NEW MEDIA: PLATFORM FOR INNOVATION OR INVASION?

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Abstract

In the fast-moving world, people want to contact,collaborate,communicate,and share with each other.Now new media took this role and its functioning as a platform for their cultural interaction.The purpose of this study is to investigate whether this digital interaction lead to cultural innovasion or invasion.The pilot study was conducted and the data were collected using survey method. The result proved that the study is possible and probable.

Index Terms-Social Media,Innovation,Invasion,New media.

Introduction

The present Centuary witnessed the convergence of new forms of communication than any other period in history and it is considered a communication explosion era, with rapid expansion in the field of new media, with improved techniques for interpersonal exchange of ideas.New media function as the platform which connects the whole world. People live in a busy world where they depend new media facilities for their fulfilment of basic needs. New media enter the whole life of humanity and changes their life pattern and culture. This study intendes to analyse whether cultural interaction offered by new media platform produces innovation or invasion.

New Media Platform

Web 2.0 functions as the New Media Platform . A new media platform is a service, site, or method that delivers media to an audience. It's functions are to deliver, but also to allow for feedback, discussion, or sharing. Listed below are some examples of the web 2.0 technology applied new media platforms and where to find them.

New Media Innovation

This study applies Francis and Bessant's four Ps of innovation: product, process, position and paradigmatic innovation. (Francis and Bessant 175). Social innovation is the fifth type of innovation in order to conceptualise media innovation. Social innovation is innovation that meets social needs and improves people's lives (Mulgan et al. 8). Thus, media innovation includes four Ps and one S.

Cultural invasion through new media

Throughout human history new technologies of communication have had a significant impact on cultural transmission. Anthropologists have used the word ''toolkit'' to describe the set of technologies that accompanies a particular grouping of humans. Fifty thousand years ago, this toolkit would have encompassed stone implements of various sorts,together with items fashioned from bone and perhaps some early fabrics. By five thousand years ago, the toolkit had exploded with innovations in agriculture,urbanization, transport, and culture. Five hundred years ago, this toolkit began to look recognizably modern, with the printing press, gunpowder, steel, and massive warships. And the newest toolkit that promises to restructure human cultural relations is new media (Pesce 429).Users of this toolkit have been increasing year by year.

Previous Research

The paper 'The Impact of New Social Media on Intercultural Adaptation' by   Rebecca Sawyer attempts to investigate the impact of using new social media on the intercultural adaptation process. This study examines how Internet usage of social media sites impacts the adaptation process for international students at a university in the United States.The author Slavomir Krekovic describes in 'New Media Culture: Internet as a Tool of Cultural Transformation in Central and Eastern Europe' how the internet transmitted the life style and standard of living. The main focus of this paper is on certain aspects of the transformation of the cultural sector in post-communist countries of Eastern Europe. of culture on online community.

Hypothesis

New Media : Platform for Cultural Innovation or Invasion?

The present study presupposes that new media interaction develops innovations encouraging cultural and social development as well as invasion curbing traditional positive cultural elements.

Theoretical Framework

Journalists and researchers take the help of behavioral sciences to help figure out the effect of mass media and communications on society. Scholars have developed many different approaches and theories to figure this out. These theories can be adopted to research new media's effect on culture. Widespread fear that mass-media messages could outweigh other stabilizing cultural influences, such as family and community, led to what is known as the "direct effects model" of media studies. According to media theorist Melvin L. DeFleur, the "Direct Effects Model of Mass Media Theory", also known as the "Hypodermic Needle Theory" or "Magic Bullet Theory", was first brought forth during the early twentieth century. This model assumed that audiences passively accepted media messages and would exhibit predictable reactions in response to those messages

Methodology

The descriptive research was conducted by using the procedure survey method and it is a one form of methodology in social sciences studies. Data used in research are originally obtained through the direct efforts of the researcher through surveys, interviews and direct observations. Stratified random sample technique is planned to collect the data.

Conclusion

The study deals with a survey on the impact of the new media on humanity.The new media referencing which is used in the research tool are internet,smartphones, computer,virtual wordls,social media,website games,human-computer   interface,computer   animation   and   interactive   computer installations,facebook,skype,youtube,twitter,and myspace.
Media referencing which is used in the research tool are internet

Objectives

1. One make an indepth study of new media platform.

2. To examine new media impact on humanity.

3. To find out innovative new media elements.

4. To find out various type of cultural tnvasion.

5.To empower society through creative new media interaction

Methodology

Data Collection : Primary Data used in the pilot study were originally obtained through surveys, interviews and direct observations. Stratified random sample technique is planned to collect the data. Pilot study proved new media interaction as more innovation than invasion

Expected outcome

1.Finds out cultural impact of new media on society through an indepth study of new media

2.List out the cultural innovations and invasions through new media.

3.Prepare society for a positive new media interaction.

4.Help society promote innovation and prevent invasion.

Conclusion

The survey of the pilot study was being conducted by this researcher with 10 young people. All the participants actively responded to the questionnaire. The average age groups which are being contacted by this researcher were between 25-30 years. Here the majority of the respondents were teachers. After getting all findings and discussed the conclusion of collected data the researcher concluded that new media is a platform promoting innovation. She suggests measures to use new media in right direction and utilize new media favourable and appropriate manner to its users. Positive use of newmedia can develop academic career, their skills, better living style, to adopt new trends, fashion, and anthropology so on.

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