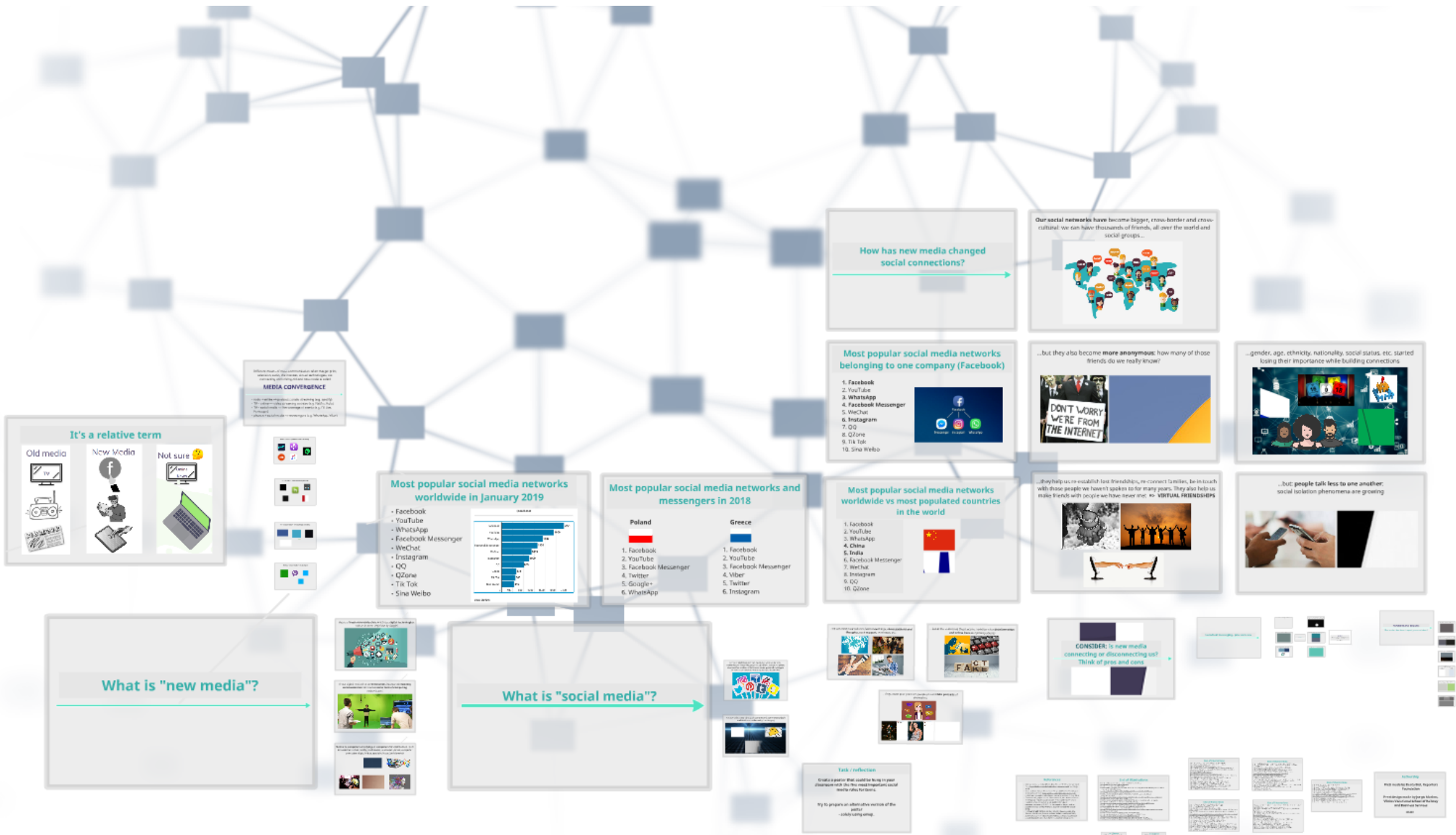
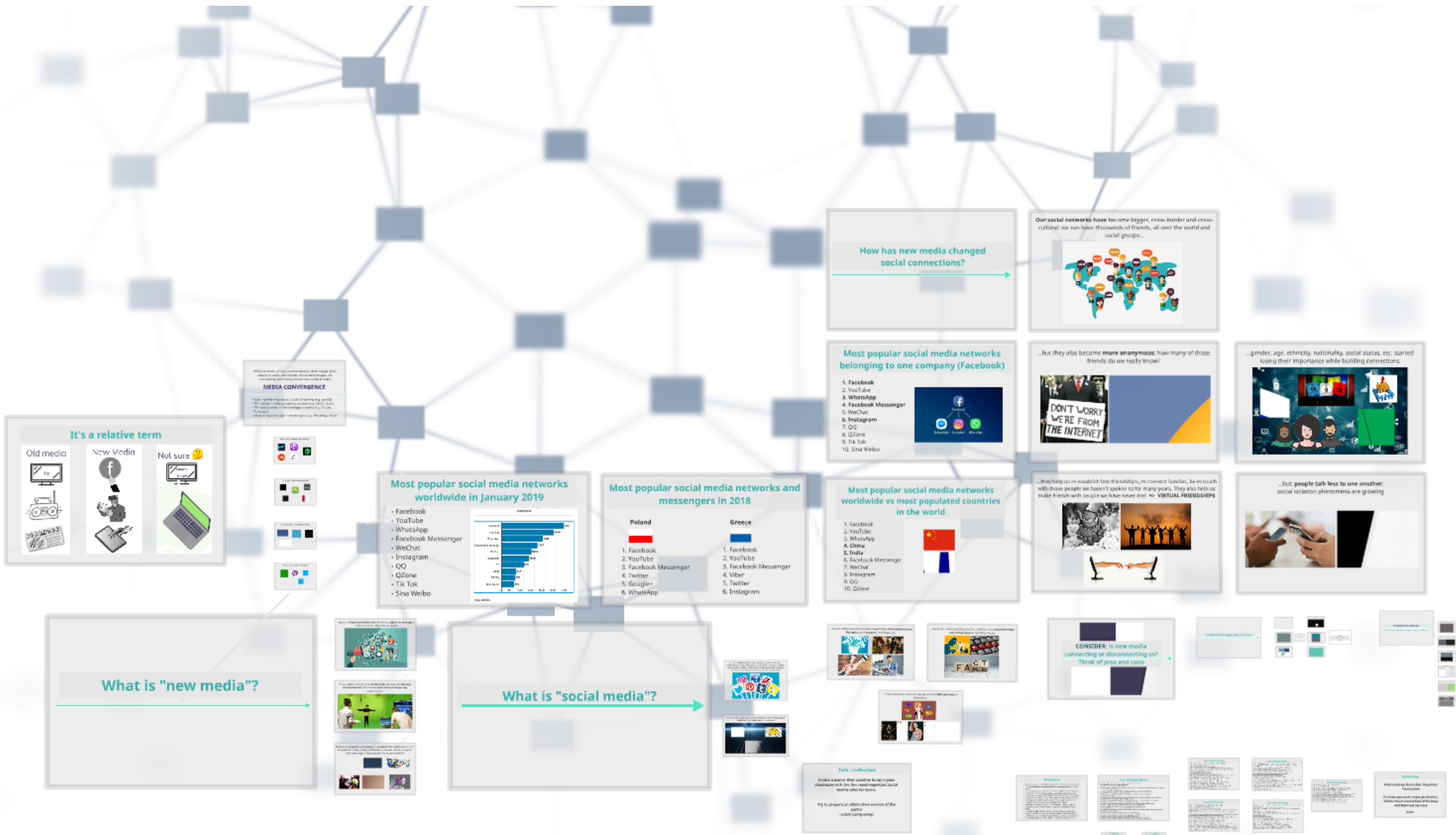


