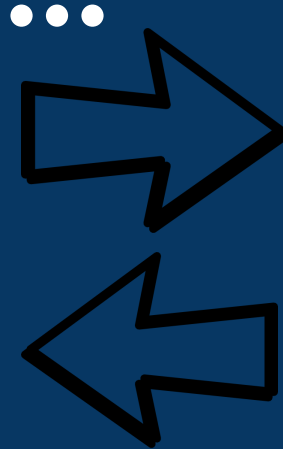


6.3) *The Impact of Media*



Issues with Media

1) Personal Privacy Invasion

- Sale of users' personal data to third parties can result in advantages taken by some media corporations (Facebook)
- Other information can also disclose features of a person's ethnicity, IQ, sexuality, substance use & political views.
- Websites in general have a sole purpose of compiling and sharing personal data with web users (highly dangerous & can be used by somebody)
- Rapidly spread online data can often lead to impossible missions of erasing/withdrawing info. from the web.
- Open to all forms of surveillance (digital stalking and bullying)

Sociological Evidence

- Socha and Eber Schmid(2012) argue that new media are characterised by an astonishing and uncharted level of personal experience/exposure.
-
- Neelamalar and Chitras(2009) study of Indian college students and their use of social networks does, however, suggest an awareness of the danger and risk involved in using these sites. They interpret this as a positive indicator Indian youth are not only techno savvy and socially active through social networking sites but they also possess social consciousness.
-
- Other major factors that lead to issues within the media are linked below:
- 33 Problems With Media in One Chart (visualcapitalist.com)

MORE EVIDENCE

2. Surprising figures came out when asked about purpose of internet usage 86% students are registered on social media network, 42% of students use internet for information search, 22% students are experienced online shopping, 20% students use internet for gaming purpose, 48% students say that they use internet for academic purpose too, 51% students use mobile internet for entertainment purpose (videos & audios)
3. 60% students have accepted that keep their mobile phone with them on the bed whereas 40% students keep their mobile phone at reachable distance.
5. Most interesting finding is that 55% students get panic if they face running out off data balance. 70% students say that leaving without mobile it's too difficult; even they can't imagine their life without mobile and internet.
6. Students are so much addicted that 68% students check their mobile phone to every 30 minutes to check out the notifications.

MORE EVIDENCE

Positive Impacts of use of internet through mobile device are:

1. Changes in Personality and Performance
2. Academic Support
3. Technical assistance for development
4. Invention and innovation

Besides that there are many disadvantages of mobile internet use, students are addicted, following are some types of addiction

1. Cyber Sexual Addiction: where youth is habitual of watching Pornology, forwarding sexual SMS, MMS etc. (in other word it is Cyber Sex or Virtual Sex)
2. Cyber Relation addiction: Social Networking Sites addiction
3. Games Addiction: video games
4. Apps Addiction: Continuously checking different apps for notification
5. Information Addiction: every time they are giving opinion on different issues
6. Tech Addiction: Technology Addicted
7. Internet addiction: Dependant on Internet and Connectivity

How the new media are contributing to Globalisation

- New media such as **websites and social networks** are often global intent
- They enable global connections through the development of information networks (creation and exchange of information).
- Another important feature is the ability to create and share text, images, videos and other content *without being slowed by physical borders*.
- New media can connect all kinds of information in many different ways across a global network.
- Known for its “Interconnectedness & Interactivity”
- Example: the development of Wikipedia - which is a free non linear online encyclopaedia - allows anyone to edit and adapt certain data & information.

The New Media as a challenge to existing power structures

- Media industries are becoming very competitive and the type of product/service they offer is easily replicable and distributed digitally
-
- The development of peer-to-peer networks has led to the rise of global forms of intellectual property theft (piracy)
-
- Further issues that arise are the unauthorised accesses to computers and networks such as hacking, cyberwarfare (espionage) & viruses and malware. (designed to damage computers, extort money/steal important confidential information.)
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- **HOWEVER, Jebaraj(2010)** argues that those who **control considerable wealth** have the **opportunity to sway public opinion in their favour** with the **help of mass media**.

