

Digital Media And Its Impact On Society

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How has Digital Media influenced (or changed) interpersonal communication?

Before the introduction of digital media, people gathered together in groups and chatted about their daily routines and important matters. This sitting together kept them close and connected to each other. People used to enjoy casual discussions at clubs, bars, and public gatherings. With the advent of digital media, face-to-face interactions have become less important, and people choose to stay updated with each other on electronic media rather than physically visiting each other.

Digital media provided us with new mediums to stay connected by introducing us to social media, mobile phones, and communication websites. Digital media has had a huge effect on our interpersonal communication. It is a debatable topic whether these new technologies have positive or adverse effects on our communication. However, it is true that it made our communications easy and fast. With the new forms of media, information is traveling faster, and everyone in the world is connected to each other through these kinds of media.

The most recent form of media, i.e., social media, is changing the traditional way of communication. It allows us to connect and communicate with each other. Before the introduction of social media, people were limited to communicating on the telephone or by verbal communication in person, but with the progression of social media websites and access to the internet, we can contact any of our friends, plan meet-ups, events and interact with each other on the go. It allows us to connect to a much larger crowd and contact anyone in our social circle who is living far away. According to research, nearly 65% of American adults use social networking websites and consider them more suitable than traditional networking. (Perrin. A, 2015).

Mobile phones have decreased our distances and made our communication faster and more efficient. Our young generation relies so much on mobile phones to communicate with each other. Texting is found to be more efficient than face-to-face meetings. We can communicate with anyone anytime without having to travel all the way and visit that person physically. With the increased pace of the world, nobody has time to actually visit each other and convey messages. Mobile phones are saving us from this burden with the convenience of texting and calling. The most positive aspect of mobile phone communication is accessibility. There are several online platforms that allow us to communicate effectively by ensuring confidentiality. In research, it was discovered that mobile phone and WhatsApp communication is proven to be a low-cost solution for communication and information sharing among healthcare workers in Kenya (Farmer, M. Y., Liu, A., & Dotson, M., 2016). It has also served to increase health awareness among adults. The "Happy Quit" program introduced in China

was aimed to increase awareness among Chinese adults about the adverse effects of cigarettes and motivate them to quit smoking (Liao et al., 2016).

Although digital media has revolutionized communication, there are some concerns about these advancements, too. It has made us less active in face-to-face communication and made us so dependent on digital media that we can't imagine living without these devices anymore. In short, the advancements in digital media have had a positive effect on interpersonal communication, and it has been proved that the power of social media, mobile phones, and the internet will continue to improve our communication methods in the coming decades.

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How has Digital Media influenced (or changed) children of this generation? How are their lives different than ours?

Digital media, which surrounds us in every aspect, is changing the way of our life. Before the introduction of digital media, children were spending time socializing and doing extracurricular activities like sports and outdoor games. After the introduction of digital media, children's choices and interests changed, and they became attracted to its charm. Where we benefit from its positive effects, there are also negative factors that disturb our natural life. Though everyone is more or less affected by its negative factors, our young generation, having no knowledge of these negative factors, is affected the most. Children today are extremely addicted to digital media. The reason behind this addiction is not the digital media itself; it is that they never learned to live without these facilities. Today there are a lot of available options to educate, entertain and regulate ourselves, the digital media components that are affecting children the most are mobile phones, video games, and television.

Mobile phones, though, have increased our connectivity with the world, but their excess usage is having negative effects on us. Kids are using mobile phones to stay socially connected and gather

information from the internet. However, this excessive usage is disturbing both their daily routine and education. In a study, it was found that excessive mobile phone usage is directly connected to sleep deprivation among American children (Lauren Hale, 2015). It is increasing depression, rage, and disobedience among the children, and they are losing interest in their education. This excessive usage has been a concern in many countries, and people are now agreeing to restrict their children from using mobile phones.

The second biggest factor that negatively affects children is the excessive usage of video games. The usage of video games is encouraging children to adopt violent behavior. The things children learn from video games as they have less awareness are practically reflected in their behavior. There is an increase in the rate of harsh behavior in children as they idealize the violent figures they see in games. In a study, it was observed that violent behavior in children in China has a sustained relationship with excess usage of video games, and it is increasing aggression and overt behavior in them. (Wei. R, 2007).

The third most critical thing that affects children is television. Television shows content for all age groups; some content is strictly targeted toward adults. Kids having access to television are addicted to the number of attractive programs and movies. These movies also corrupt children's thoughts by showing superhuman abilities and unnatural events. In a study by Indian researchers, it was found that there is a deep relationship between movies in morality development and children adapting and applying what they see in movies in their daily lives. (Singh, D. 2014). Young children's minds are at a developmental stage, and whatever they see or experience is later reflected in their behavior and perception of the world.

Due to these adverse effects, we can say that digital media has more negative effects on children than positive effects.

