

# The Impact of New Media on Traditional Media

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**Abstract.** The media sector has experienced significant changes in its communication methods as a result of the emergence of the digital age. This phenomenon gives rise to a scenario in which conventional media and emerging media exist in tandem. This article explores the interplay between the aforementioned media formats and evaluates their influence on the diffusion of information, engagement of audiences, and social dynamics. While conventional media maintains a steadfast social standing, the advent of new media has introduced interactive elements and improved accessibility, resulting in significant transformations in individuals' daily experiences. This research investigates the positive effects, such as enhanced availability of varied information, heightened involvement, and increased innovation, alongside the negative effects, encompassing the dissemination of false information, the building of echo chambers, and issues over privacy. This study underscores the need for media literacy in efficiently navigating intricate dynamics, underlining the necessity of making well-informed judgments in the presence of misinformation and the evolving media environment.

**Keywords:** New media; digital age; influence.

## 1. Introduction

### 1.1. Background

The distinction between new media and conventional media has become a prominent feature of the digital era, inside the swiftly changing realm of communication and information distribution. The term "traditional media" refers to well-established communication channels such as television, radio, newspapers, and magazines, which have served as the primary means of disseminating information for a significant period of time. On the contrary, new media signifies a fundamental change, covering digital platforms such as social media, websites, podcasts, and streaming services that have caused significant disruption to the conventional media environment.

Traditional media has long been seen as a reliable and credible source of information, providing comprehensive news coverage and subjecting content to rigorous editorial scrutiny [1]. Newspapers and magazines, for example, offer a carefully chosen assortment of news articles and analytical pieces. Television and radio broadcasts have the ability to reach widespread audiences in a synchronous manner, providing a combination of news and entertainment content. Nonetheless, it is important to acknowledge that these platforms may be susceptible to editorial biases and constraints in terms of real-time involvement.

In contrast, new media communication is real-time, interactive, accessible and more penetrating. It is more conducive to understanding information from many aspects [2]. It's not costly and anyone can post their insights on the platform at will [3]. Social media platforms such as Facebook, Twitter, and Instagram have significantly altered the manner in which individuals interact with information, facilitating expeditious dissemination and discourse. The emergence of digital news channels and blogs has facilitated a democratization of journalism, as individuals acting as citizen journalists are able to deliver timely updates using their smartphones. Podcasts and streaming services provide customers with the ability to customize their intake of content. Despite the numerous advantages it offers, new media is also vulnerable to the dissemination of disinformation, as it allows for the unrestricted publication of content without undergoing editorial review.

As contemporary society grapples with the dynamic and constantly changing media environment, the simultaneous presence of conventional and emerging media platforms becomes progressively

evident [4]. Each of these entities possesses distinct advantages and disadvantages. Traditional media continues to fulfill its function as a reliable and credible source of information, whilst new media flourishes due to its emphasis on real-time updates, user engagement, and personalized content. Maintaining media literacy is of utmost importance, as it entails the critical evaluation of sources, authenticity, and dependability of content, especially in the contemporary landscape characterized by the prevalence of 'fake news' and information bubbles.

In summary, traditional and new media can be regarded as two distinct aspects of the same phenomenon, each with distinct characteristics. The amalgamation of these two factors has the potential to foster a society that is better educated and actively involved.

## 1.2. Topics

The interaction between new media and traditional media has become a focal point of research in the field of communication and media studies. This research topic explores the dynamic relationship and mutual influence between these two forms of media in the context of the contemporary digital age.

New media, characterized by digital platforms such as social media, online news media and streaming services, is extremely valuable [4]. Traditional media, comprising television, radio, newspapers, and magazines, has faced the challenge of adapting to the digital era. This intersection has given rise to a complex interplay with significant implications for media consumption, content production, and audience engagement.

Moreover, the research delves into how the symbiotic relationship between new and traditional media affects public perception, political discourse, and the spread of information, including the spread of misinformation. Understanding this mutual influence is crucial for comprehending the evolving media ecosystem, its societal implications, and its role in shaping public opinion and behaviors.

In a world where media plays an increasingly central role in the lives of people, examining the interdependence of new and traditional media is not only academically enlightening but also essential for making informed decisions about media consumption, regulation, and innovation.'

## 1.3. Significance

The research exploring the interaction between new media and traditional media holds significant academic and practical importance in the contemporary digital age. These include Media Consumption Patterns, Information Dissemination and Misinformation, Political and Social Impacts and Regulation and Policy.

In sum, the study of how new media and traditional media interact and influence each other is not only academically enlightening but also essential for addressing the practical challenges posed by the changing media landscape. It empowers individuals, industries, and governments to make informed decisions regarding media consumption, regulation, and innovation in our increasingly media-driven world.

## 2. Influence

### 2.1. Positive Influence

#### 2.1.1 Diversified information acquisition

The convergence of new media and conventional media has significantly broadened the range of information accessible to the general audience. In contrast to conventional media, new media offers people a greater range of avenues for disseminating and accessing information [1]. The convergence of conventional and new media has expanded the range of channels available to users, enabling them to obtain information from a broader array of sources, rather than being confined to a restricted set of traditional outlets.

