GS 434 MASS MEDIA & SOCIETY

08: CURRENT AND FUTURE TRENDS IN MASS MEDIA

OBJECTIVES

- ➢ Globalization, Media and Culture
- ➢ New Technologies
- ➢ Future of Mass Media

GLOBALIZATION, MEDIA AND CULTURE

❑ Mass media are becoming global with the help of new technologies.

❑ Mass media are influencing cultures across the world.

❑ The Internet is blurring international media borders because it is very difficult to control the flow of digital information across geographical and ideological boundaries, although some countries try.

❏ The globalization of mass media has given rise to several questions related to cultural globalization, cultural intrusion and cultural imperialism.

❏ Mass media are increasing linked with economics, politics, and other spheres of human activity.

❏ World media systems vary as each country has unique circumstances.

Question/Answer

1. People in this country have access to more wireless Internet *hot spots* than anywhere else in the world. (A **hot spot** is a public area such as a restaurant or hotel where a wireless Internet router allows people with laptops and hand-held Internet devices, such as smart phones, to use the Internet without a wired connection.)

(Ans: South Korea)

2. This country produces more movies every year— 1,100—than any other nation in the world.

(Ans: India)

3. This country's citizens must pay the government an annual TV license fee, the equivalent of $225, and can be fined if they are caught using an unlicensed TV set.

(Ans: UK)

4. In this country, viewers can watch TV news presented by singing (hip-hop) artists who use rhyme to convey the day's events.

(Ans: Uganda)

❑ These examples demonstrate the complexity of defining today's international media marketplace, which clearly is in rapid transition as the Internet blurs global borders. It is very difficult to control the flow of digital information, although some countries try.

❑ Journalists work in various different conditions in different countries. Many international organizations work to support the rights of the media and journalists across the globe, for instance:

1. International News Media Association (INMA)

It offers its members best practices on all aspects of news reporting in a global media environment. Members can access professional contacts using blogs, case studies, conferences, publications, sales and marketing campaigns and networking tools.

2. Reporters Without Borders

It is an international organization that works for freedom of the press around the world. It defends and represents journalists who are threatened, imprisoned or persecuted; works to improve the safety of journalists in war zones; and opposes censorship.

Five Political Theories Describe How World Media Operate

1. The Soviet Theory
2. The Authoritarian Theory
3. The Libertarian Theory
4. The Social Responsibility Theory
5. The Developmental Theory

Five Political Theories Describe How World Media Operate

No institution as sizable and influential as the mass media can escape involvement with government and politics. The media are not only channels for the transmission of political information and debate but also significant players with a direct stake in government's regulatory and economic policies, as well as government's attitude toward free speech and dissent.

Remember that *the way a country's political system is organized affects the way the mass media within that country operate.* Media systems can be divided broadly into those systems that allow dissent and those that do not.

To categorize the political organization of media systems, scholars often begin with the 1956 book *Four Theories of the Press,* by Fred S. Siebert, Theodore Peterson and Wilbur Schramm. These four theories, which originally were used to describe the political systems under which media operated in different countries, were (1) the Soviet theory, (2) the authoritarian theory, (3) the libertarian theory and (4) the social responsibility theory. Scholars recently added a fifth description, the more modern (5) developmental theory, to update the original categories used to help describe the world's mass media systems.

The Soviet Theory

Historically in the Soviet Union (which dissolved in 1991 into several independent nations and states), the government owned and operated the mass media. All media employees were government employees, expected to serve the government's interests.

Top media executives also served as leaders in the Communist Party. Even when the press controls loosened in the 1980s, the mass media were part of the government's policy. Government control came *before* the media published or broadcast; people who controlled the media could exercise *prior restraint.* They could review copy and look at programs before they appeared.

This description of the Soviet press system was conceived before the events of the 1990s challenged the basic assumptions of Soviet government. Many Eastern bloc countries, such as Romania, Slovakia and the Czech Republic, which once operated under Soviet influence, based their media systems on the Communist model. Today, the media systems in these countries are in transition and Russian media are once again under strong government controls.
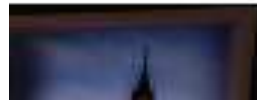
The Authoritarian Theory

Media that operate under the authoritarian theory can be either publicly or privately owned. This concept of the press developed in Europe after Gutenberg. Until the 1850s, presses in Europe were privately owned, and the aristocracy (which governed the countries) wanted some sort of control over what was printed about them. The aristocracy had the financial and political power necessary to make the rules about what would be printed.

The first idea was to license everyone who owned a printing press so the license could be revoked if someone published something unfavorable about the government. The British crown licensed the first colonial newspapers in America. Licensing wasn't very successful in the United States, however, because many people who owned presses didn't apply for licenses.

The next authoritarian attempt to control the press was to review material after it was published. A printer who was discovered publishing material that strongly challenged the government could be heavily fined or even put to death. Today, many governments still maintain this type of rigid control over the media.

Most monarchies, for example, operate in an authoritarian tradition, which tolerates very little dissent. Media systems that serve at the government's pleasure and with the government's approval are common.

The Libertarian Theory

The concept of a libertarian press evolved from the idea that people who are given all the information on an issue will be able to discern what is true and what is false and will make good choices. This is an idea embraced by the writers of the U.S. Constitution and by other democratic governments.

This theory assumes, of course, that the media's main goal is to convey the truth and that the media will not cave in to outside pressures, such as from advertisers or corporate owners. This theory also assumes that people with opposing viewpoints will be heard—that the media will present all points of view, in what is commonly called the free marketplace of ideas.

The First Amendment to the U.S. Constitution concisely advocates the idea of freedom of the press. Theoretically, America today operates under the libertarian theory, although this ideal has been challenged often by changes in the media industries since the Constitution was adopted.

The Social Responsibility Theory

This theory accepts the concept of a libertarian press but prescribes what the media should do. Someone who believes in the social responsibility theory believes that members of the media will do their jobs well only if periodically reminded about their duties.

The theory grew out of the 1947 Hutchins Commission Report on the Free and Responsible Press. The commission listed five goals for the media, including the need for truthful and complete reporting of all sides of an issue. The commission concluded that the American press's privileged position in the Constitution means that the press must always work to be responsible to society.

If the media fail to meet their responsibilities to society, the social responsibility theory holds that the government should encourage the media to comply. In this way, the libertarian and the social responsibility theories differ. The libertarian theory assumes members of the media will work well without government interference; the social responsibility theory advocates government oversight for media that don't act in society's best interest.

The Developmental Theory

The most recent description for media systems is the developmental theory. Under this theory, named for the developing nations where it is most often found, the media *may* be privately owned but usually are owned by the government.

The mass media in the developmental category are used to promote the country's social and economic goals and to direct a sense of national purpose. For example, a developmental media system might be used to promote birth control or to encourage children to attend school. The media are an outlet for some types of government propaganda, then, but in the name of economic and social progress, as defined by the government.

Although the theory that best describes the American media is the libertarian theory, throughout their history the American media have struggled with both authoritarian and social responsibility debates: Should the press be free to print secret government documents, for example? What responsibility do television networks have to provide worthwhile programming to their audiences? The media, the government and the public continually modify and adjust their interpretations of just how the media should operate.