The debate about Digital Optimism VS Digital Pessimism

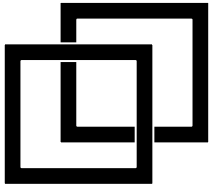
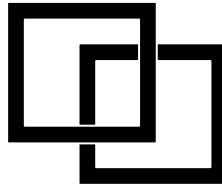
- New media has flourished through contemporary societies leading to **SOCIAL CHANGE & RTI.**
- And that the continuous changing nature of technologies has impacted the economic, political and cultural life immensely.
- Two opposing views = Digital optimism and pessimism

****Optimists = “FUNCTIONALISTS”** (the belief that good things happen everywhere and that the world is full of potential opportunities)

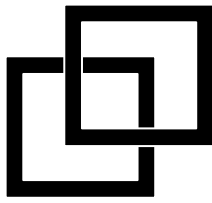
****Pessimists = “MARXISTS”** (Mostly uncover and observe the negative aspects of everything around)



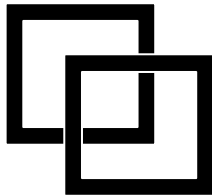
Digital Optimism

- Optimists define new media as form of digital liberation in which Negroponte(1995) claimed is based on 4 processes:
 - 1) Decentralisation
 - 2) Globalisation
 - 3) Harmonisation
 - 4) Empowerment
 - Optimists mostly focus on factors **economically, politically and culturally.**
- 
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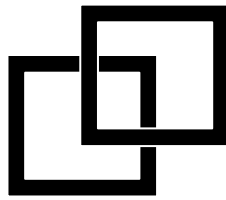
Economic and Political TERMS



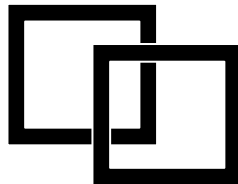
- **Economic**
- Development of new production methods,distribution and exchange
- Development of open economic systems where software is developed collaboratively to take advantage of wide creative pools of talent
- Tapscott and Williams (2008)- “Wikinomics”
- **Political**
- Global info weakens the state’s hold over individuals and ideas
- Allows populations to have access to instant forms of mass communication(Twitter) and information
- The internet makes it harder for the state to censor/restrict the flow of information



Producers and Cultural TERMS



- Producers
- Aim is to be more responsive to consumer demands
- Digital technology assists crowd-sourcing
- “The wisdom of crowds”- if you ask enough people for their opinion, a basic ‘crowd truth’ will emerge.
- Culturally
- Both Participatory and personalised
- The global village combines collectivity with individuality
- Development of new ways of thinking and behaving
- **Negroponte**- “Daily Me”-the personalisation of things like news and info. Focused on the specific interests of each individual.





Digital Pessimism

- They believe that the globalising processes on which new media depend are neither wholly beneficial nor unambiguous.
- Globalisation contributes to decentralising processes, however it also produces greater centralisation across economic, political and cultural behaviours
 - Economic terms : Large parts of the internet have come under the control of giant powerful corporations and such “free” business models try to keep costs hidden from its consumer
 - Such as exploiting free labour, driving down quality, privacy & copyright
 - Some corporations also act unethical or operate illegally in order to maximise profits
- Further similarity between the behaviour of new and old media are:
 - 1) Locking out competitors from the Market
 - 2) Locking in consumers to products



Digital Pessimism

- Conglomeration greatly mirrors the behaviour of old-media corporations, while concentrated ownership reflects the new media. (allowing global corporations to buy up competitors / emerging technologies)
- Schechter(2000) argues that digital diversity is decreasing. He quotes, “The internet is not very diverse, even though it appears to be. The concentration in ownership that is restructuring old media has led to conglomeration in news transmission & a narrowing of sourcing in new media ...”. Meaning that corporations prefer to copy and manipulate ideas from others rather than generate their own. (“cheaper”)
- Mass communication leads to repressive regimes - restricting individuals from freedom of expression & various forms of surveillance (GPS technology)

The impact of the new media on social identities & interpersonal relationships



- Identities are all about “self expressionism”
- Postmodernists argue that greater consumer choice, freedom and individuality has lead to greater ranges of identities in contemporary societies (which accounts for about 36-40% globally) with the ability to also change them.
- With New Media, people are able to form new online identities for themselves as well as communicate with a more diverse range of people who are far away geographically. Allowing them to easily keep in touch with others, re-establish lost contacts ,maintain far away relationships & build new online communities.
- Optimists argue that this evolution allows people to become more tolerant & open-minded (widen people's views)

The impact of the new media on social identities & interpersonal relationships

- HOWEVER, Digital Pessimists views things differently.
- They firstly question the strength of online relationships & the extent to which people will become in contact with the new ideas & become more tolerant.
- Secondly, they believe that online behaviour is almost entirely negative because of trolling, catfishing, cyberbullying, abuse & death threats. Meaning that identities can also change for the bad instead for the good.
- Thirdly, online time spending actually takes away the feeling and experience of real-life interactions, resulting in failed communication levels with people in the real world & less quality spent time with friends & family.
- Lastly, social networking for corporations is more about targeting consumers effectively & generating profits rather than connecting people together.

