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NEW MEDIA IN THE CONTEMPORARY SOCIETY

CLA 215: GROUP 8

The new media has now become a major source of influence to the society, especially with the rapid and remarkable developments in technology and global economies. Today the new media has significantly altered lives, community, and established social institutions. This paper has explored the role the new media plays in defining the society as contemporary, the changing media: from old to new, and has also discussed its roles and effects in the present society. We have done this by examining the various types of new media and how the roles they play in the information and entertainment the public receives and the effects they have on individuals and society. The topic illuminated what the society get from the new media, the extent to which it has benefited or damaged the lives of individuals in the society and the need to create a balance. Certain elements of the media are unambiguous(as we'll later see in subsequent discussions) there is increasing importance of audio-visual media, accompanied by decreasing use and prominence of text based media(newspapers, magazines and books); there is a proliferation of market-funded, highly commercialized content that is often influenced by global rather than domestic concerns; digitization has and is producing new platforms for content distribution; and the amount of news, information and entertainment available to the public has never been higher. All these developments have gradually turned the society into a global village via the new media and the information we receive.

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WHAT IS THE NEW MEDIA

"Defining the new media isn't easy"

(Bailey Socha and Barbara Eber- Schmid, 2015)

New media is a 21st century catchall term used to define all that is related to the internet and the interplay between technology, images and sound. In fact, the definition of new media changes daily, and will continue to do so. New media evolves and morphs continuously. What it will be tomorrow is virtually unpredictable for most of us, but we also know that it will continue to evolve in fast and furious ways. However in order to understand an extremely complex and amorphous concept we need a base line. We would begin with Wikipedia's definition of new media. Wikipedia defines new media as a broad term in media that emerged in the latter part of the 20th century. For example, new media holds out a possibility of on-demand access to content anytime, anywhere on any digital device, as well as interactive user feedback creative participation and community formation, around the media content. Another important promise of new media is the "democratization" of the creation, publishing, distribution and consumption of media content. What distinguishes new media from traditional media is the digitizing of content into bits. There is also a dynamic aspect of content production which can be done in real time, but these offerings lack standards and have yet to gain traction.

Wikipedia, an online encyclopaedia, is an example, combining internet accessible digital text, images and video with web links, creative participation of participation of contributor's interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Face book is an example of the social media model, in which most users are also participants.

Most technologies described as "new media" are digital, often having characteristics of being manipulated, network, dense, compressible, and interactive. Some examples may be the internet, websites, computer multimedia, computer games, CD-ROMS, and DVDs. New media does not include television programs, feature films, magazines, books or paper-based publications- unless they contain technologies that enable digital interactivity.

As a consequence of the quick embrace of new media by business, causes, communications, and a multitude of others, the question of "what is new media?" did not receive an official response. Instead responses to this question have often entailed a series of hackneyed keywords or empty phrases whole effectiveness is yet to be determined. The question of new media isn't a question that merely indexes new toys and tools. Rather, there is a qualitative question that lurks beneath the shining surface of the screen brandishing the images we associate as products or elements of new media. A good question to ask instead of "what is new media?" is "what isn't new media?" to be sure there are some definite signposts to guide the twenty first century user's query.

The term new media seems to escape its very definition. Loosely, new media has a way of organizing a cloud of technology, skills and processes that change so quickly that it is impossible to define just what those tools and processes are. For example, the cell phone in the late 1980's could be thought of as part of new media, while today the term might only apply selectively to a certain type of phone with a given system of applications, or even more commonly, the content of those apps. Part of the difficulty in defining new media is that there is an elusive quality to the idea "new". The very prospect of being new denotes an event just beyond the horizon, something that has only just arrived and which we are just beginning to get our hands on. Perhaps in searching for a suitable characterization for this network of tools and ideas is the idea of limitless possibility. Limitless possibility for communication and education is certainly a fundamental element that shapes our conceptions of new media usage from now on.

NEW MEDIA: THE DEATH OF OLD MEDIA?

"If you mix the ink and chop the tree you'll be probably put out of business"

(Michael Bloomberg, 1998)

Speculations about the death of the old media in the face with new communication technologies are wide spread. With the unprecedented emergence of the internet as a powerful news and information medium, fears of the 'dinosaurs' fate have been dominating traditional industries since the late 1990s(Nguyen et al. 2005)

Since we will be discussing the new media in the contemporary society, we deem it fit to have a little peek into the background of the new media. Why was the new media invented? Is it the basis on which the society has been called contemporary? In this term paper we will try to answer those questions as we journey through the transition of the old media to the new.