# New Media and Social Connections



# New Media and Social Connections





**What is "new media"?**





Those digital media that are **interactive**, incorporate **two-way communication** and involve **some form of computing**  
*[Robert Logan]*



**Native to computers or relying on computers for distribution, such as:** websites, virtual reality, multimedia, computer games, computer animation, digital video, special effects [*Lev Manovich*]



# It's a relative term

Old media



New Media



Not sure 🤔



Different means of mass communication often merge: print, television, radio, the internet, virtual technologies, etc.  
Connecting and mixing old and new media is called

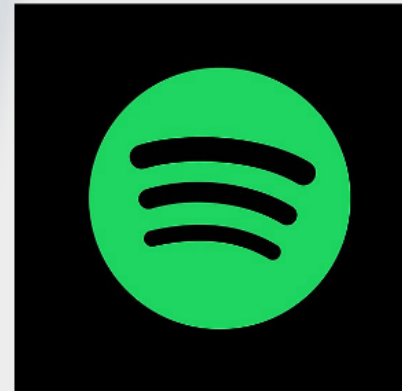
## **MEDIA CONVERGENCE**



- radio + online => podcasts; audio streaming (e.g. Spotify)
- TV + online => video streaming services (e.g. Netflix, Hulu)
- TV + social media => live coverage of events (e.g. FB Live, Periscope)
- phones + social media => messengers (e.g. WhatsApp, Viber)



