

Social & New Media

COMMUNICATION CHANNELS OF THE NEW AGE.



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SYNOPSIS

The term "Social media" was used first after LinkedIn created their social network application around 2004.

It is used to describe media which are formed mainly by the public as a group, in a social way, rather than media produced by journalists, editors and media conglomerates.

OVERVIEW

Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers. Andreas Kaplan and Michael Haenlein define social media as "a group of

Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content". Social media utilization is believed to be a driving factor in the idea that the current period in time will be defined as the **Attention Age**. Needless to say it works best for marketing products and services.



1. A contrast with the industrial media

Social media are distinct from industrial media, such as newspapers, television, and film. While social media are relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information, industrial media generally require significant resources to publish information. Examples of industrial media issues include a printing press or a government-granted spectrum license.

"Industrial media" are commonly referred to as "traditional", "broadcast" or "mass" media.

One characteristic shared by both social media and industrial media is the capability to reach small or large audiences; for example, either a blog post or a television show may reach zero people or millions of people. The properties that help describe the differences between social media and industrial media depend on the study.

PROPERTIES OF SOCIAL MEDIA

Reach - both industrial and social media technologies provide scale and enable anyone to reach a global audience.

Accessibility - the means of production for industrial media are typically owned privately or by government; social media tools are generally available to anyone at little or no cost.

Usability - industrial media production typically requires specialized skills and training. Most social media do not, or in some cases reinvent skills, so anyone can operate the means of production.

Recency - the time lag between communications produced by industrial media can be long (days, weeks, or even months) compared to social media (which can be capable of virtually instantaneous responses; only the participants determine any delay in response). As industrial media are currently adopting social media tools, this feature may well not be distinctive anymore in some time.

Permanence - industrial media, once created, cannot be altered (once a magazine article is printed and distributed changes cannot be made to that same article) whereas social media can be altered almost instantaneously by comments or editing.



3. Commercialisation of the Social Media

In recent years, numerous companies and brands have begun using the platforms and channels above to help market their products. Social media has been touted as presenting a fresh direction for marketing by allowing companies to talk with consumers, as opposed to talking at them.

Companies have begun to use social media to communicate with consumers. Companies like [Ford](#) have leveraged social media web

sites like Twitter to enhance their relationship with customers. They recently held the largest tweet-up to launch their new Ford Fiesta.

Social media can take many different forms, including Internet forums, weblogs, social blogs, wikis, podcasts, pictures, video, rating and bookmarking.

Technologies include blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing, and voice over IP, to name a few.

Many of these social media services can be integrated via social network aggregation platforms like Mybloglog and Plaxo.