First let's try to define the old media

Old media are newspapers, magazines, direct mail advertising and radio and television. Old media are geographically limited. Radio and television can only broadcast so far. International mail is slow, expensive and often not reliable in old media, communications are strictly one way. The content producer sends into the consumer and the consumer sends money to the provider. There is no mechanism of flow of either information or money in the opposite direction. The consumer or receiver is strictly passive.

Old media to new media: the transition

The metamorphosis of the old media has made the consumption of news today different from what it used to be. News consumption today is not the same as pre-internet news

when people tune to events happening around the world through 24hour TV news channels. Most people go online to read their news. TV newspaper and radio are still here but there is a growing competition. Web publishers are creating platforms instead of content.

Old media like publishing used to require a printing press; circulation was limited to a fraction of a geographical fraction. Broadcasting via radio and TV rely on expensive equipment to transmit signals around a country, regionally or globally. Now once a user connects to the internet, he has access to platform that is once global and free. The model assumes that the devices are smart themselves. This means that one may propose or explore new models of communication and coordination without needing to get anyone permission. In the 'olden days' a reporter was given a lead or went out to find a story, today stories are received third hand through face book, posts or tweets and so by the time a story is assigned to a reporter the story is already out on the social media in one form or another. The scoops of breaking news, a lot of tips or leads these days are from the web or what's trending in the social network.

Old media to new media: a brief history

 The convergence of new media started in the early 90's. In the mid 90's the computer world especially the internet experienced extreme growth that rivals any other in history. As more households become increasingly popular. Recognizing the trend many organizations signed on with consumer online services that set up sites for newspapers while the site gave many newspapers national exposure, few of them gained enough from the efforts to justify their disadvantaged revenue splits with the online service producers. It was during this time that USA became the first newspaper to successfully bring its signature look to the internet. In the late 90's most major newspapers established their own websites without the consumer online services. This combination of interest paved way for the next stage of media convergence.

In the last four to five years, media companies have been fine tuning the concept of convergence. Local news papers, radio stations, television broadcasters and websites have combined form fully converged websites. National newspapers, the New York Times and Washington post, reached corporative agreements with the networks ABC and NBC in 2000. While these local and national efforts have brought convergence to a new level, many major and local news corporations have set to incorporate all the elements of media.

Since the arrival of new media, there have been rumours that eventually the new media will drive out the old, but first we would like to see the major reasons why the new media was invented in the first place. It most likely was due to a number of disadvantages that the old media had in satisfying the needs of the society and therefore the new media was created.

The old media had a limited number of players in the market. The market entry cost is high in some areas (TV and radio) there is a natural limit on the number of players. Due to this

challenge the new media emerged with a solution and created unlimited number of players, whose entry costs are no more than a computer, a modem and an internet connection. This has therefore removed the natural limit on the number of players.

Along with this, old media are geographically limited. Radio and TV stations can only broadcast so far. International mail is slow, expensive and not reliable. On the other hand with the new media no place in the world is appreciably further away than any other place. The old media possesses communications that are strictly one way. The content provider sends information to the consumer and the consumer sends money to the provider. There is no mechanism for a flow of either information or money in the opposite direction. The consumer is strictly passive. The new media has been able to create communication that is inherently two-way, and the consumer is active.

The old media's providers have detailed and exact control of what consumers see or hear, and presentation is more important than content and presentation cannot be presented. 'The medium is the message'. With the new media providers not only do not, they cannot control exactly what the consumer sees; also the content in new media is more important than presentation. Content and presentation are separate. The medium is provided by the viewer, the message is provided by the creator.

New media provides an interactive platform for wide spread discussion and news postings can occur almost instantly. Traditional media is more reliable; news paper journalists undergo more editing processes than their now-media counterparts, which results in more accurate reporting although new media and old media do not always cover the same material and are generally incomparable, they do depend on one another.(Agincourt computing 1999).