Radio + online => podcasts; audio streaming



TV + online => video streaming services



TV + social media => live coverage of events



**Phones + social media => messengers**





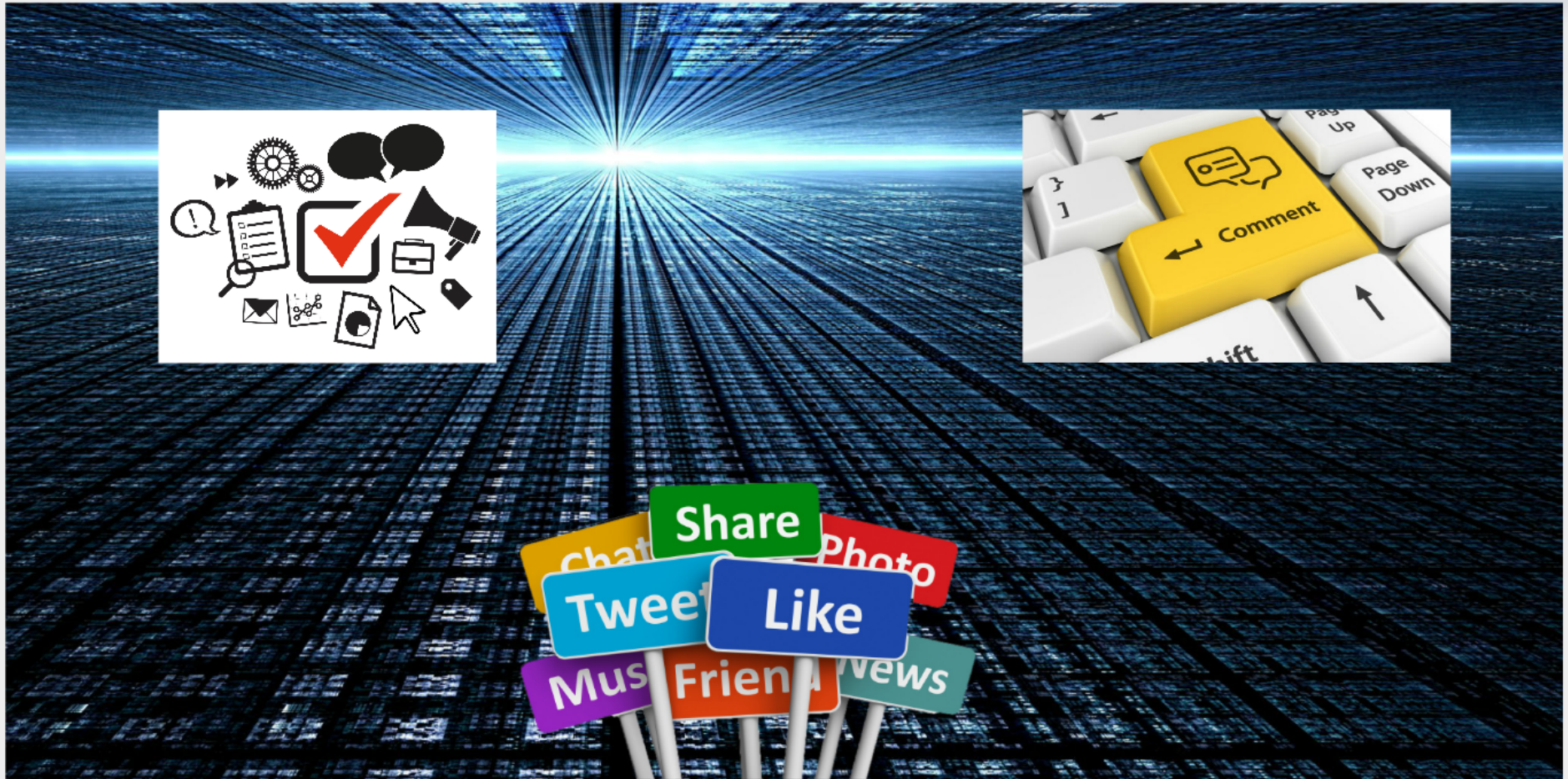
**What is "social media"?**



Forms of **electronic** communication (e.g. websites for social networking and microblogging) through which users create **online communities to share information, ideas, personal messages,** and other content (such as videos) *[def. Merriam-Webster]*

