New and Old Media: From Embrace to Denial

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Outline

- Media concepts
- Old media and social media as new media
- Relationships between social media and old media
- Case: Education
- Summary & conclusion
Media concepts

- Media have for long been mass media – print, radio, film, TV
- In 2000s, we witness rise of social media, as a new development embraced by younger users. Internet-centric, integrating various information & communication (ICT) technologies:
  - multifunctional websites (Facebook), sharing sites (YouTube, flickr), virtual world sites (SecondLife), RSS, blogs (WordPress), wikis (Wikipedia), gaming, social bookmarking...
- If TV was new medium in MacLuhan’s time (1960s), today TV is old medium
- Social media are juxtaposed to mass media as new media vs. old media
- Problem of defining media in general sense to apply to both mass and social media
- Bridging classical and newer literature
- Approach: intersection of technological, social, and cognitive aspects*
Media concepts

- Proposed media definition: Media are technologies for mass communication, connectivity, expression, reality creation, and sharing.

- Definitional dimensions:
  - **Communication**: exchanges of messages and conveying of meaning; classical mass communication theory (McQuail, 1983, 2010)
  - **Connectivity**: creating links between individuals; research on social impact of computer networks (e.g., Castells, 1996)
  - **Expression**: externalizing intellectual and artistic capabilities in permanent forms; older research on artistic aspects of media and newer on media digitization (Manovich, 2013)
Media concepts

- **Sharing**: ad-hoc exchanging of digital artifacts; social media research
- **Reality Creation**: shaping cognitive processes & states in both rational and emotional segments; proposed aspect, expanding on mass media roles.*
<table>
<thead>
<tr>
<th></th>
<th>Old Media</th>
<th>New Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Moderate (one-way, vertical; e.g., print, TV)</td>
<td>High (two-way, all-to-all; e.g., Tweeter)</td>
</tr>
<tr>
<td></td>
<td>(unilateral links_{max} = N-1; e.g., radio)</td>
<td>(two-way links_{max} = N(N-1)/2; e.g., Tweeter)</td>
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<tr>
<td>Connectivity</td>
<td>Moderate</td>
<td>High potential</td>
</tr>
<tr>
<td></td>
<td>(unilateral links_{max} = N-1; e.g., radio)</td>
<td>(amateur; e.g., Wikipedia, video games)</td>
</tr>
<tr>
<td>Expression</td>
<td>Moderate-High (professional; e.g., fiction, film)</td>
<td>High potential</td>
</tr>
<tr>
<td>Reality Creation</td>
<td>High (push, audience spin; e.g., reality TV)</td>
<td>High potential</td>
</tr>
<tr>
<td>Sharing</td>
<td>Negligible (centralized &amp; marginal; e.g., amateur video sharing via TV)</td>
<td>High (open access &amp; massive; e.g., YouTube)</td>
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Relationships between social media and old media

- **Replication**: New media replicate old media.

- **Expansion**: New media expand capabilities of old media.

- **Substitution**: New media replace old media.
Replication relationship

- New media replicate old media.
- Remediation
- Example: electronic print, Website of TV network
- No change in character of old media
- Old media try to take advantage of technological changes (face-lift)
Expansion relationship

- New media expand capabilities of old media.
- Examples: Blogging or microblogging systems (Tweeter) added to a TV network’s Website (crowd involvement), audience provides digital video and photos to TV (sharing capability added).
- New media help old media to evolve (old media on steroids).
- Limits?
Substitution relationship

- New media replace old media.
- Example: Younger age groups are on social media and do not consume old media contents.
- New media in direct competition with old media (euthanasia).
- Computer networks, various information systems, and mobile telephony blended.
- Survival of old media is uncertain.
Relating new media vs. old media across social domains

**Media areas:**
- Economy
- Politics
- Culture
- Education
- Publishing
- Science
- Arts
- Religion
- Entertainment
- Socializing

Research needs to address all these domains.
Limitations of old media (print, TV, radio, film) cause limitations in education:

- **One-way communication** → authority-centric, cannot tap into crowdsourcing-based education
- **Limited connectivity** → excludes lateral links between educators, learners & practitioners, and possibility of role exchange
- **Exclusive professional expression** → constrained creativity in teaching and studying, rigid & steep cost models
- **Spinning reality** → ex-cathedra knowledge shaping (authoritarian), other knowledge wasted
- **Sharing incapability** → educational digital artefacts nearly impossible to exchange
Old vs. New media in education: Replication

- Print as the oldest educational medium introduces e-text
- This is a change in data (content) type but no advance in educational processes*, learner & teacher profile, culture, politics (a facelift with coupons)
- Online classes relying on e-materials
- *Replication may be a regressive change**
Case: Education
New media overcoming old media limitations

- **Extension** and **Substitution** enable more significant changes in education:
  - **Communication**: tap into crowdsourcing-based education
  - **Connectivity**: limitless bridging between educators, learners who exchange roles
  - **Expression**: mass-expand creativity in teaching and studying, innovate cost models & lower costs
  - **Reality Creation**: people-driven knowledge shaping, turning wasted knowledge into value
  - **Sharing**: initiate a continuous global fair of educational digital artefacts
  - Examples in footnote
Social media (Facebook, Wikipedia, YouTube...) are new mass media in comparison to TV, press, radio, & film.

General definition of media proposed: Media are technologies for mass communication, connectivity, expression, reality creation, and sharing.

New media are high on each aspect, matching/beating old media.

Relationships between new and old media: Replication (face lift), Extension (steroids), & Substitution (euthanasia).

Education case shows how new media overcome limits of old media.