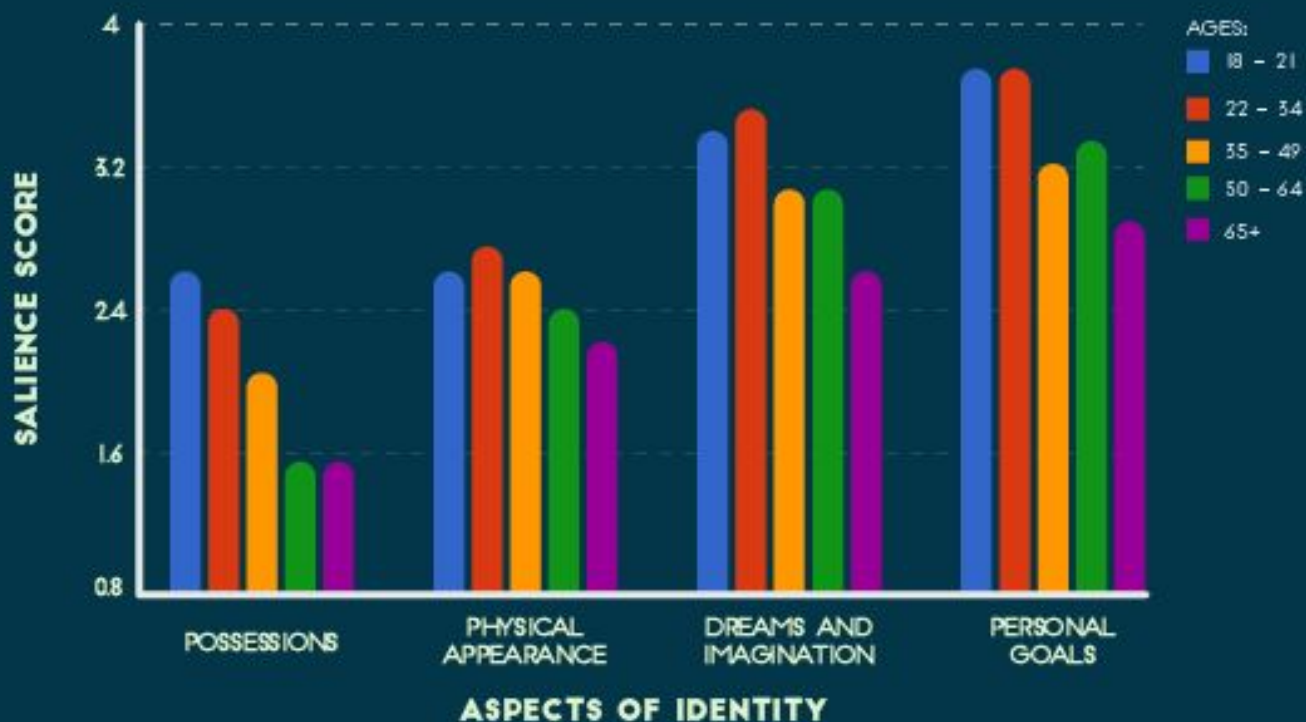


The Social Dilemma Movie

- <https://www.youtube.com/watch?v=uaaC57tcci0>



THESE ASPECTS OF IDENTITY STOOD OUT AS BEING MORE IMPORTANT TO YOUNGER PEOPLE THAN OLDER PEOPLE:



Sources

- ❖ <https://www.youtube.com/watch?v=tk862BbjWx4>
- ❖ [33 Problems With Media in One Chart \(visualcapitalist.com\)](https://visualcapitalist.com/33-problems-with-media-in-one-chart/)
- ❖ [https://www.researchgate.net/publication/327513316 A Study on Impact of Internet use through mobile device on the Health of the Under Graduate Students in CMCS College Nashik](https://www.researchgate.net/publication/327513316_A_Study_on_Impact_of_Internet_use_through_mobile_device_on_the_Health_of_the_Under_Graduate_Students_in_CMCS_College_Nashik)
- ❖ <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=e48e41b5da35a880658af24fc5d844750c1a48ee>
- ❖ https://www.youtube.com/watch?v=Zh-AcF_4Hao
- ❖ <https://www.youtube.com/watch?v=yJ9oEi3Yyg0> (MUST WATCH)