It has been nearly seven decades since scholars began using the political theories of the press to define the world's media systems. With today's transitional period in global history, even the recent addition of the developmental theory still leaves many media systems beyond convenient categorization.

Media systems vary throughout the world. The print media form the basis for press systems that developed in North America, Australia, Western Europe and Eastern Europe—where two-thirds of the world's newspapers are published. Many developing countries matured after broadcast media were introduced in the 1920s, and newsprint in these countries often is scarce or government-controlled, making radio their dominant communications medium. Radio receivers are inexpensive, and many people can share one radio.

Television, which relies on expensive equipment, is widely used in prosperous nations and in developing countries' urban areas. Yet many countries still have only one television service, usually run by the government. In many developing countries, all broadcasting—television and radio—is owned and controlled by the government.

The Internet is blurring international media borders because it is very difficult to control the flow of digital information across geographical and ideological boundaries, although some countries try.

What follows is a description of today's media systems by geographic region: Western Europe and Canada; Eastern Europe; the Middle East and North Africa; Africa; Asia and the Pacific; and Latin America and the Caribbean.
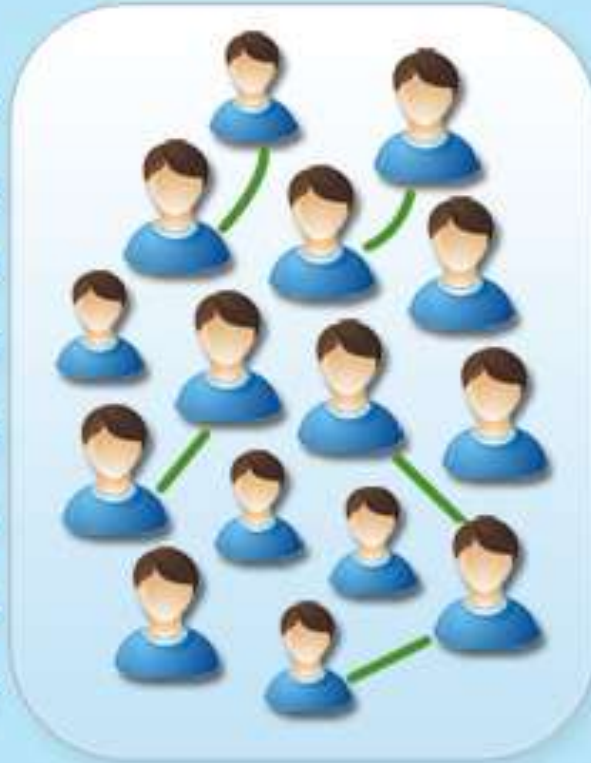
NEW TECHNOLOGIES

❑ **Traditional media** involves all the means of communication that existed before the Internet and new media technology, including printed materials (books, magazines, and newspapers), broadcast communications (TV and radio), film, and music.

❑ **New media, also called digital media,** on the other hand, includes electronic video games and entertainment, and the Internet and social media. Although different forms of mass media rise and fall in popularity, it is worth noting that despite significant cultural and technological changes, none of the media discussed throughout this text has fallen out of use completely.

Old   MEDIA   New

❑ New technologies have developed so quickly that executives in traditional media companies often cannot retain control over their content.

❑ New media frequently takes over traditional media for three main reasons:

1. It is more immediate

2. It is often free

3. It can reach a wider number of people

❑ Today mobile media are the world's fastest-growing communications technology.

An attendee walks through a virtual video display of the Tower Bridge in London at the Mobile World Congress in Barcelona, Spain, on March 3, 2015.

Top 10 Countries with Public Wireless Locations (Hot Spots) - 2013

Country	Locations
South Korea	186,759
United Kingdom	182,603
United States	136,984
China	104,107
France	35,433
Taiwan	24,148
Russian Federation	16,829
Japan	15,735
Germany	15,095
Sweden	9,546

Locations
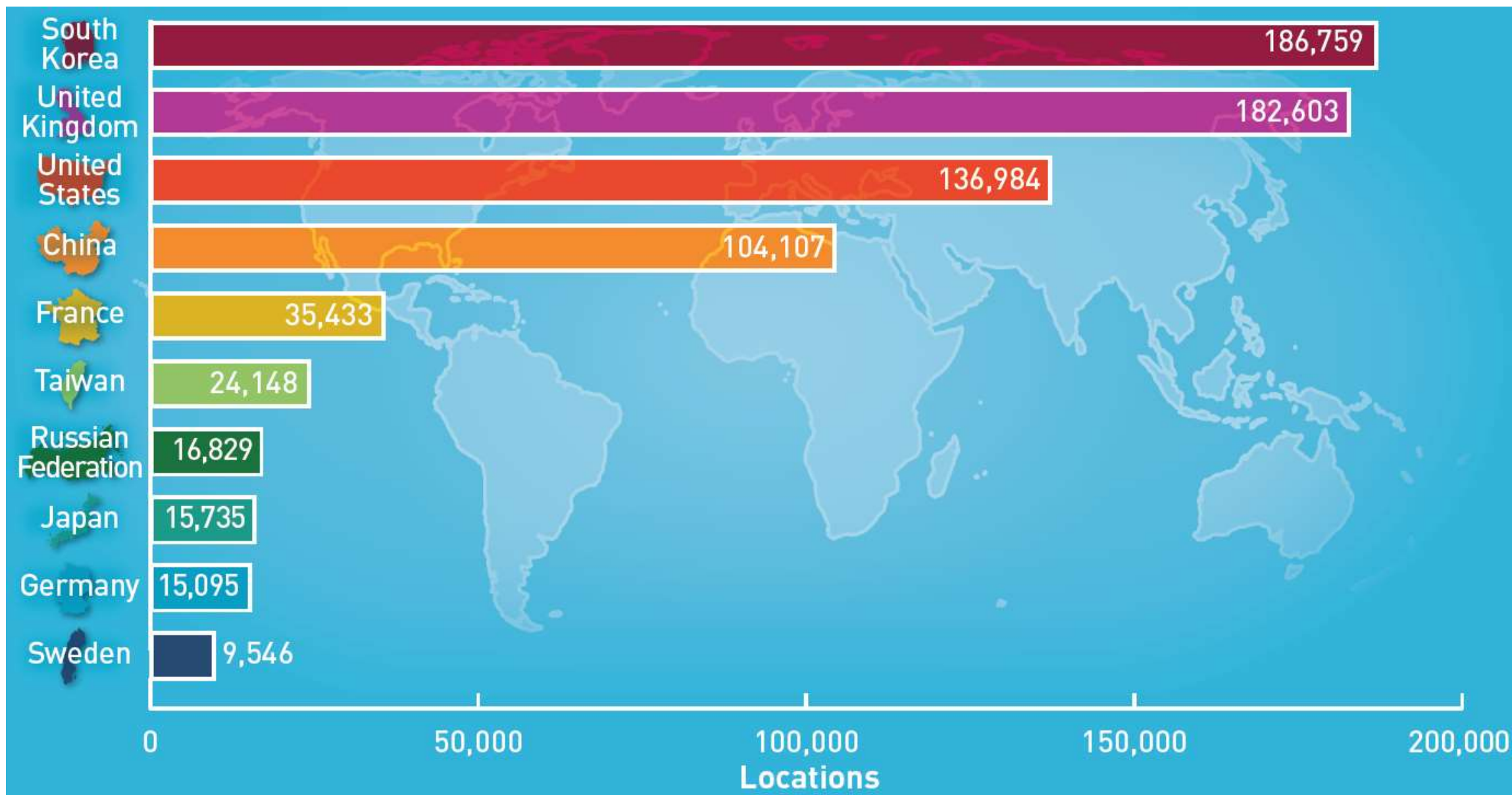
FUTURE OF MASS MEDIA

The Internet and Social Media

❑ It is almost impossible to undermine the influence the Internet has had on media over the past two decades.