The integration of new media with traditional media serves to enhance the breadth of accessible information. Traditional media frequently encounters constraints related to spatial and temporal factors. This phenomenon can lead to the exclusion of specific narratives or viewpoints. The integration of new media serves to supplement traditional media by addressing the deficiencies that exist within the latter. The integration of traditional and new media facilitates the dissemination of a broader and more diverse spectrum of information.

New media platforms provide an egalitarian environment wherein individuals have the opportunity to express their viewpoints and disseminate their personal encounters [3,5]. Consequently, this leads to a more extensive range of sources and opinions. The convergence of traditional and contemporary media platforms broadens the access of the public to a variety of sources and perspectives and facilitates audiences' access to diverse information.

### **2.1.2 Increase engagement**

New media platforms facilitate and promote the engagement of audiences through active participation. In contrast to conventional media, which predominantly entails passive consumption of content, new media platforms foster active engagement and participation. Media platforms play an important role in the publicity and participation of audiences on social issues [6]. Numerous contemporary media channels, such as social media, blogs, and video-sharing sites, provide consumers the opportunity to actively participate by contributing their own material. New media platforms enable interactive connections between users.

New media platforms facilitate and encourage active engagement from users. The emergence of new media platforms has provided people with the ability to actively participate in creating the landscape of media [5]. New media channels frequently offer opportunities for real-time involvement. Individuals have the opportunity to engage in real-time discourse, express their opinions on current events, and actively contribute to ongoing discussions.

New media platforms frequently facilitate discussions and debates encompassing a wide range of subjects. Individuals have the opportunity to actively take part in these discourse exchanges, express their own ideas, and interact with fellow participants who have contrasting perspectives. This promotes a heightened sense of inclusivity and democracy within the context of exchanging ideas. Therefore, the emergence of new media platforms can help increase mass participation, thereby amplifying a wider range of voices and embracing different viewpoints.

### **2.1.3 Innovation**

The symbiotic relationship between contemporary and conventional media fosters ingenuity and expands the frontiers of knowledge transmission. Traditional media organizations acknowledge the significance of digital platforms and make necessary adjustments to remain pertinent. In response to the influence of digital platforms, traditional media outlets have embraced novel technologies as a means to augment their narrative techniques. As an illustration, a newspaper has the potential to integrate video interviews within its web stories, enhancing the overall narrative experience. Consequently, there have been interactive features that facilitate direct engagement between readers or viewers and the information.

The convergence of new and traditional media facilitates the integration of diverse viewpoints, methodologies, and proficiencies. Journalists, content makers, and media professionals engage in a collaborative process of knowledge sharing, drawing from each other's areas of expertise and exploring innovative methods. The incorporation of many components, such as multimedia, interactive infographics, data visualization, and social media integration, encompassing social media platforms, podcasts, live streaming, augmented reality, and virtual reality, is observed. These tools enhance the repertoire of the storyteller and present novel methods for communicating information and emotions, resulting in more captivating and inventive storytelling.

The emergence of new storytelling techniques and modes of information sharing has expanded the frontiers of narrative construction and experiential engagement. New media platforms frequently

facilitate tailored content experiences. In general, new media play a role in promoting each other and co-innovating with traditional media.

## **2.2. Negative Impact**

### **2.2.1 Misinformation and disinformation**

The widespread adoption of new media platforms frequently results in a dearth of editorial supervision, hence facilitating the dissemination of inaccurate and misleading information. The phrase "new media" embraces a diverse range of digital platforms and technologies, such as social media, blogs, forums, and websites that feature user-generated content. The accessibility of these platforms and the inclusivity of content creation and sharing have resulted in a profusion of sources of knowledge. In contrast to conventional media outlets, which often adhere to stringent editorial protocols and employ fact-checking measures, numerous contemporary media platforms exhibit a dearth of such regulatory mechanisms [3]. Content on social media platforms, such as posts and updates, can be shared by both individuals and entities without undergoing any official editorial review process.

Misinformation can be defined as the dissemination of erroneous or inaccurate information, typically without any malicious intent. It may arise from inadvertent errors or misinterpretations. Unlike misinformation, disinformation can be defined as the deliberate creation and dissemination of false stories with the intent to deceive and mislead the public. The absence of robust editorial supervision in new media has the potential to compromise the dependability of the information ecosystem [7]. In contemporary media platforms, algorithms are frequently employed to tailor content according to individual user interests. The phenomenon described can give rise to what is commonly referred to as "filter bubbles," when individuals are mostly exposed to information that is in line with their ideas and biases. Consequently, this selective exposure reinforces their existing opinions and renders them more vulnerable to misleading information that substantiates their preconceived notions. The existence of inaccurate or deceptive material undermines confidence in the media environment and has the potential to facilitate the dissemination of rumors, conspiracy theories, and unverified assertions.