There have been assumptions that because of the satisfaction the new media gives in comparison to the old media, the new media will eventually drive old media out of existence (McCombs 1972)

However we've discovered that no medium can be seen as absolute functional to another: each medium has its distinctive features to serve different human beings in different contexts and this complements other media in satisfying their diverse media- related needs. Therefore, from a user centred vintage point, even if people have to reduce some of their time and financial resources spent on the old after adopting the new, they do not necessarily abandon the former . Research has proven that despite the apparent power of the internet in news and information capacity and quality, online news and information users at different usage levels still use traditional sources substantially. The more people use the internet for news and information, the more they use the other media, especially those that are more information intensive (Information research, Vol 11 no. 3, April 2005).

THE CONTEMPORARY SOCIETY

Contemporary society refers to the modern society in existence at the time being, and the social feature it relates to is a dynamic reference, with the exact features being referred to changing from generation to generation. The contemporary society at the moment features great technological dependence and innovations, longer average spans in people, higher levels of literacy, and such things as greater levels of gender equality. Technological advances have also led to the notion of globalization and a higher awareness of international concerns. Towards the future, these features of the society are going to evolve, and either develop further, or recede into oblivion, as other contemporary issues take over. From this definition we can see that the new media plays a big role in the definition of the society as contemporary. (Ask.com *2015)*

The contemporary society according to social and political scientists is characterized by at least three fundamental directions.

- Increasing human interconnection through a network of relationships that is progressively covering the whole planet;
- The pace and depth of the evolution of human ways of life determined by technological innovation represent an absolute novelty in human history;
- The scale of anthropological and ecological transformation due to the interaction between evolutionary factors (social, cultural, economic, and technological) has no historical precedent.

These presentations are the result of a number of fundamental changes that are irreversibly transforming our daily lives, our way of thinking and perceiving the world and our way of thinking and perceiving the world and our way of living together. Among these fundamental changes are: **improvements in life conditions, life expectancy, literacy and gender equality; changes in domestic and international breakdown of natural equilibrium.**

Improvements in life conditions

The UN estimates that at the beginning of the beginning of the 20th century, about 60% of the world population lived in conditions of extreme poverty. In 1981, 40% of the world population lived in extreme poverty. In 2001, the percentage had been halved to 20%. Several developing countries, in particular in sub-Haran Africa, still suffer from social and economic backwardness, but life conditions have slightly improved in most regions of the world, in particular in Asia. The overall improvement in life conditions and the role of technologies now available have contributed to increase gross domestic product per capita by one and a half times in less than half a century (1960-2005), with peaks of over eight times in eastern Asia. Only in a few countries, concentrated in sub- Saharan Africa, growth per capita income has been very slow.

Life expectancy

In 1960, the average life expectancy of the world population was 50 years. Forty five years later, in 2004, life expectancy had improved by over 30% to 67 years. Improvements in health care and the reduction in child mortality have led to a jump forward in middle income countries, where life expectancy is now over 70 years. In high- income countries life expectancy is now over 80 years, extending well beyond the traditional length of working life, causing social and economic problems. It has led to people having an extra time during working days.

Literacy and gender equality

The ability to read and write is next to universal: in 2004, 80% of adult men and women had basic illiteracy skills. Of great importance is the rapid growth of female school enrolment and the increasing presence of women in the labour market. These deep changes constitute a primary driver of economic growth in developing countries. Female literacy has great consequences I terms of fertility. When female school enrolment and employment rates increase, fertility rates decline rapidly and tend to stabilize around the natural production rate of reproduction of 21children per women. Several demographers believe that as a consequence, world population will stabilize over the next few decades, at a level compatible with the resources of the planet

Spread of communication technologies

The world population has a number of "passive" (broadcasting) communication technologies (radio, television) that cover the whole globe. Moreover, a large portion of the population uses "active" communication technologies (telephone, internet). Internet connections are expanding rapidly: in 2004 there were 140 internet users every 1000 inhabitants (according to data from the "international communication union"). The spread of information and communication technologies (ICT) is remodelling the material fundamentals of society. The sociologist Castells believes that these technologies have started a revolution of the productive structures of society and of daily life.

The new communication technologies represent a critical instrument to obtain consensus and as a result they are transforming the organizational models of the state and of politics. The power system becomes less visible but more pervasive in the way it can influence choices and ways of thinking (M. Castells "Galassia internet", Feltrinelli, 2002).

A little note to add is that the new media which is one of the technologies that has begun to spread, is one of the major reasons the society in which we dwell is called contemporary. Looking at it from the definition of the contemporary society stated above, it says that the contemporary society features great technological dependence, it is from this that we concluded that the new media plays a large role, in the definition of the society as contemporary. Though it's true that we will never have an end to the new media, i.e new technologies will keep coming up, and it also shows that the society will then keep getting

modern. In a few years to come these years will be termed as the ancient times, as new technologies and other things would have made the world a more modern society.