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How has Digital Media influenced (or changed) the

field of education?

Before the 21st century, education was confined to the walls of the classroom. If anyone wants to learn about a subject, he must have to join a school or university to learn. At that time, there was a system in which teachers delivered knowledge to students by teaching on blackboards in classrooms. Even in prehistoric times, ancient Greek teachers like Plato and Socrates delivered their knowledge to students in a classroom kind of environment.

The delivery of education has changed in the 21st century with the advent of technology. Nowadays, education practices have changed because of the introduction of technology and digital media into our education system. In the coming years, our very concept of a traditional learning environment for education will change. Many countries are developing methods to introduce digital media into education systems, and some of them have already introduced new teaching and learning methods to prepare children for the digital age of learning. Victoria Rideout describes that 80% of children in America spend time on digital media learning rather than the traditional methods of learning (Rideout, 2014). Almost all countries around the world are now shifting to digital learning methods. In Pakistan, the present government is providing laptops to university students in undergraduate and graduate programs (Jamil, A., Rafique, F., & Rizvi, 2014).

The introduction of digital media in education has had several positive effects on the delivery of education. It helps teachers and students in the collection and management of information and provides options for extending connectivity between them. Digital media is playing an important role in changing the school environment. With the help of computers, our children are learning about the latest advancements in science, and their learning has increased because of the many learning materials available on the internet. There are also a number of software and online portals that help students organize and manage their academic data and even see their results. They can also find learning materials and books from all over the world in a matter of seconds. It has been observed that the use of digital media in the classroom has increased the learning abilities of students. It also helps teachers deliver education and improve communication between teachers and students. Nowadays, teachers can connect to the whole class and deliver lectures remotely to students after school time.

Implementation of digital media in classrooms increases the interest of students in their subjects. In a study, it was proved that digital media increases the positive attitude of students toward the classroom environment. Students in traditional classroom environments learn more if they aren't bored and tired. Digital media, because of its attractiveness, helps in maintaining the interest of students and releases frustration in them. Digital media, when used to strengthen connectivity between teachers and students and provide different kinds of learning activities, motivates students to use it for better learning and results. Various types of research indicate that students who use digital media and the internet more are more motivated to study and perform well when they enter a practical field where the use of digital media and advanced technologies is a must.

Educational institutions should take an interest in introducing more digital media in their education system to achieve better learning and positive attitudes toward students in the classroom environment.

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Discuss how Digital Media has transformed how organizations advertise and market their products and services.

Before the advent of advanced marketing and promotion methods, verbal promotion was used. People who owned businesses selected managers from all over the country and assigned them tasks to promote their products. These managers traveled all over the country and other countries in the form of caravans to promote the products to the people they met on their journey. This form of promotion was slow and limited to a certain area as the market engagement factor and target market approach was not so effective.

Digital media has provided a new medium for brand promotion and advertisement. It helps business owners in a wide range of industries, including textile, food, and foreign trade companies. Online advertisement via digital media made it easy to target consumers and markets by ensuring customer values, interaction with the market, relationship building, and product feedback evaluation. Digital media marketing is providing a sophisticated marketing strategy by ensuring a better buyer-seller relationship. These kinds of marketing methods include social media marketing, mobile, and television-based marketing.

Mobile phone marketing is the best example of digital media marketing. Nowadays, sellers contact their target market through mobile phone text messages and present their products with discount offers and attractive packages. People are getting directed to these markets because of their active promotion methods, and these facilities are benefiting sellers by increasing their business.

Social media marketing also has positive effects on product promotion strategies. Products are advertised on social media by careful target market evaluation. These products are advertised by first finding the parts of social media that have maximum traffic visits by the target market and then by

promoting these products in these specific areas. The social media paid ad and promotion facility also allows businesses to market their products on a larger platform and promote their products to consumers without a lot of effort. There is a lot of evidence available online on how social media branding increased equity creation and customer attraction to products. A survey of 845 brands that belonged to Chinese, Italian, French, and Indian products discovered the positive effects of social media branding on these products and how they increased brand loyalty and preference among consumers (Godey et al., 2016) in America. Similarly, a study conducted specifically on the European market and countries of Slovakia, Albania, and Bulgaria included social media marketing as one of the most effective means of marketing in the coming decade. (Jayaram et al, 2015).

Marketing techniques have improved with the adaptation of new technologies. Companies nowadays are learning to develop new marketing strategies in order to keep up with the competition. Internet marketing is proving to be the most effective as compared to mobile phone or television marketing. In America, with the advent of Web 2.0, the branding strategy of new technologies, clothing brands, and the food industry is improving, and the method of customer engagement via social media and other websites is giving positive results to business owners (Berthon et al., 2012).

In short, the effects of digital media marketing on small and medium-sized businesses are helping these businesses to flourish and promote their products by providing them a platform to engage the target market of their choice.

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