❑ Initially conceived as an attack-proof military network in the 1960s, the Internet has since become an integral part of daily life. With the development of the World Wide Web in the 1980s and the introduction of commercial browsers in the 1990s, users gained the ability to transmit pictures, sound, and video over the Internet.

❑ Companies quickly began to capitalize on the new technology, launching web browsers, offering free web-based e-mail accounts, and providing web directories and search engines.

❑ In addition to increasing the speed with which we can access information and the volume of information at our fingertips, the Internet is adding a whole new unrestricted dimension to communication.

❑ Becoming the author of a printed book may take many years of frustrated effort, but becoming a publisher of online material requires little more than the click of a button. Thanks to social media such as blogs, social networking sites, wikis, and video-sharing websites, anyone can contribute ideas on the web.

❑ Social media has many advantages, such as a) the instantaneous distribution of news b) a variety of different perspectives on a single event c) and the ability to communicate with people all over the globe.

❑ Although some industry analysts have long predicted that the Internet will result in the removal of print media, mass-media executives believe newspapers will evolve with the times as it now have adopted the digital trend.

❏ Most people still get their news from local and national TV stations, but the Internet is the third most popular source of information, and its popularity is increasing.

❏ When a big news story breaks, digital media sources have the advantage of speed over traditional media sources—but are not yet considered completely accurate or trustworthy. Established newspapers and magazines still have the advantage of credibility.

Consumers Still Trust Traditional Media Advertising Over Online Ads

% of North American consumers who trust the following forms of advertising (as of Q1 2013)

63%	62%	61%	58%	55%
Newspaper ads	Magazine ads	TV ads	Radio ads	Billboards

44%	44%	39%	35%	33%
Search advertising	Online video ads	Social media ads	Mobile display ads	Online banner ads

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- Smartphone technology is making Internet news more portable, while social networking sites provide a participatory aspect, enabling people to comment on or share news stories of interest.

- The ability to customize social networking home pages to filter news topics and sources is making news more personalized, allowing consumers to read only the information that interests them.

❑ Pros of new media delivery methods

- In addition to speed, reach, and cost, online media delivery enables a wider range of voices and perspectives on any subject. Through nontraditional media such as blogs and Twitter, people can put their own personal viewpoint on current events, popular culture and issues that are important to them without feeling obliged to remain neutral.

- A study by the Pew Research Center in 2010 found that nontraditional media sources report on a wider variety of stories than traditional media, enabling individual sites to develop their own personality and voice. The study also discovered that these online sources focus on highly emotional subject matter that can be personalized by the writers and shared in the social forum.

- The speed at which content is delivered, the widespread reach of the Internet, and the low cost—most online content is free— are some of the advantages of new media delivery methods. The huge amount of information available online has caused many critics to claim the information overload is bad for people's health; however, studies have not substantiated this theory.

Cons of new media delivery methods

- Not all web pages are reliable sources of information; many are subject to user error (for example, on sites such as *Wikipedia*) or bias (for example, on partisan political blogs).

- The Internet also has economic disadvantages; it widens the digital divide between those who have access to the technology and those who do not (usually older people, people of lower economic means or educational status, or people in developing countries with poor infrastructure), and causes problems for traditional media, which are finding it difficult to profit from digital technology.

- An increasing gap between people who can afford personal computers and access to the web and people who cannot, known as the digital divide, separates the haves and the have-nots.

- Along with a growing number of online predators misrepresenting themselves on social networking sites, the Internet is responsible for a lot of other types of misinformation circulating the web. Unless users are able to distinguish between reliable, unbiased sources and factual information, they may find themselves consuming inaccurate news reports or false encyclopedia entries. Even so-called reliable news sources are subject to occasional errors with their source material.

❑ Current and future trends

- Social networking sites continue to grow in popularity; Facebook is the largest social networking site on the web today.

- Digital experts predict social networking will become more exclusive in the future, with people filtering out clutter from unwanted sources.

- Social gaming is a popular trend on networking sites, and many users are not typical video game players; instead, they fit the female over-40 demographic. Developers generate revenue from social networking sites by charging gamers real money for bonuses or virtual goods.

- Microblogging is another popular social networking trend. Key events around the world are often reported on microblog Twitter first by users who experience the events firsthand. Business owners use Twitter to connect with their customers more effectively. Celebrities such as Ashton Kutcher are media savvy and use Twitter to promote worthy causes.