Economic growth and evolution of political institutions

The economic success of authoritarian regimes, mainly in Asia, suggests that (at least in the short term) economic growth is independent from the democratization of political institutions. However, economic development favours the development of democratic institutions_ but only if economic growth leads to substantial changes in cultural and social structures. (R. Ingle hart, "La socie postmoderna"). The "World Values Survey,' which capture political values in 43 countries, shows that no country with a per capita income below the poverty line has democratic or free institutions. Almost the totality of nations with high per capita income is classified as democratic.

Globalization

Over the last fifty years, world gross domestic product has increased by about five times, while trade has increased tenfold over the same period. These data suggests that the commercial exchange between countries has developed faster than the overall economy. However, globalization has gone beyond the exchange of physical commodities and it is progressively modelling also the lifestyles and consumption patterns of individuals and societies. The Swiss think- yank KOF has developed a number of globalization indicators that show the increasing development of global individual, social and commercial networks. (Wikipedia atom feed, 28 0ctober, 2014)

Now that we've had a broad view on the new media and the contemporary society let's begin to take a look at the roles the new media plays in the society

THE NEW MEDIA AND ITS IMPACT IN THE CONTEMPORARY SOCIETY

In this section of this paper we will be discussing the new media and its types, impact: advantages, disadvantages and role in the contemporary society. First we'll begin with the types of new media.

TYPES OF NEW MEDIA

There are numerous forms of new media, but the list below is composed of the forms of new media that was discussed in: (West Norgonwa University P. I Reed School of journalism, 2008)

- **Websites**
- **Video ads**
- **Widgets**: Widgets, Gadgets, call them what you'd like, but there is definitely a lot of buzz around these small applications that you can embed in a social network site, blog, or website.
- **RSS Feeds**: RSS Feeds"RSS" stands for "Real Simple Syndication." RSS feeds are a way for websites to distribute their content to people automatically.
- **Podcasting** :Podcasts (a blend of the terms "iPod" and "broadcast") are audio or video files that you can listen to or watch on your computer or on a variety of portable media devices (like an iPod, Zune, and certain cell phones).
- Banner ads
- Short films
- Blogs: Blogs are websites with regular updates and typically combine text, images (graphics or video), and links to other WebPages. Blogs are usually informal—taking on the tone of a diary or journal entry.

- Bluetooth
- Chat rooms
- In-game advertising
- **Social networking**: Social network sites are online communities that give you opportunities to connect with, or provide resources to, clients, colleagues, family, and friends who share common interests.
- **Video games:** Video and computer games are interactive games you play on game devices (such as Nintendo's Wii, XBox, and Playstation), and computers.

 Most of these have been discovered to fall under the internet, so through the course of this paper we will sometimes refer to new media as the internet, i.e. we will be discussing the new media in some aspects under one broad term, which will be the internet.

The impact of the new media on the society

"It shouldn't be too much of a surprise that the internet has evolved into a force strong enough to reflect the greatest hopes and fears of those who use it"

Derise Caruso

- An overview of new media on the society
- The immediate benefits of new media
- The benefit of availability
- Benefits to the modern individual

The problems of new media and the quality of life in the society

- The problem of presence
- The problem of surrogacy
- The problem of community

An overview of new media technology

Since the ancient times, people have used technology as a medium to communicate across space and time. In the modern days, the world's communication system has changed dramatically. This is due to the recent revolution in information and communication technology, mass media is becoming more pervasive than ever before with the emergence of new media technology." (Faatin Mujabeen, 2005).

New media is a broad term in media studies that emerged in the latter part of last century with on-line access to content anytime and anywhere. The new media are not simply a linear extension of the old as both of them provide information and entertainment o large audiences conveniently. But the only difference is that the new media can afford to expand the range of resources to new dimensions.

The immediate benefits of the new media

The most important benefits of most technologies are the immediate benefits that are implicated by their instrumental benefits that are implicated by their instrumental role.

1)The benefit of Availability: In his influential analysis of modern technology, Albert Borgmann (1984) talks about the initial promise of technology in the modern age, formulated at the beginning of the enlightenment by such protagonists as Bacon and Descartes. Technology was expected to give people freedom, autonomy and happiness. Modern technology attempts to make human beings autonomous and prosperous by making commodity available to them in a way that is "instantaneous, ubiquitous, safe and easy".