### **2.2.2 Echo Chamber**

The utilization of new media platforms, particularly social media, has the potential to foster the development of echo chambers, amplifying preexisting prejudices and impeding the facilitation of productive discourse. Social media networks utilize algorithms to customize the content feeds of users, taking into account their previous behaviors, interests, and interactions. Consequently, individuals are more inclined to encounter knowledge that is congruent with their preexisting perspectives and convictions. This phenomenon can give rise to a self-perpetuating cycle in which users are subjected to a limited spectrum of viewpoints [8]. Confirmation bias has the potential to cause individuals to become more deeply rooted in their opinions and less open to considering alternate perspectives. When individuals are predominantly exposed to material that is congruent with their ideas, it presents difficulties in participating in inclusive and comprehensive debates. The dearth of varied opinions may result in a deficiency in comprehension and empathy towards alternative perspectives.

The media, particularly social media platforms, have the potential to foster echo chambers, wherein users predominantly encounter perspectives and opinions that reinforce their preexisting convictions. This phenomenon perpetuates preconceived notions and hinders the ability to engage in constructive and thorough discourse. Social media sites frequently generate "filter bubbles" that encapsulate users, presenting them with content that corresponds to their prior actions and preferences. As a consequence, individuals are subjected to content that reinforces their preexisting convictions, while concurrently excluding content that presents opposing viewpoints or contradicts their established ideas. This phenomenon has the potential to result in an altered perception of reality and a tendency to reject information that contradicts one's deeply held beliefs.

### 2.2.3 Privacy concerns

The topic of privacy concerns in new media is a significant and urgent matter in the contemporary digital era. The proliferation of technology and the widespread adoption of new media platforms have led to the collection and utilization of users' personal information for the purposes of targeted advertising and content management. Compared with traditional media, new media is less capable of handling unexpected crises [9]. Social media platforms can promote advertisements to users and leverage celebrity or brand influence. This behavior makes people inadvertently consume and raises fundamental questions about personal privacy protection and data protection [10].

New media platforms often collect a wide range of user data, encompassing demographic information, browsing history, and online behaviors. The utilization of targeted advertisements frequently gives rise to apprehensions regarding the intrusive nature of advertising strategies, as individuals may perceive that their personal data is being leveraged for the purpose of commercial benefit [7]. Privacy concerns are raised when individuals perceive that their personal information is being gathered without their explicit agreement, utilized for objectives that may not be comprehensively understood by them, or exposed to potential data breaches and security vulnerabilities. Data breaches can have severe consequences, as they can expose individuals' personal information to malevolent entities, thereby facilitating identity theft and other forms of cybercrime.

The utilization of data-gathering tactics facilitates the implementation of targeted advertising and personalization of content. However, this also gives rise to concerns over user consent, the level of control individuals have over their personal information, and the potential vulnerabilities that may exist in data security. It is of utmost importance for both users and the entities accountable for new media platforms to possess awareness about these matters and actively participate in debates and initiatives that foster appropriate data management and safeguarding.

## 3. Suggestion

The convergence of conventional media and digital media has significantly transformed interpersonal communication in contemporary society. In forthcoming times, there is potential for research within the media industry to concentrate on the establishment of a comprehensive framework pertaining to matters concerning media literacy instruction. This endeavor has promise for enhancing the ideological aptitude of the general populace. This paradigm will facilitate individuals in conducting critical evaluations of sources, discerning instances of "disinformation," and developing an understanding of the complexities inherent in the modern media landscape. In addition, it is imperative to examine legislative strategies that strike a balance between the advantageous advancements of new media and safeguarding against the dissemination of false information and potential privacy infringements. Policymakers, media professionals, and educators have the potential to engage in collaborative efforts and collectively devise strategies. New media is conducive to creating a balanced information platform so that the dynamic landscape of the digital age can promote media construction and maintain the credibility and fairness of media content.

## 4. Conclusion

In summary, the simultaneous presence of traditional media and new media engenders a multifaceted and ever-evolving interplay, exerting influence on individuals' everyday communication as well as the creation, distribution, and consumption of societal knowledge. The advent of new media has brought out several benefits, including enhanced accessibility to a wide range of information, improved engagement and involvement, and favorable effects on the development of innovative ideas. These advantages collectively contribute to the enrichment of the media landscape. Nevertheless, the advent of new media also exhibits certain detrimental aspects. In light of concerns about the proliferation of "false information," the establishment of echo chambers, and the safeguarding of privacy, individuals are urged to embrace dialectical thinking and use personal discernment when

engaging with media content. When confronted with novel knowledge, individuals are required to adopt a deliberate and self-preserving stance towards its perception. By acknowledging the distinct advantages and disadvantages inherent in various forms of media, individuals can contribute to the enhancement of media literacy among the general population. This initiative will contribute to the development of a society characterized by both a high level of knowledge and critical thinking, enabling its members to actively engage in defining the trajectory of the media landscape. In the dynamic landscape of the contemporary digital era, the comprehension and regulation of both conventional and emerging media forms present a formidable challenge that necessitates resolution. The interaction between conventional and emerging media plays a crucial role in fostering a resilient and knowledgeable global society.

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