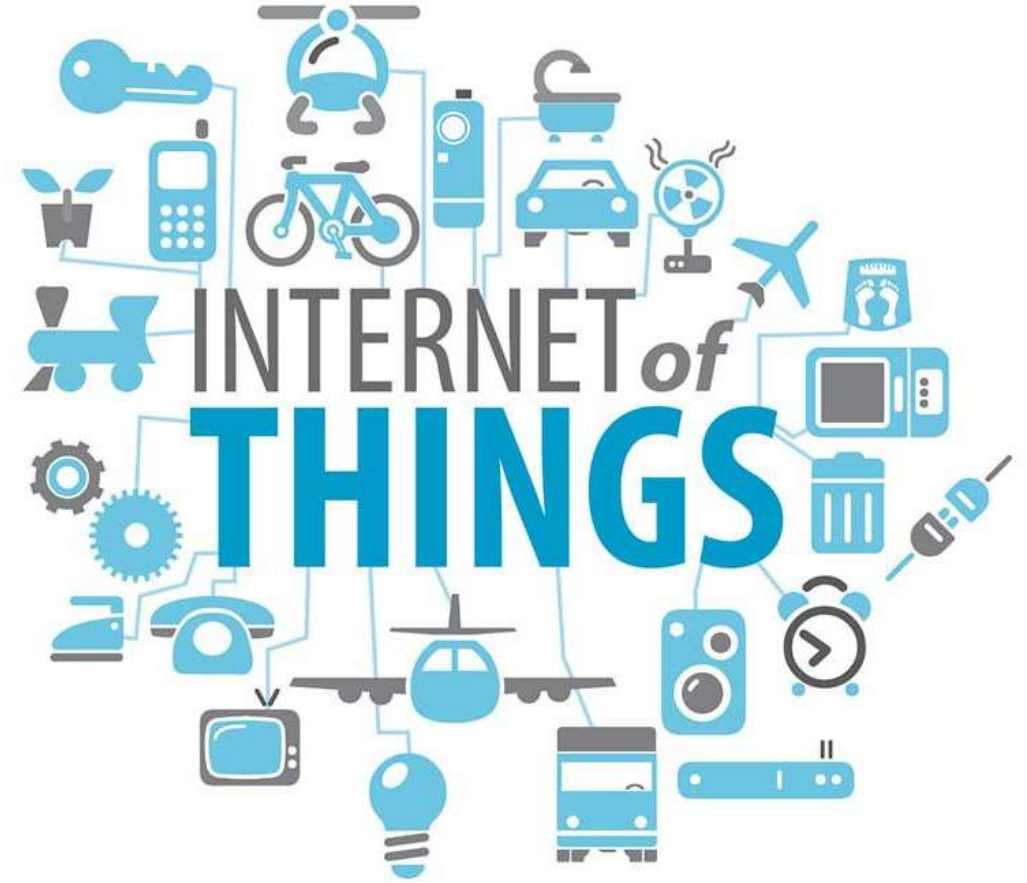Number of social network users worldwide from 2010 to 2021 (in billions)
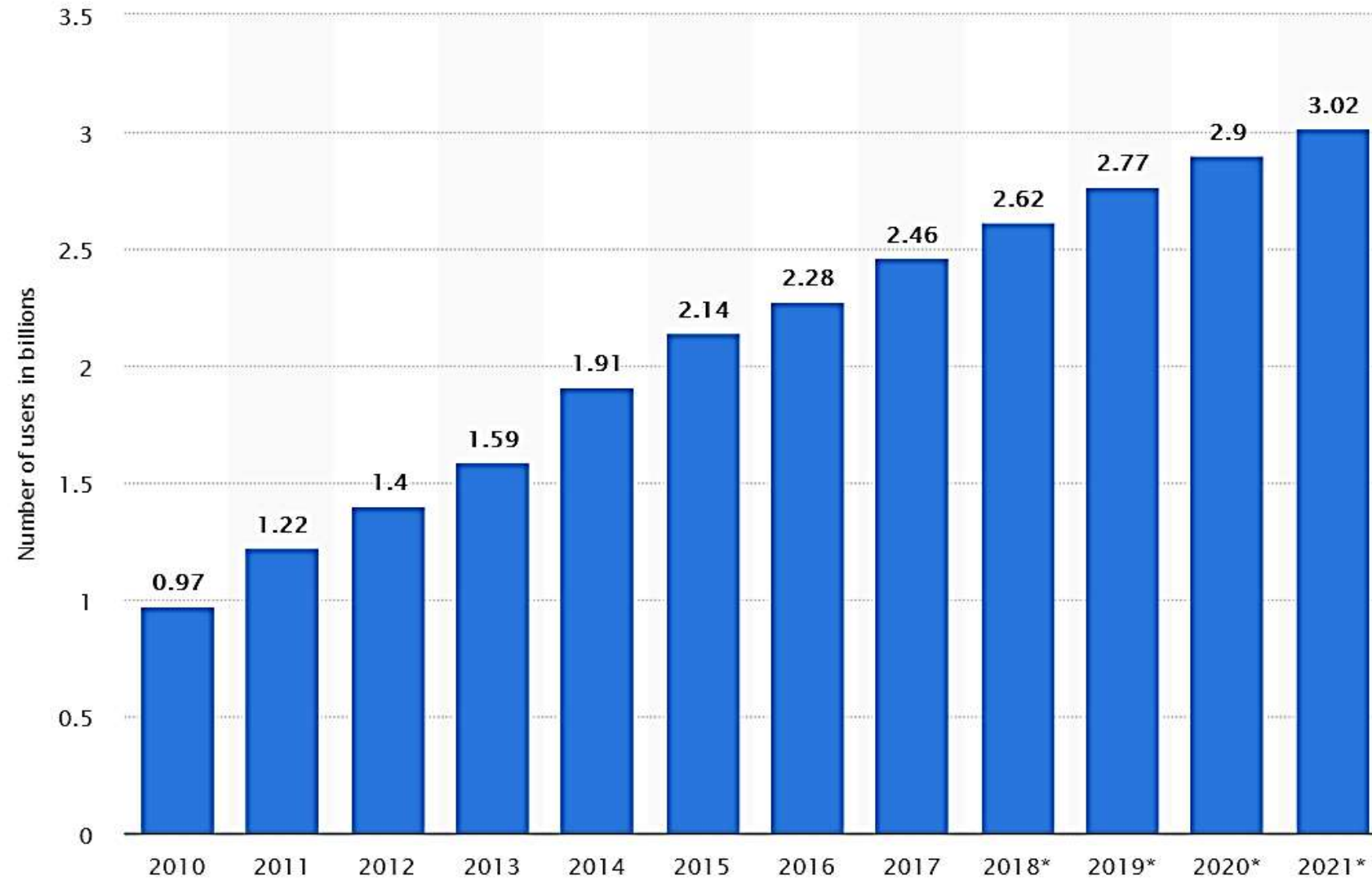
- The Internet is moving in a more exclusive direction through membership-only sites.

- Two current trends are location-sharing applications, facilitated by the GPS functionality on modern smartphones, and cross-media applications such as those that tie in with particular TV shows, celebrities, or music radio stations.

❑ **The Internet of Things (IoT)** is the network of physical objects— devices, vehicles, buildings and other items embedded with electronics, software, sensors, and network connectivity—that enables these objects to collect and exchange data.

❑ https://www.youtube.com/watch?v=bsycx2zbCxA

■ The concept of the Internet of things first became popular In 1999, through the Auto-ID program at MIT.

THE NUMBER OF CONNECTED DEVICES WILL EXCEED 50 BILLION BY 2020

BILLIONS OF DEVICES

2020 50.1B
2019 42.1B
2018 34.8B
2017 28.4B
2016 22.9B
2015 18.2B
2014 14.2B
2013 11.2B
2012 8.7B
2003 0.5B
2009 IoT INCEPTION
1992 1M