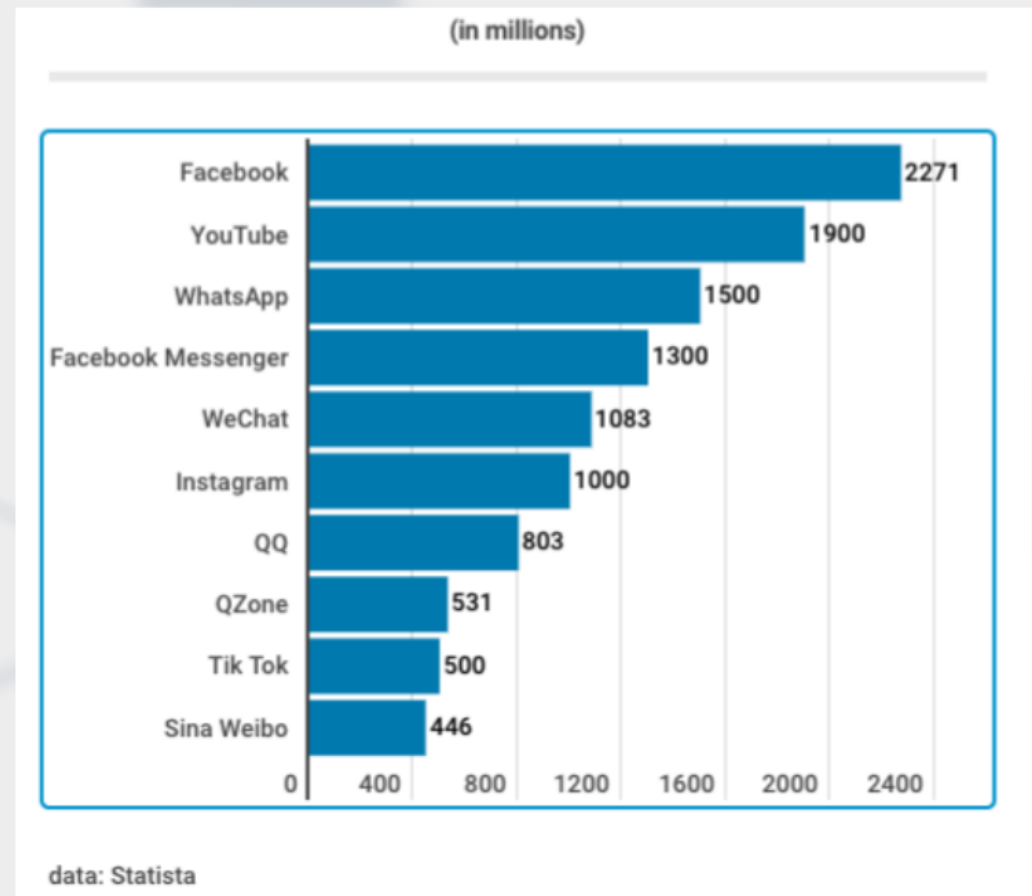


A set of tools designed to push **content and commentary back and forth** across **the web** [Chris Brogan]



# Most popular social media networks worldwide in January 2019

- Facebook
- YouTube
- WhatsApp
- Facebook Messenger
- WeChat
- Instagram
- QQ
- QZone
- Tik Tok
- Sina Weibo





# Most popular social media networks and messengers in 2018

## Poland



1. Facebook
2. YouTube
3. Facebook Messenger
4. Twitter
5. Google+
6. WhatsApp

## Greece



1. Facebook
2. YouTube
3. Facebook Messenger
4. Viber
5. Twitter
6. Instagram

# Most popular social media networks worldwide vs most populated countries in the world

1. Facebook
2. YouTube
3. WhatsApp
- 4. China**
- 5. India**
6. Facebook Messenger
7. WeChat
8. Instagram
9. QQ
10. QZone

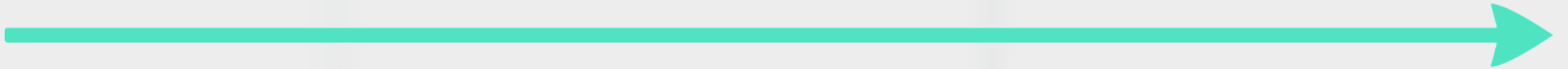


# Most popular social media networks belonging to one company (Facebook)

- 1. Facebook**
2. YouTube
- 3. WhatsApp**
- 4. Facebook Messenger**
5. WeChat
- 6. Instagram**
7. QQ
8. QZone
9. Tik Tok
10. Sina Weibo



**How has new media changed  
social connections?**



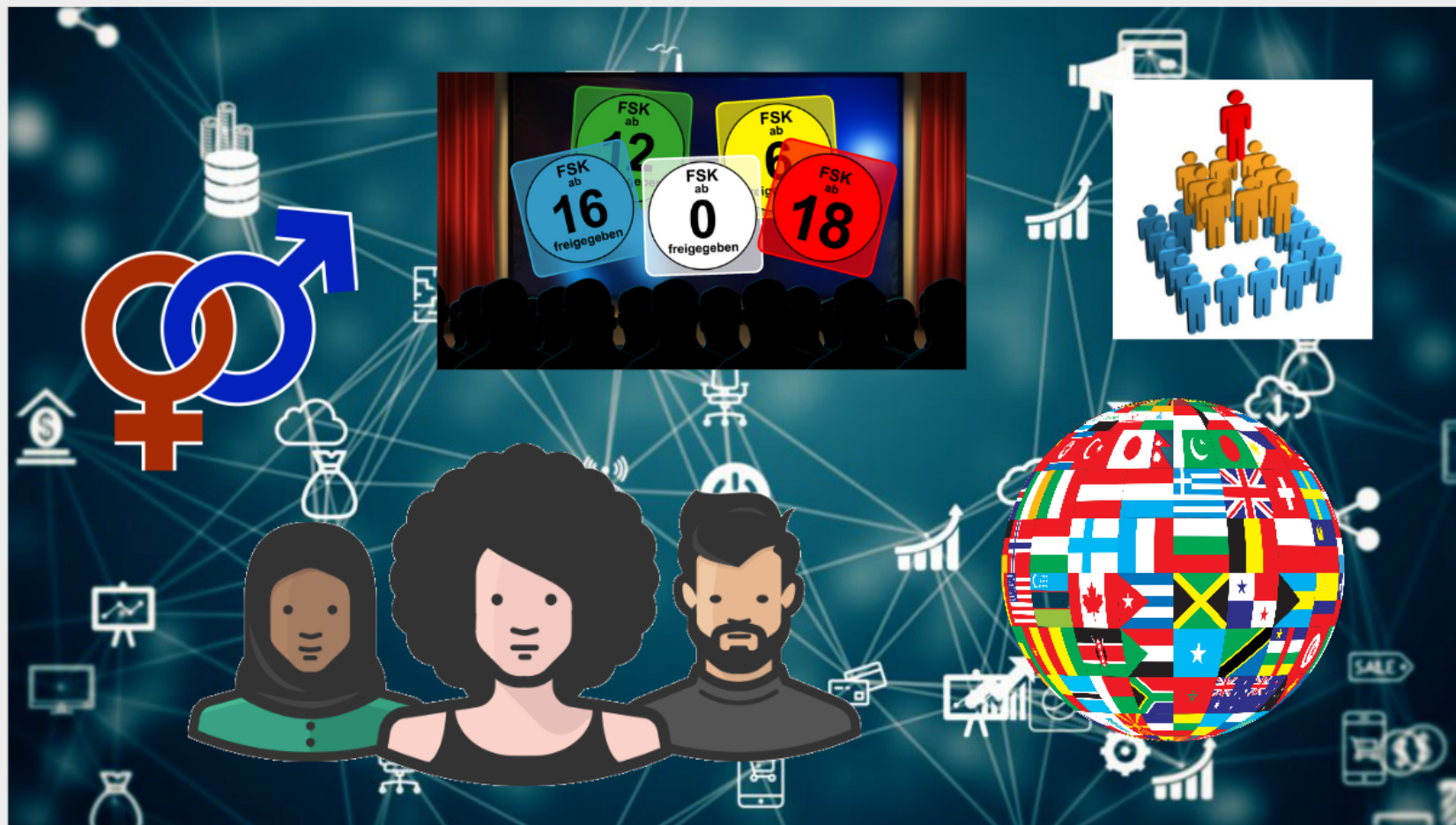
**Our social networks have** become bigger, cross-border and cross-cultural: we can have thousands of friends, all over the world and social groups...



