

To understand impact, we have to be aware of context. Media has gone through three major stages. Old Media, New Media and now Synthetic Media.

Old media refers to traditional forms of mass communication such as television, radio, newspapers, and magazines. Typically one-way in nature, with information flowing from the media organization to the audience. Old media is often characterized by a limited degree of interactivity and feedback from the audience.



New media refers to digital forms of mass communication that have emerged in the past few decades, such as social media, blogs, podcasts, and online video. New media is characterised by a high degree of interactivity and feedback from the audience, as well as a decentralized structure that allows for more diverse voices and perspectives to be heard. New media is often more accessible and democratic than old media, but it can also be less regulated and less reliable.

Synthetic media refers to media that is created using artificial intelligence and machine learning algorithms. It involves using computer algorithms to generate, manipulate or identify digital content such as images, videos, audio and text in a way that can mimic or surpass the quality of content created by humans. Synthetic media raises concerns about trust and ethics. As the capabilities of synthetic media are increasingly human-like and the ability to tell the difference between human and computer is rapidly shrinking.