50
40
30
20
10
0

1988 1992 1996 2000 2004 2008 2012 2016 2020
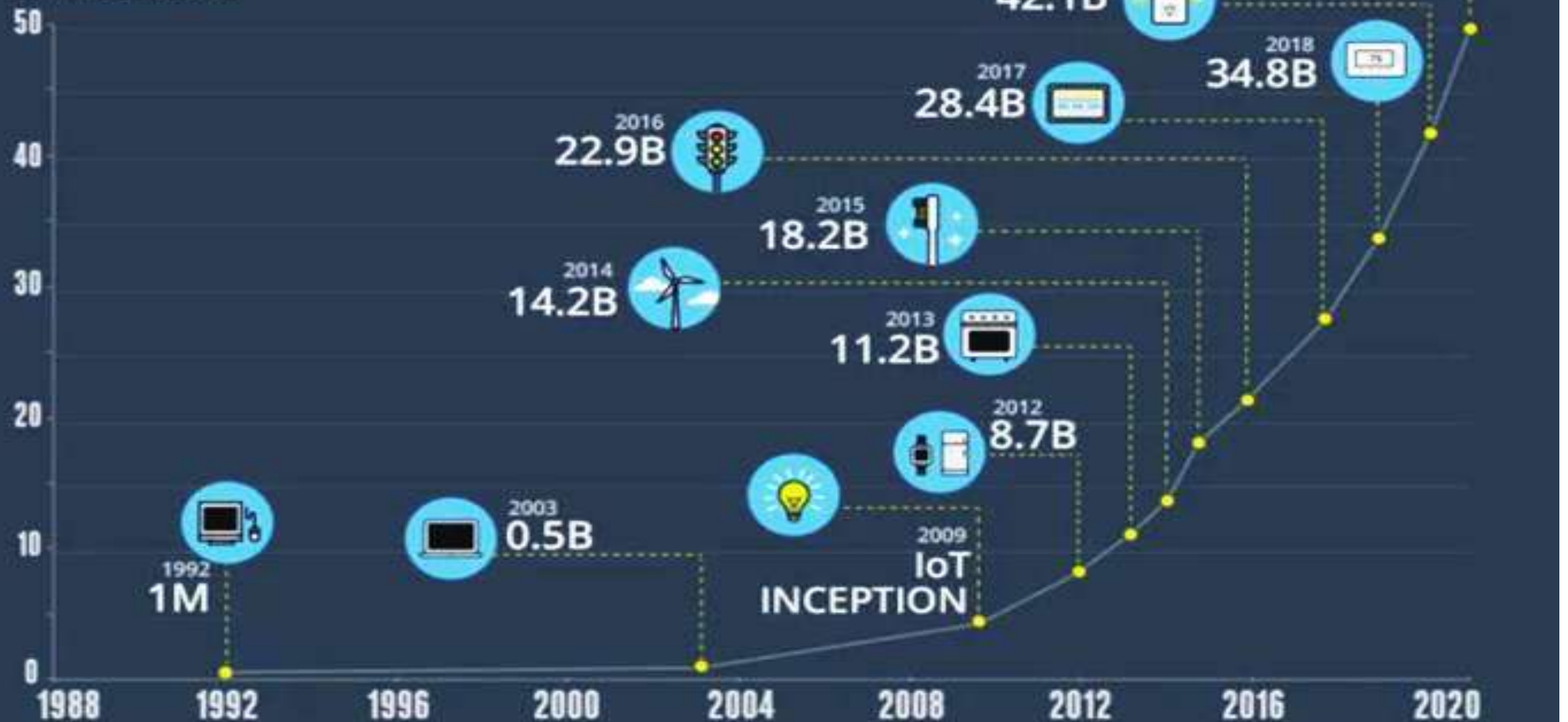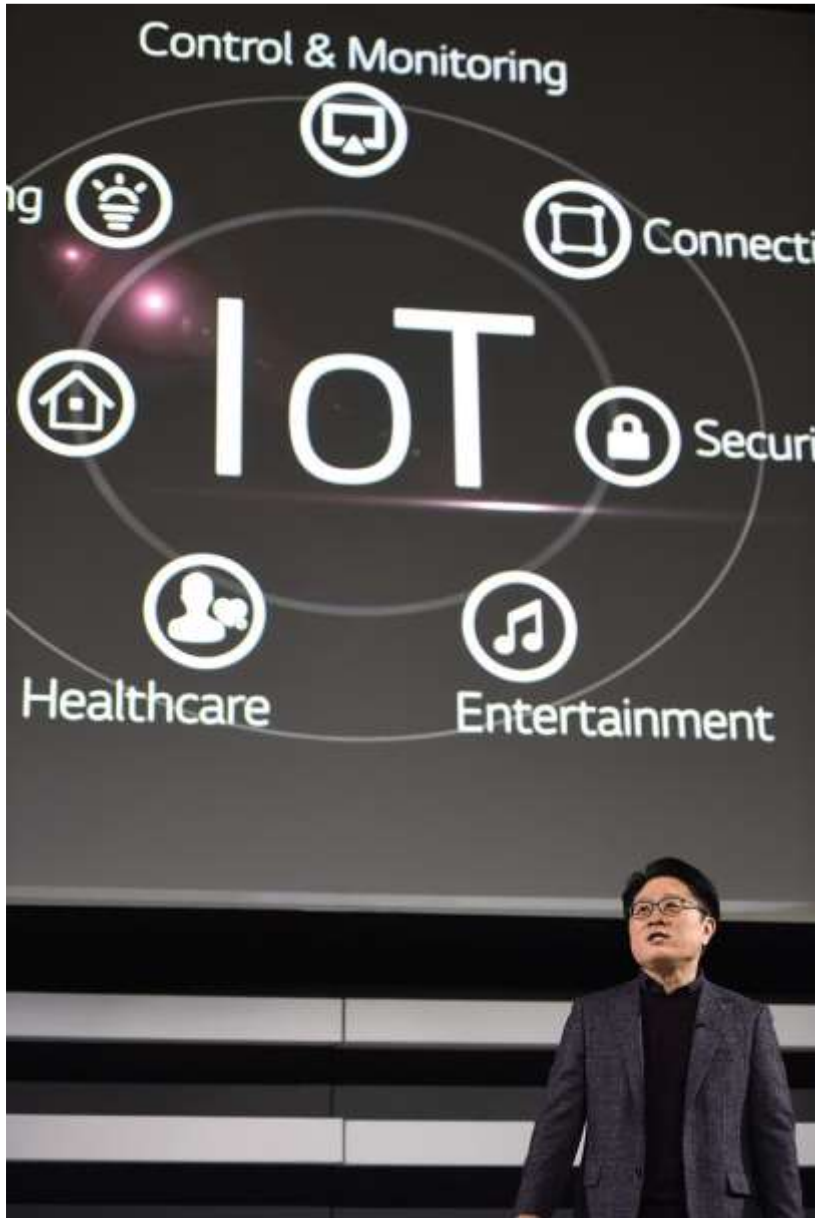
*Skott Ahn, president and chief technology officer at electronics manufacturer LG, discusses the **Internet of Things** at the 2015 Consumer Electronics Show in Las Vegas.*

- A complete IoT system integrates four distinct components:

Data Collection (Sensors)
Data Filtering and Authorization (Gateways)
Data Processing and Analyzing (Cloud)
Data Presentation (Application)

1) Sensors collect data from their environment. This could be as simple as a temperature reading or as complex as a full video feed.

2) Gateways through which the data is sent to the cloud. The sensors/devices can be connected to the cloud through a variety of gateways including cellular data, WiFi, Bluetooth, etc.

3) Once the data gets to the cloud, software performs data processing and analysis.

4) The data or information is presented to the end-user via an application. For example, a text alert when the temperature is too high in the company's cold storage.