...but they also become **more anonymous**: how many of those friends do we really know?



...gender, age, ethnicity, nationality, social status, etc. started losing their importance while building connections

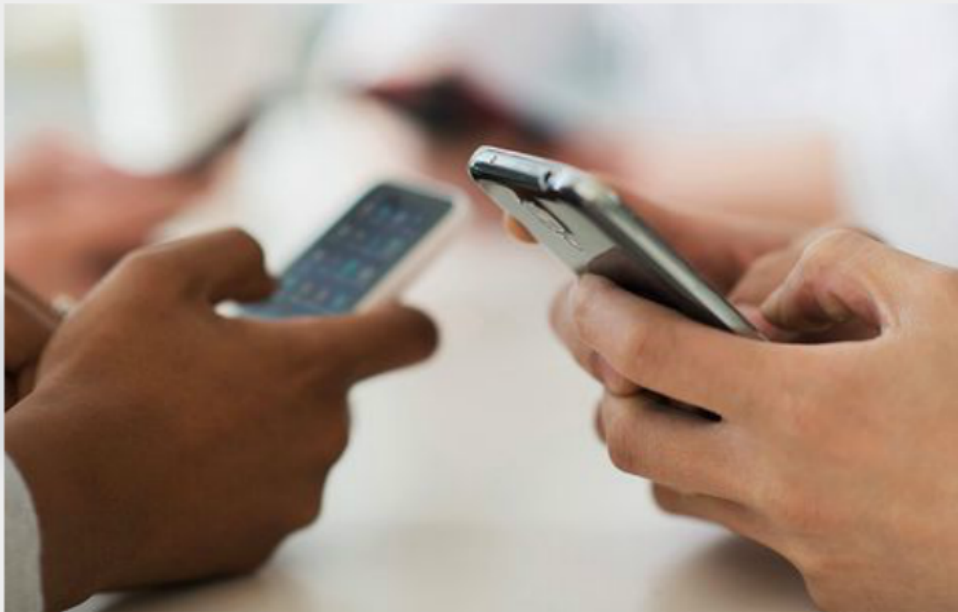


...they help us re-establish lost friendships, re-connect families, be in touch with those people we haven't spoken to for many years. They also help us make friends with people we have never met => **VIRTUAL FRIENDSHIPS**





...but: **people talk less to one another;**  
social isolation phenomena are growing



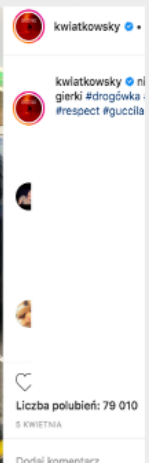
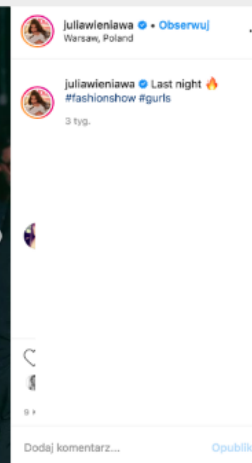
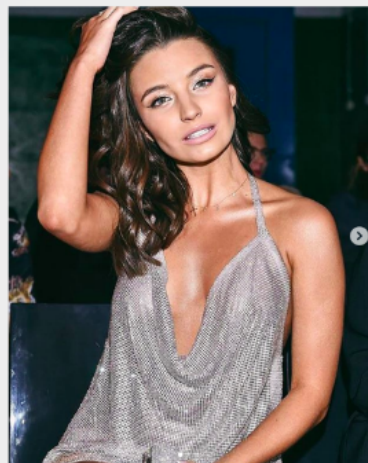
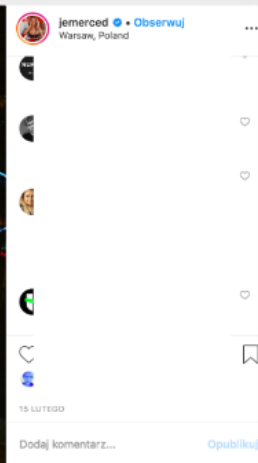
...we can meet new cultures, learn new things, **share passions and thoughts, seek support**, read news, etc.

