instant personal communication).
- Provide the opportunity for interactive communication
- Allow previously separate forms of communication to interconnect and overlap
- Blur the distinction between personal and mass communication and between public and private communication

# Features of New Media

<b>Digitality</b>	<p>Using computers</p> <p>All data and text converted into numbers (binary code) which can be stored, distributed and picked via screen based products (mobile phones, laptops, computers, digital TV and computers)</p>	
<b>Interactivity</b>	<p>Consumers have an opportunity to interact or engage with media (web 2.0)</p>	
	<b>Participatory culture</b>	<p>Consumers produce media content- information production</p>
	<b>Collective intelligence</b>	<p>Each of us know something and we pool together our resources and skills (Youtube; IGTV; Snapchat)</p>
<b>Hypertextuality</b>	<p>Web of connection to various bits of information. User can search, interact and customize media for their own use</p>	
<b>Dispersal</b>	<p>Less centralised, part of everyday life, shopping, entertainment, information</p>	
<b>Virtuality</b>	<p>Opportunity to immerse in unreal interactive experiences- virtual reality, imaginary identities</p>	

# What makes new media 'new'?

Match the description with the correct definition

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<p style="text-align: center;">A</p> <p>Consumers can immerse themselves in unreal interactive experiences and create imaginary identities</p>		<p style="text-align: center;">C</p> <p>All data stored in numbers (binary) and picked up via screen based products- mobile phones, DVDs, computers etc</p>	
<p style="text-align: center;">B</p> <p>Consumers have the opportunity to engage or interact with the media</p>		<p style="text-align: center;">D</p> <p>New media is less <b>centralised</b> and <b>controlled</b> than old media. There is a huge scope for people to create and spread their own information outside the control of media companies and the agencies of social control</p>	
<p><b>Digitalisation</b></p>	<p><b>Dispersal</b></p>	<p><b>Virtuality</b></p>	<p><b>Interactivity</b></p>

# YOUTUBE USAGE STATS (2019)



OVER  
**5 BILLION**  
VIDEOS ARE  
WATCHED ON  
YOUTUBE DAILY



ON AN AVERAGE,  
A PERSON WATCHES  
**40 MINUTES**  
OF YOUTUBE VIDEO DAILY



**7 IN 10**  
PEOPLE PREFER  
HORIZONTAL VIEWING  
AS A DEFAULT OPTION  
WHEN WATCHING  
YOUTUBE VIDEOS



GAMERS WATCHING  
YOUTUBE VIDEOS TO FEEL  
LESS LONELY, IMPROVE  
THEIR CRAFT AND UNWIND  
FROM GAMING



TOP TEN YOUTUBE  
STARS MADE  
**\$180.5** MILLION  
LAST YEAR, OUT OF  
WHICH 5 STARS  
ARE GAMERS



**39%**  
OF MEDIA CONSUMERS  
ARE READY TO PAY FOR  
AD-FREE CONTENT



THE YOUNGEST YOUTUBE STAR  
RYAN'S TOYS REVIEW MADE OVER  
**\$22 MILLION**  
LAST YEAR FROM HIS CHANNEL

SOURCE

omnicoreagency.com - brandwatch.com  
adespresso.com - foundationinc.co

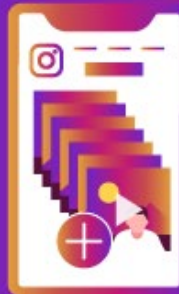
# BRANDS ON INSTAGRAM FACTS (2019)



THIS PLATFORM HAS **10 TIMES** HIGHER ENGAGEMENT WITH BRANDS THAN FACEBOOK



**4%** OF BRAND'S TOTAL FOLLOWERS ENGAGE WITH THEM REGULARLY



A BRAND ON AN AVERAGE POST **28 TIMES** IN A MONTH



**70%** OF USERS SEARCH FOR BRANDS ON INSTAGRAM, MAKING IT IMPORTANT FOR BRANDS TO MAINTAIN AN ACCOUNT



MORE THAN **60%** OF THE USERS SAY THEY LEARN ABOUT A PRODUCT, SERVICE OR BRAND ON INSTAGRAM



**90%** OF THE TOP 100 BRANDS IN THE WORLD HAVE AN INSTAGRAM ACCOUNT

SOURCE

omnicoreagency.com · brandwatch.com  
adespresso.com · foundationinc.co



# REALLY COOL FACTS ABOUT SNAPCHAT



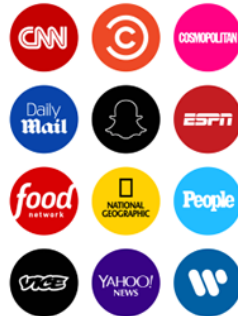
Snapchat is used to send photos and short video clips that vanish within 10 seconds.