2) Benefits to the modern individual: This are often acquired primarily because of their benefit of entertainment; they bring pleasure and play to the individual in a way that is ubiquitous, fast , easy and safe. The modern individual wants information and communication to be easily and ubiquitously available, and contemporary media satisfy this desire. With new media, an individual can get information that tells him how he can

improve his situation that helps him make plans, that shows him alternative choices and that helps them control and manage his environment.

New media has reduced the amount of visitors to libraries because you can search the world for books in the confine of your home. The main reason people still go to libraries is to get old , ancient books that might not be found on the internet. But this is due to new media has changed. An example of a site that offers old books that are at least a hundred years old is www.forgottenbooks.com

The problems of New Media and the qualities of life in the Society

- **The problem of presence:** using a scenario in which one person is watching a movie another is surfing the internet and a third is engaged I n a telephone conversation. There is a sense in which these persons are not present just in the room, but are also present somewhere else. The first is immersed in the world of the movie. The second is in cyberspace. The third is together with a person that is not even in the same room. The prime example of a presence is one's immediate physical environment. A presence requires one's undivided attention, and it is therefore impossible to be fully engaged with two presences at the same time. According to research, technology constitutes to divorce. For example, if a couple are discussing, then one of them starts an instant messaging chat with someone in another continent, the other person would feel left out because his or he presence is not dear to the other but that of someone in another continent. This is caused by the problem of presence
- **The problem of surrogacy:** another meaning of surrogate is substitute this comes in technology when a human role is being played by a computer. E.g. in a video game you are challenged by the characters in the game and they engage you in different activities, sometimes better than real life. This affects the relationship among people. Because the surrogate tends to be perfect.
- **The problem of community:** engaging social interaction with other human beings is often recognized as one of the corner stone's of good life. But when a person is attached to cyber space (internet) , there is a possibility of losing contact in the community. Thereby delaying progress of the individual, because one tree does not make up a forest.

THE BLESSINGS OF THE NEW MEDIA

"The internet could be a very positive step towards education, organisation and participation in a meaningful society"

Noam Chomsky

One very big and important advantage of the new media in contemporary society is the idea of globalization in media. The mass media in contemporary societies have gone global whereby an individual of any age group, can access any information he wants from any part

of the world and at any given time, with the use of technology such as internet. Dish television and blog sites another advantage of the new media is that it helps in cultural diversity. Due to the global nature of the new media it is now easy to learn other people's culture in the comfort of your homes. People do not necessarily have to travel from one place to another to learn the cultures and ways of life of people around them; they could study any group they want through the use of new media.

Furthermore the new media in contemporary society helps to bring a kind of balance to the society. In this context there is no longer the idea of the group seeing themselves as the minority in the society there has been a change in that mentality, because nowadays anyone can go to the internet to spread his idea to the world and it could be taken with this.

Another important advantage of the new media is the interactive feature. This feature of the new media allows people to exchange their ideas, views and opinions about any topic that has been thrown open on the internet. For example, commenting on a face book post.

Also, the new media helps producers and marketers as it allows for easy placement of advertisements which people can access freely and quickly without any stress. For example, the pop-up ads that appear on face book pages when surfing the internet

The new media also covers a wider range of people at a time; the new media in contemporary society covers a wider range of audiences than the old way of media, especially with the use of internet. For example statistics shows that fifty nine percent of all internet users age sixteen and over, go online daily or almost daily (*Haralambus and Horborn 1897)*

The new media has also helped in minimizing the distance between people all over the world, this confirms the saying, "the world is a global village", and with the advancement of new media forms like Skype it has become possible and relatively easy to reach anybody in any part of the world for free.

For students, especially tertiary students of the University of Ibadan, we have seen the internet serve as a major source of information when there are assignments and research work to do, also the internet has served as a huge source of information where you can find almost anything and this has helped students find it much easier to read, without having to go to the library that could be limited in its expanse or variety of books and information.

Furthermore the new media can be said to be advantageous in the area of cost reduction, for example in the times of old media life, like the land line telephone if someone wants to call from Nigeria to the united states, it takes a whole lot of money, but with the arrival of new media: like Face book and Whatsapp we could just chat with the person or put a free call through.