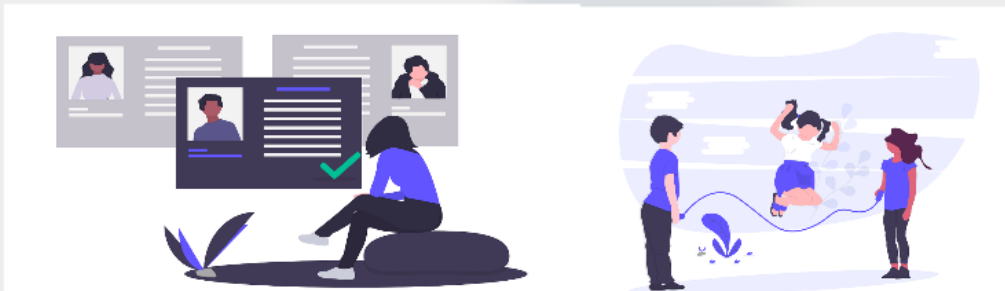


...but at the same time they became a platform for **disinformation**  
**and online hate** and privacy abuses

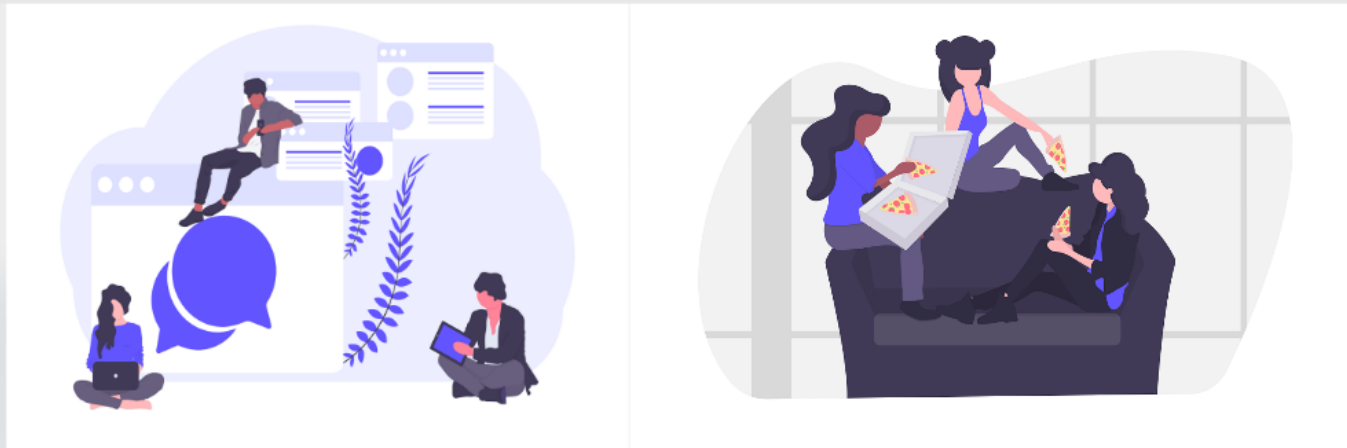


...they create peer pressure, people present **fake portraits** of themselves

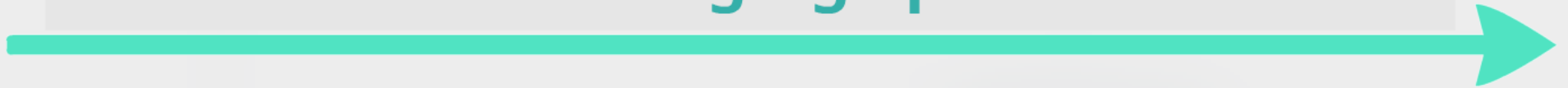




**CONSIDER: is new media  
connecting or disconnecting us?  
Think of pros and cons**



## **Social text messaging - pros and cons**



...instant, fast and efficient way of communicating