**60 MILLION INSTALLS**  
**55% ACTIVE USERS USE SNAPCHAT DAILY**  
**THAT'S 16.5 MILLION PEOPLE!**  
**SNAPCHAT IS MORE POPULAR THAN KIK, VINE AND YIK YAK**  
And its catching up to Instagram which has over 300 million active users.



## < discover



### THE NEW DISCOVER FEATURE

Featuring a curated selection of stories from media partners like CNN, Yahoo, Vice, ESPN and even Snapchat's own fledgling editorial team. Stories disappear and are replaced after 24 hours.

**400 MILLION**



**THE NUMBER OF SNAPS MADE PER DAY**



**GENDER OF USERS WHO SHARE SELFIES ON SNAPCHAT**

But most importantly for marketers,

**58%** would likely purchase a product from a brand that sent them a Snapchat coupon.



<http://www.postano.com/blog/the-5-best-snapchat-campaigns>

### SOURCES:

<http://www.businessinsider.com/snapchat-active-users-exceed-30-million-2013-12>

<http://resources.uknowkids.com/facts-stats-snapchat>

<http://expandedramblings.com/index.php/snapchat-statistics/>

<http://www.didit.com>



# TripAdvisor Reviews

The screenshot shows the TripAdvisor website interface. At the top, there is a browser address bar with the URL `tripadvisor.co.uk/?fid=e9820b4d-eb6d-487c-9156-c7ac58e2d887`. The TripAdvisor logo is on the left, and a search bar is in the center. On the right, there are icons for writing a review, notifications, and a heart, along with a "Sign in" button. Below the navigation bar, there are several sections:

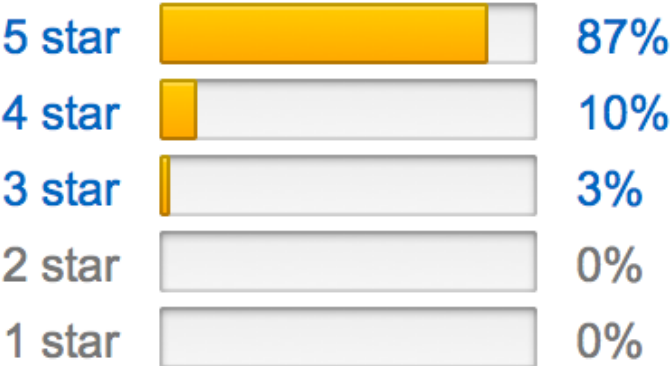
- Unlock the best of Tripadvisor:** A section with three bullet points: "Save your favourite travel ideas and see them on a map", "Get price alerts and deals so you can travel your way", and "Ask questions and get answers from travellers like you". A "Sign Up" button is located below the text.
- Recommended for you:** A section with two sub-sections:
  - Thai restaurants in Brentford:** Features three items: "Strand Cafe" (174 reviews), "Awesome Thai - Barnes" (642 reviews), and "Rodfai Thai street food" (93 reviews). Each item has a heart icon and a "See all" link.
  - Speciality museums in Brentford:** Features three items: "The Musical Museum" (818 reviews), "London Museum of Water..." (274 reviews), and "London Transport Museu..." (106 reviews). Each item has a heart icon and a "See all" link.
- Featured destinations:** A vertical list of three destination cards: "Tel Aviv, Israel", "Paris, France", and "Rome, Italy". Each card has a heart icon and a right-pointing arrow.

The Windows taskbar is visible at the bottom, showing the time as 08:14 on 10/04/2020.