However the new media is not core characterized by advantages, it still has some of its major flaws that will be discussed in the coming paragraph

THE WOES THE NEW MEDIA HAS BROUGHT UPON US

"The new information technology … internet and e-mail… have practically eliminated the physical costs of communications"

Peter Drucker

Yes the internet is indeed spectacular, but as the saying goes, "behind every silver lining"… there are several problems associated with the internet. It allegedly opens the world to everyone, regardless of age, creed, sex etc, but despite lowering costs of necessary technological equipment and the advent of web TV, not everyone can afford to go online.

Those who do decide to begin signing on risk become addicted to the internet. Internet addiction disorder (IAD) was identified two years ago, by doctor dr. Ivan Goldberg, a New York City psychiatrist who coined the tem internet addiction disorder, "Dr Goldberg said IAD is not a recognized medical addiction, like alcoholism, but more like an out of control behaviour, that threatens to overwhelm the addict's normal life. Whether or not a user becomes addicted, the attractiveness of the internet still has strong appeal.

Advanced technology always has dramatic effect on society. With the ability to work at home, a lot of people are leaving their offices for the greener grass that allows them to set their own hours, spend quality time with family and not have to deal with the often hassle some, commute to and fro work.

Children, young adults and even adults get addicted to games online, online games can be addictive to children, young adults and even adults, this can rob away precious time which otherwise should have been used for something more productive.

Pornography is rampant

Anybody can easily upload pornography materials, for commercial purposes or just for fun. The young minds of children will be corrupted though their exposure to things which are reserved for adults. Many well known personalities are also victimized by opportunistic and malicious people who want to discredit others using their personal encounters

Loss of the human touch

People absorbed in their activities online tend to forget that there are real people in their surrounding who need their attention or have socialization needs. Social networking gives more importance to virtual friends than real friends than real ones.

Criminal elements use their information to advance their malicious intent

Unsuspecting internet users can fall victim to criminal elements, which meddle with their emails or do something nasty with their credit card information. Phishing or fooling other people into believing that criminal owned websites are legitimate led to millions of money lost to misleading business transaction.

Abandonment of family

In one instance, a couple n Korea was pre-occupied with their virtual baby, forgetting to feed their real baby. People become insensitive as they are absorbed by the hidden hand of the internet into its lair considering that the effects of the internet to people can be both positive and negative; there is a need to manage this technology for man's overall benefit. Of foremost concern is the need to make sure that, internet security is well placed to prevent the negative effect of the internet to innocent people. (Rob Purdy, Internet effects on society, UFIML, 2015)

THE END OF THE MATTER

"The internet is becoming the town square for the global village of tomorrow"

Bill Gates

The new media as we have discussed already shows that it is a very prominent feature of this time and age and it has come to stay. No matter how bad we may see its disadvantages, it still remains one of mans greatest inventions that has succeeded in bringing the world together on a platform, but also making the communication process in the society quite complex. Therefore as we begin to embrace the herald of the new media, let us always bear in mind that the new media is a tool that can be used greatly in positive ways to make the society better and improve ourselves in the information age. Through the new media, we have access to unlimited information that will help us achieve excellence in our various vocations and studies. We can now reach out to friends and family far and wide irrespective of distance, space or time. The new media has connected the world in such a way that you get to meet people online who you probably will never see in a lifetime, but the amazing thing is that you get to chat and share ideas with these people. The internet has done an amazing job in redefining what we used to know as the society, with the new media we now have various avenues of communication and information that enables us relate with other members of the society on a different level. The teachers no longer have to expect to see in examinations or tests exactly what they give to the students, for they now expect the

students to do further reading on the internet. The mother in Nigeria whose son is in Italy doesn't need to travel there before she can see the face of her boy, when she can use Skype. Even with all these the new media still has its great inadequacies that we can't overlook, the new media has virtually created another world in which we can get lost in and forget the real world and friends around us, it has created avenue for so much information that could be destructive to us. The very tendency to get addicted still remains as it gradually ex communicates an individual in the society. These are very important features of the new media that we are to take into serious consideration as we use the new media. Finally as we embark on this journey on discovering the wondrous gifts that the new media has bestowed upon us, let us still tread with great care for even the rose still has its thorns.

"There is a danger in the internet and social media. The notion that information is enough, that more information is enough, that you don't have to think, you just have to get more information- gets very dangerous"

Edward de Bono

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