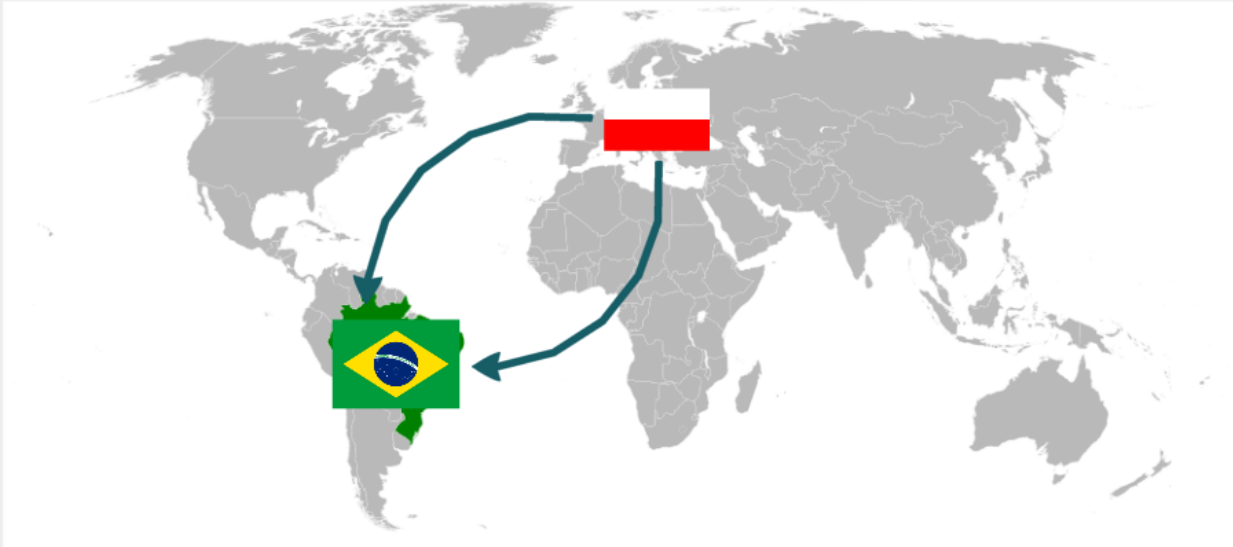


...connects the world

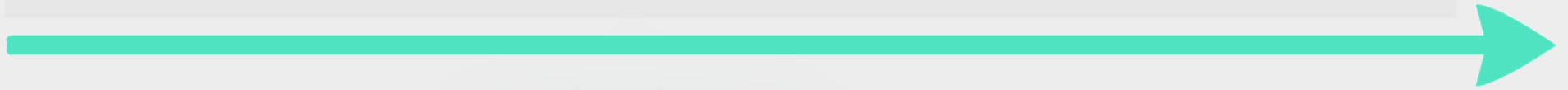




...lowers the costs of communicating (e.g. free to call from Poland to Brazil if you use wi-fi)



**BUT** it also e.g.



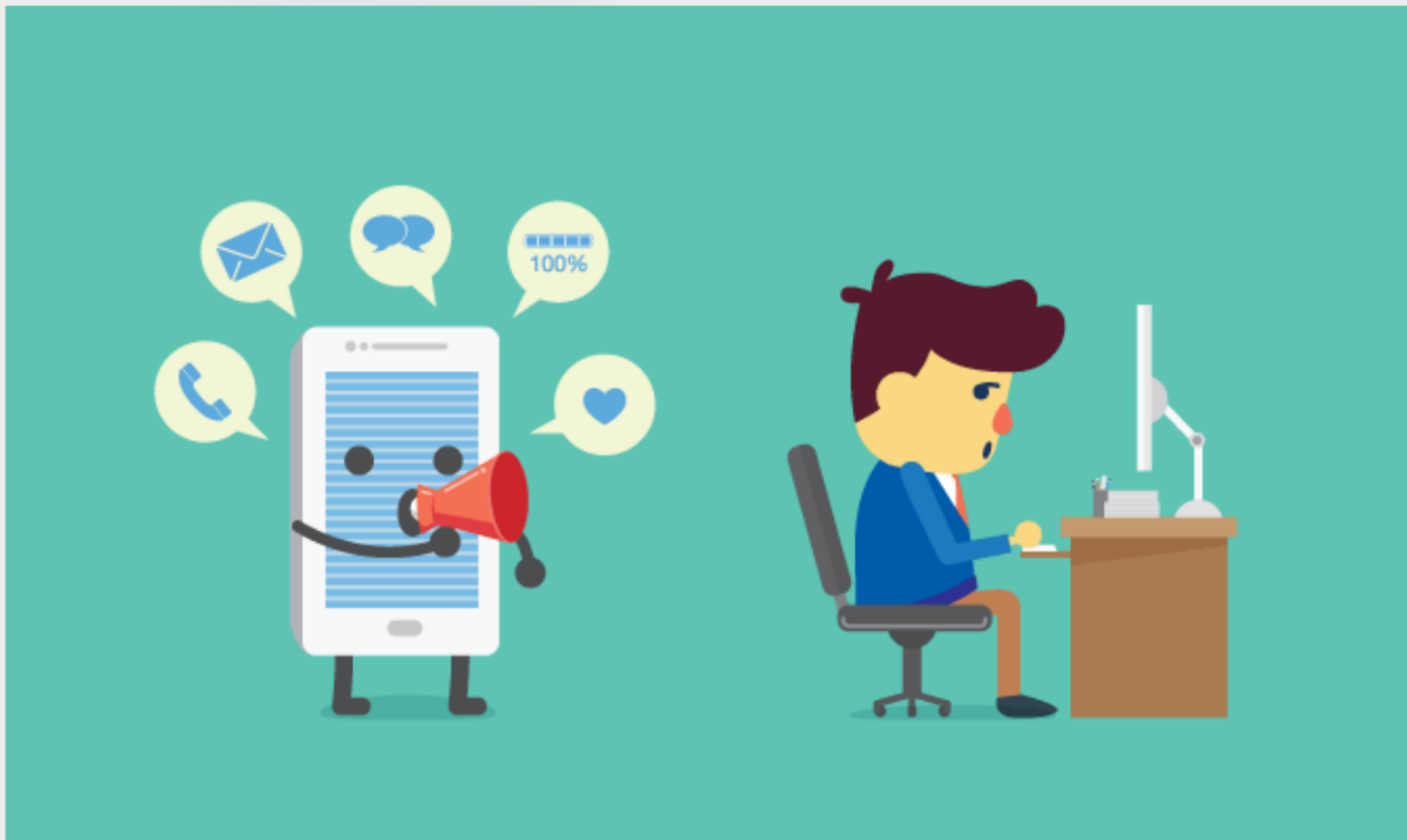
...blurs the lines of when it's appropriate to communicate (eg. people send messages after 10 PM or on days free of work)



...can become abusive (stalking, phishing, revenge porn, etc.)