# Customer Reviews

★★★★★ 38

4.8 out of 5 stars ▾

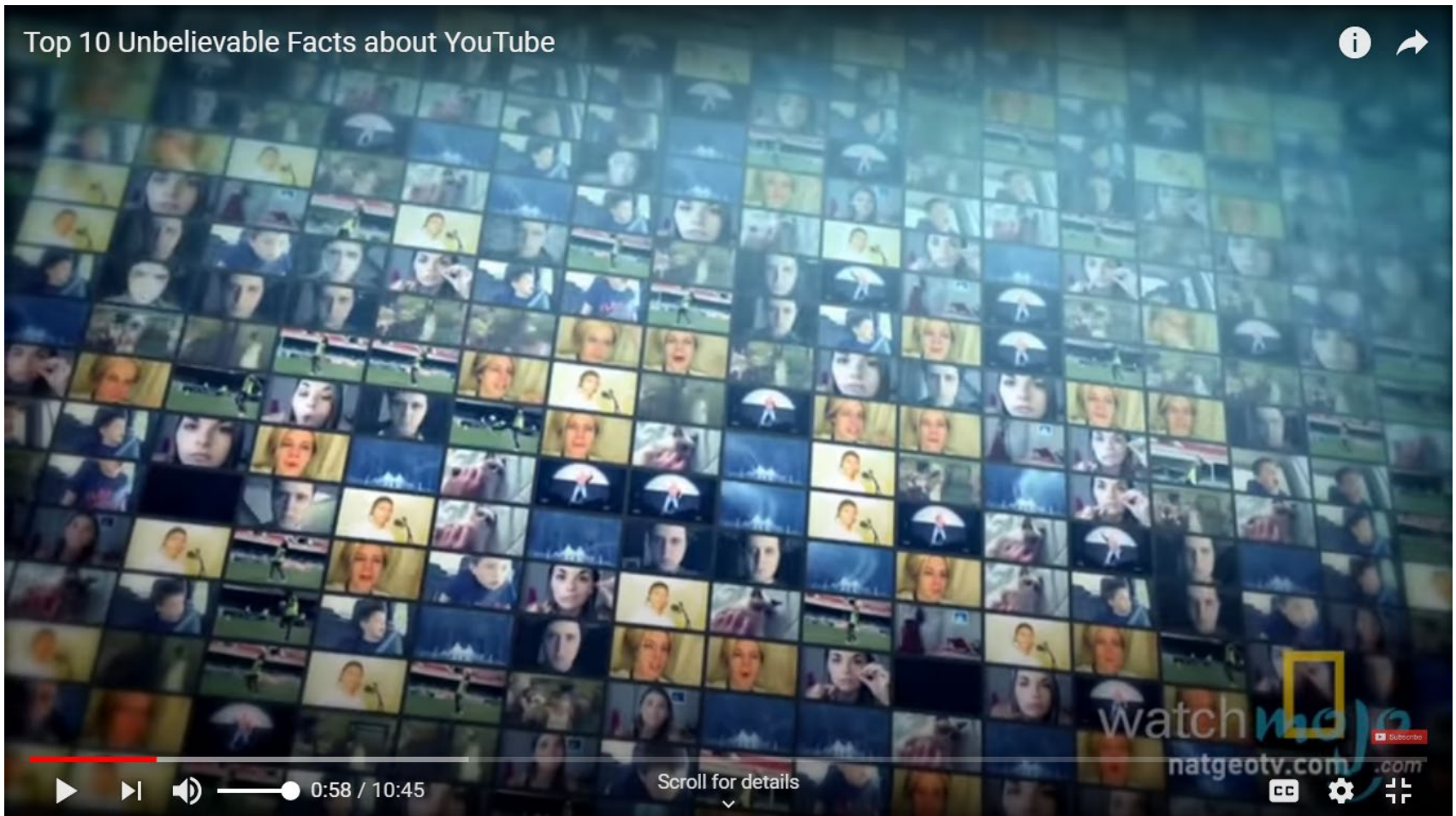


[See all 38 customer reviews ▶](#)

Share your thoughts with other customers

[Write a customer review](#)

# 10 Facts about Youtube



Task:

Use Wikipedia to find out what Wikipedia is

Research blogosphere on Wikipedia:

Identify 3 types of blogs

What do people use blogs for?

# Homework

Consolidation cards- Features of New Media

Year 1 consolidation

Wider reading log

Flipped learning: What is the digital divide and who uses New Media (Gender; Age; Social class)