The 10 most popular Internet of Things applications
A ranking based on web analytics

1. Smart Home — 100%
2. Wearables — 63%
3. Smart City — 34%
4. Smart grid — 28%
5. Industrial internet — 25%
6. Connected car — 19%
7. Connected Health — 6%
8. Smart retail — 2%
9. Smart supply chain — 2%
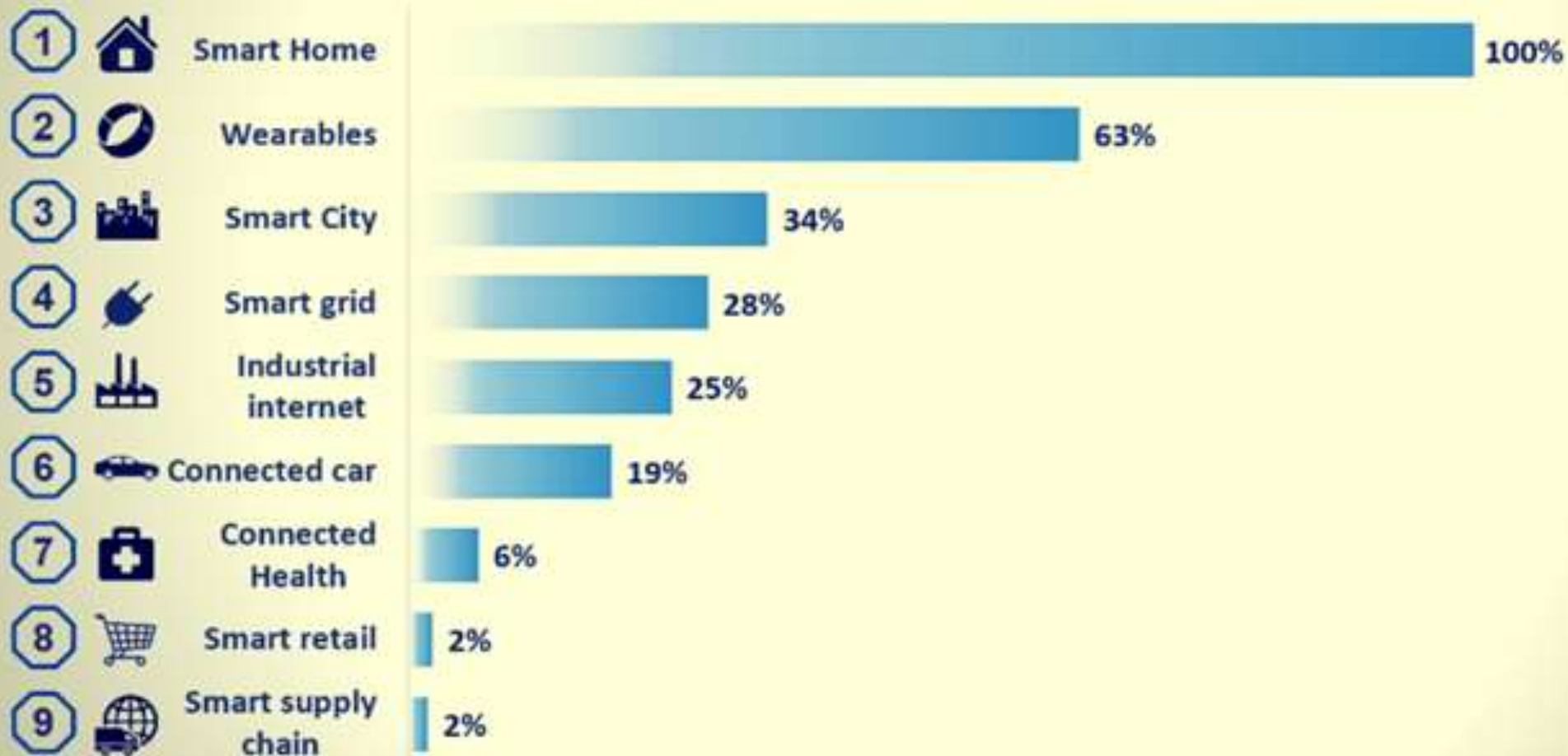
IoT EXAMPLE: 1

IOT Application Scenario - Shopping

(2) When shopping in the market, the goods will introduce themselves.

(1) When entering the doors, scanners will identify the tags on her clothing.

(4) When paying for the goods, the microchip of the credit card will communicate with checkout reader.

(3) When moving the goods, the reader will tell the staff to put a new one.
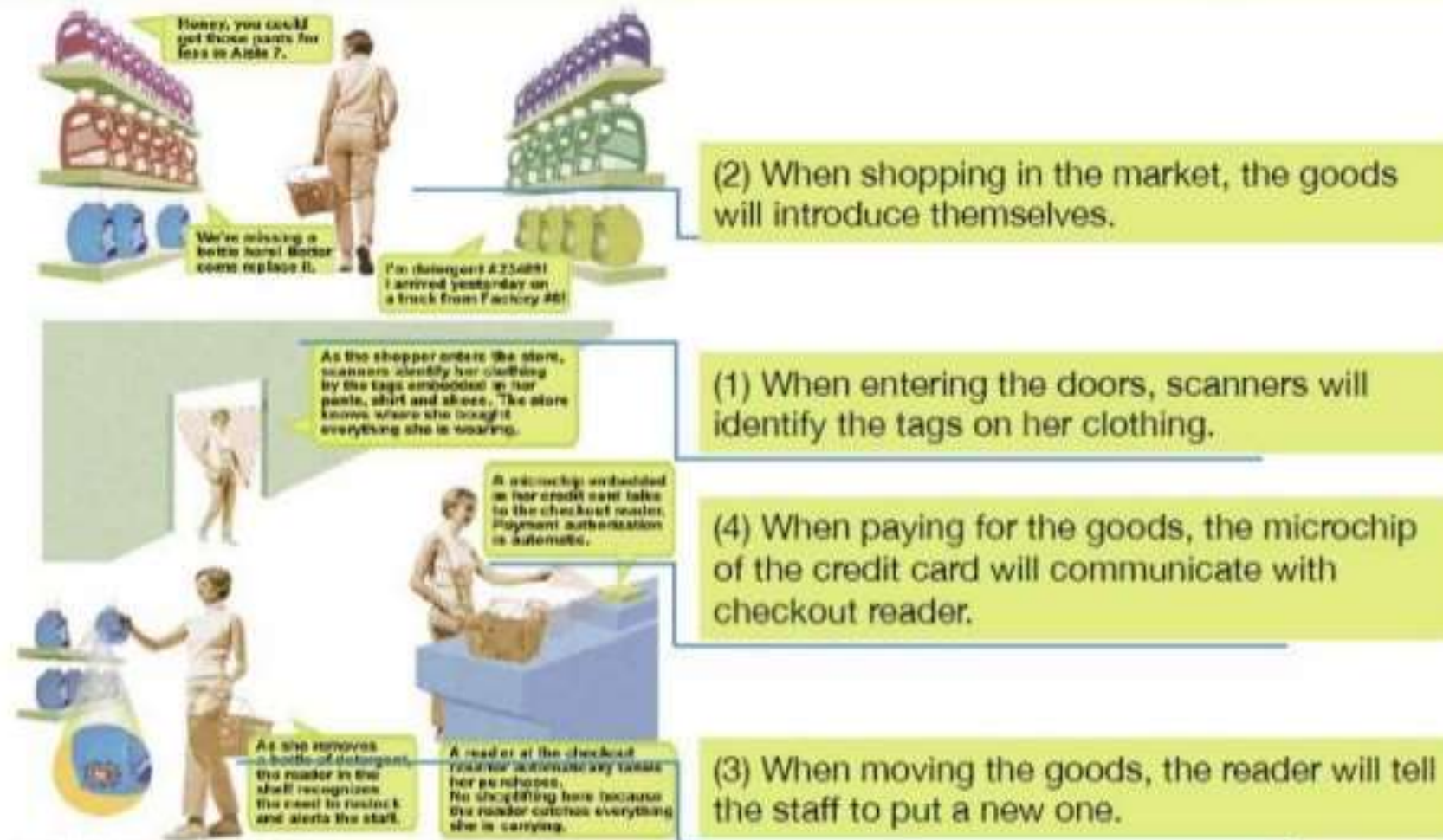
IoT EXAMPLE: 2