...causes brief attention span, also in non-virtual life



❤️ 295740660	😭 216980529	😞 110291633	😏 98498070	😓 97068719	👉 88773580	❤️ 86147523	🙄 81587688	😊 79917722
😓 73734815	😞 70144368	😞 65778549	😭 61622127	😓 59672649	💕 53369582	😬 48218057	👍 34226641	🙌 32218422
😞 31887222	👤 30632295	😞 28632688	👤 28031184	👉 26084993	😎 26024886	😞 24908325	🙏 23813656	😊 23195260
😞 22811784	😞 22307210	🎵 22048636	👋 21713237	👁️ 21026429	😊 20483843	👤 20390478	🙄 20346665	👋 19973987
😞 19188074	😡 18254594	😞 18164786	😞 17918751	💯 17781714	😞 16535231	😱 16014880	💔 14525918	💋 14119628
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# CONSIDER

Does social media and messaging help you share emotions and experiences?

What are the risks?

**CONSIDER AND DISCUSS:**

**New media - how does it impact you as a student?**



...does it help better express yourself and your creativity?





...does it allow you to share your work with a wider and more varied audience?



...how does it help you collaborate with other students?



...has it changed the way people write? Think of the length, the language, the writing style

**Essay**  
- has a fixed structure

**Introduction:** provides context, an outline of essay structure, your argument  
~10%

**Body:** a sequence of points in linked paragraphs that together build an argument  
~80%

**Conclusion:** re-state position, sum up argument and reflect on broader significance or implications  
~10%

**General**  
at his touch of a certain icy pang along my blood. "Come, sit," said I. "You forget that I have not yet the pleasure of your acquaintance. Be seated, if you please." And I showed him an example, and sat down myself in my customary seat and with as fair an imitation of my ordinary manner to a patient, as the lateness of the hour, the nature of my preoccupations, and the horror I had of my visitor, would suffer me to muster.

**Paragraph One**  
at his touch of a certain icy pang along my blood. "Come, sit," said I. "You forget that I have your acquaintance. Be seated, if you please." And I showed him an example, and sat down myself in my customary seat and with as fair an imitation of my ordinary manner to a patient, as the lateness of the hour, the nature of my preoccupations, and the horror I had of my visitor, would suffer me to muster.

**Paragraph Two**  
at his touch of a certain icy pang along my blood. "Come, sit," said I. "You forget that I have your acquaintance. Be seated, if you please." And I showed him an example, and sat down myself in my customary seat and with as fair an imitation of my ordinary manner to a patient, as the lateness of the hour, the nature of my preoccupations, and the horror I had of my visitor, would suffer me to muster.

**Paragraph Three**  
at his touch of a certain icy pang along my blood. "Come, sit," said I. "You forget that I have your acquaintance. Be seated, if you please." And I showed him an example, and sat down myself in my customary seat and with as fair an imitation of my ordinary manner to a patient, as the lateness of the hour, the nature of my preoccupations, and the horror I had of my visitor, would suffer me to muster.

**Paragraph Four**  
at his touch of a certain icy pang along my blood. "Come, sit," said I. "You forget that I have your acquaintance. Be seated, if you please." And I showed him an example, and sat down myself in my customary seat and with as fair an imitation of my ordinary manner to a patient, as the lateness of the hour, the nature of my preoccupations, and the horror I had of my visitor, would suffer me to muster.

**Specific**  
at his touch of a certain icy pang along my blood. "Come, sit," said I. "You forget that I have not yet the pleasure of your acquaintance. Be seated, if you please." And I showed him an example, and sat down myself in my customary seat and with as fair an imitation of my ordinary manner to a patient, as the lateness of the hour, the nature of my preoccupations, and the horror I had of my visitor, would suffer me to muster.

**General**



**Text message**  
- has no clear structure

T-Mobile 3G 5:45 PM

Messages Perry Edit

omg torres is krzy 2 give us this 2 do 2day

ikr? im still on q 5! when did math add letters to problms

hahaha lol

did u hear what happen to felipe? hes gone for a week! torres said he had his last chance

2 pd is gonna be quiet now!

Send

...think of acronyms (eg. LOL, ROTFL, IDK) and emoji - do you often use them? In writing, in speaking? Why?



**OMG. IMHO. BRB.  
ROTFL. IDK. WTF.  
LMAO. LSR. FTW.  
FAIL. LOL. ORLY.  
LAWL. NSFW. GYA.  
K. SFW. TGIF. FYI.**

...how long can you focus on an online text?



## **Task / reflection**

**Create a poster that could be hung in your classroom with the five most important social media rules for teens.**

**Try to prepare an alternative version of the poster  
- solely using emoji.**

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# MEDIA LAB FOR BRIDGING CROSS BORDER GAPS



NACIONALINĒ  
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# New Media and Social Connections