Home Automation

All controlled by Smartphone or Tablet

Lights   Speakers   Window Shades   Laptop   TV   Tablet

Pool & Spa

Exterior Lighting

Thermostat

Smoke Alarm

Garage Door

Lights   Refrigerator   Speakers   TV

Irrigation System   Video Surveillance   Door Locks   Wi-Fi Router   Power Meter

IoT EXAMPLE: 3

Why collect half full containers?
Drive less– Collect more by using Enevo technology

IoT EXAMPLE: 4
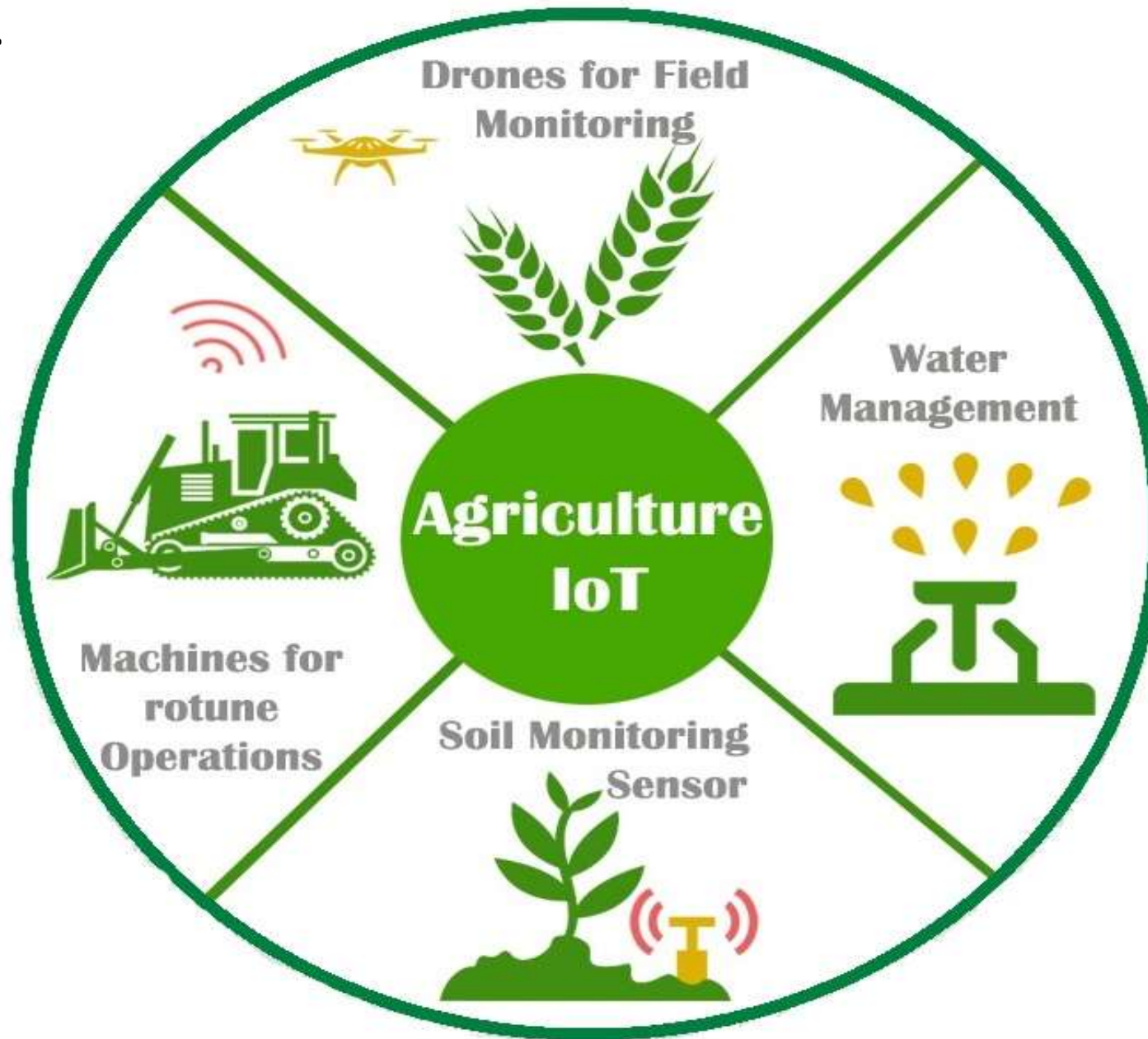
Figure 1. The IoT market will be massive

IoT installed base, global market, billions

| Year	Value
2015	15.41
2016	17.68
2017	20.35
2018	23.14
2019	26.66
2020	30.73
2021	35.82
2022	42.62
2023	51.11
2024	62.12
2025	75.44
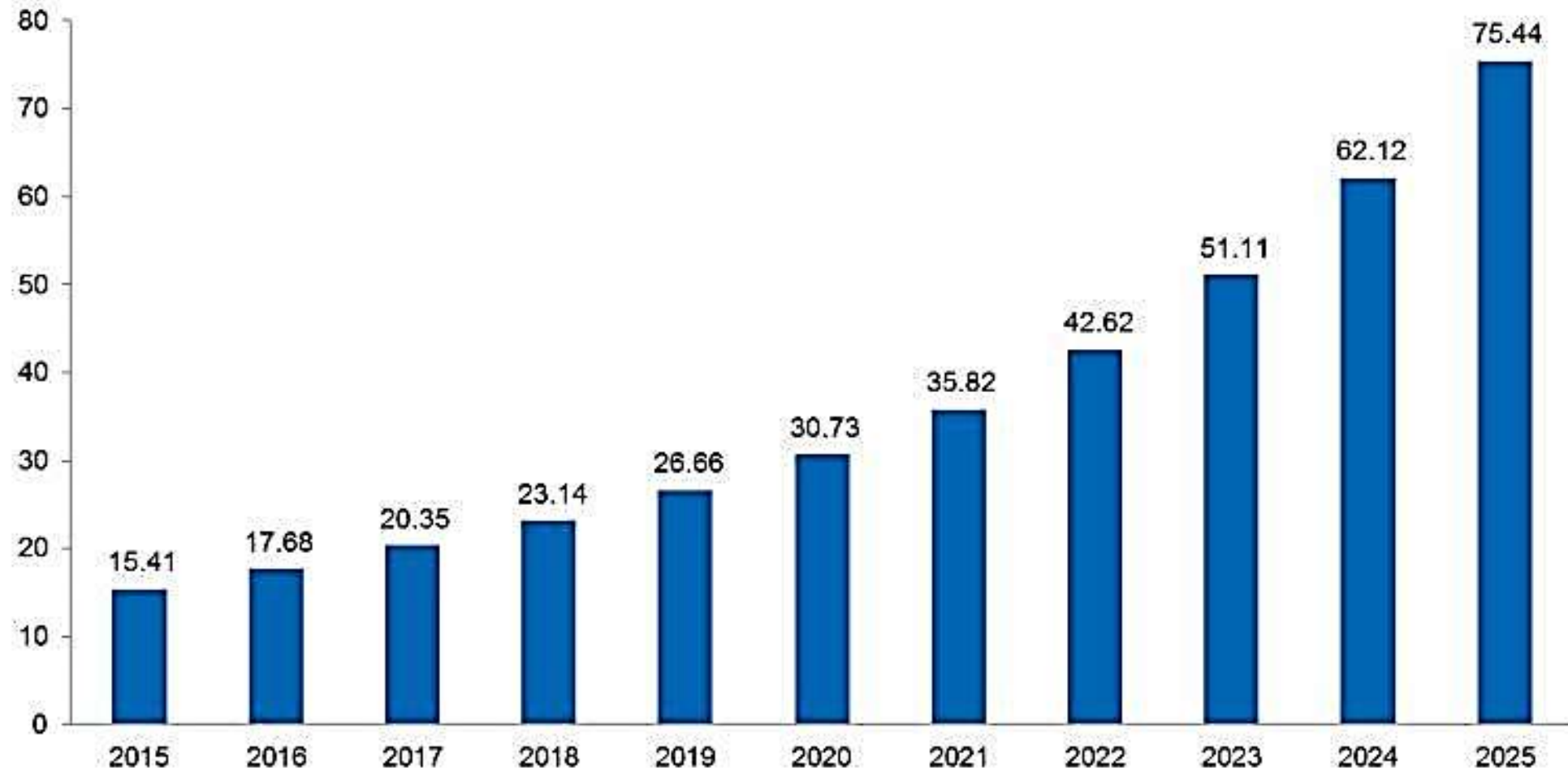
Source: IHS

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❑ **The technology adoption life cycle offers a diffusion model** of how people accept new ideas and new technology. The model recognizes five categories of participants:

1. **innovators**, who tend to be experimentalists and are interested in the technology itself;

2. **early adopters**, who are technically sophisticated and are interested in using the technology for solving professional and academic problems;

3. **early majority**, who constitute the first part of the mainstream, bringing the new technology into common use;

4. **late majority**, who are less comfortable with the technology and may be skeptical about its benefits;

5. **laggards**, who are resistant to the new technology and may be critical of its use by others.
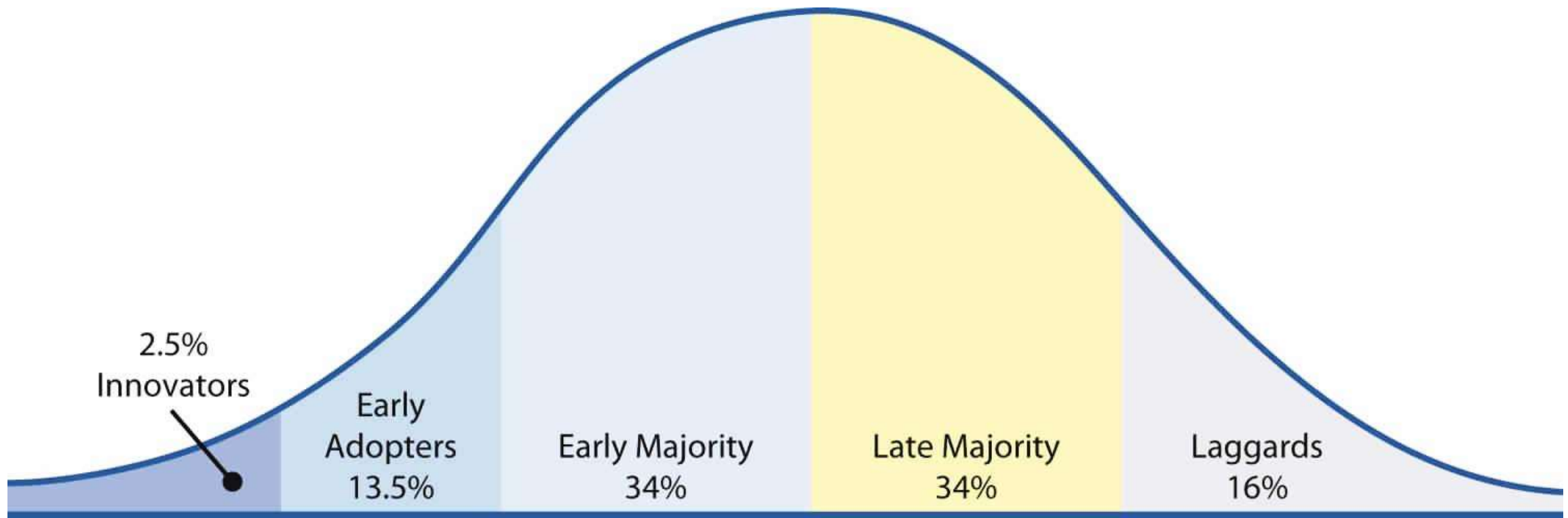
Diffusion of Technology: The Technology Adoption Life Cycle

- When new technology is released in the market, it follows the technology adoption life cycle. Innovators and early adopters want to be the first to own the technology and are unconcerned about the cost, whereas mainstream consumers wait to find out how popular or successful the technology will become before buying it. As the technology filters into the mainstream, it becomes cheaper and more user-friendly. Technological flops such as Microsoft Bob and DIVX result from skeptical late adopters or laggards refusing to purchase innovations that appear unlikely to become commercially successful.

- As new technology transitions into the mainstream, traditional media outlets have to adapt to the new technology to reach consumers. Recent examples include the development of traditional media applications for the iPad, such as newspaper and TV network apps.

- ❑ **Privacy issues** have become increasingly important in recent years and will continue to rise with the high rates of identity theft and workplace monitoring. Monitoring employees in the workplace has begun to stray outside of office hours, and employees are now finding their social networking sites being scanned by employers for offensive material.

- ▪ Inappropriate comments or photos on a social networking site may negatively affect a person's chance of finding a job if employers use sites such as Facebook and Twitter as a means of screening applicants. The issue of whether employers are allowed to discriminate against employees based on their out-of-work activities has not been fully decided; however, in general, anything that takes place on company property or on company time may be scrutinized and used as a reason for dismissal.

Your Social Media Sites Know EXACTLY Where You Are

- Google has established an encrypted search facility that enables users to browse the web without running the risk of sensitive information being intercepted. The encryption also prevents websites from being stored on the computer's history and stops them from appearing on the AutoFill function during future searches. However, the encryption is not entirely private because Google still retains a record of search information.

Thanks

Any Questions?