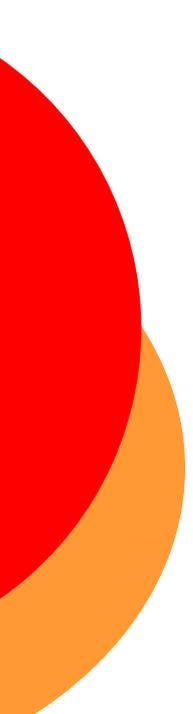


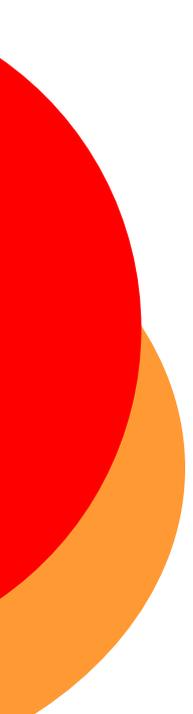
The Future

The Future of Mass Communications



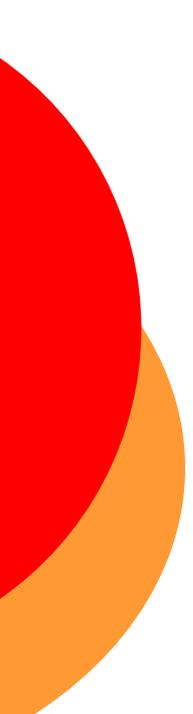
The Web Goes Social

- We have moved from a “Read/Only” culture on the Internet to a “Read/Write” culture.
- **Social media** encourage users to create content and interact with other people.



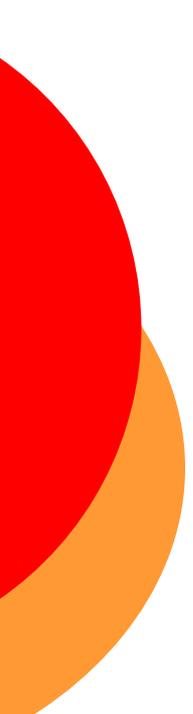
Types of Social Media

- Blogs
- Collaborative projects
 - Wiki Web sites
- Content communities
- Social networking sites
- Virtual game worlds and virtual social worlds



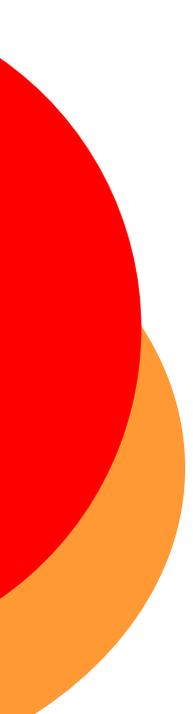
Social Media and Democracy

- Tools for democracy and for undermining repressive regimes
 - Arab Spring protests
 - Occupy Wall Street movement
 - Increasing mass communication and exposure to the outside world in China



Media Convergence on Our PCs

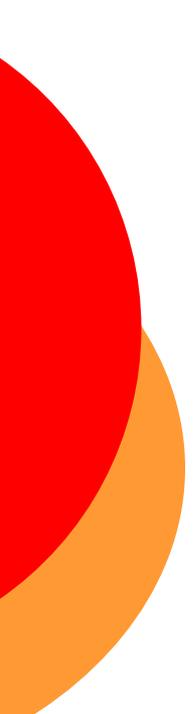
- Media converges on computers
 - Users can access:
 - Movies (Netflix and Hulu)
 - Music (iTunes and Spotify)
 - Books (Amazon and Google)
 - Games
 - Newspapers and magazines
 - Services such as Skype and iChat can replace telephones



Media Convergence on Our TVs

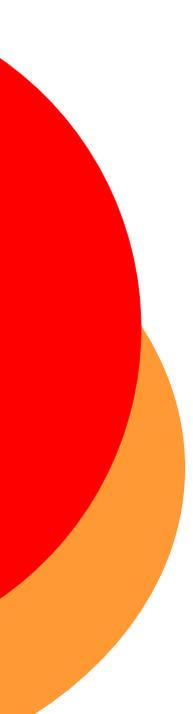
○ Examples

- Internet-ready TVs
- Video game consoles such as Xbox, Wii, and PS4
- Set-top boxes such as Apple TV, Google Chromecast, and Roku
- Consumers use multiple avenues to access media content.



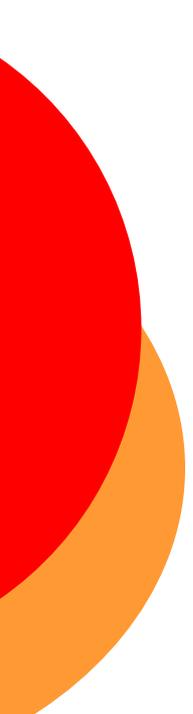
Mobile Devices Propel Convergence

- Smartphones and tablets can be used for:
 - Texting
 - Listening to music
 - Watching movies
 - Reading books and magazines
 - Connecting to the Internet
 - Playing games



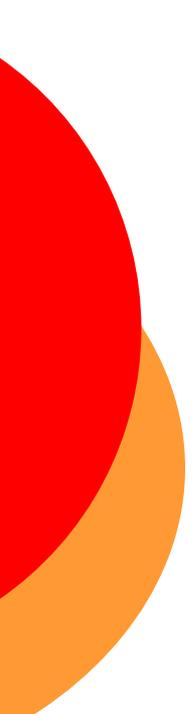
Our Changing Relationship with the Internet

- Two noteworthy trends
 - Apple makes more than five times as much money selling iPhones, iPads, and iPods as it does selling computers.
 - Number of Facebook users continues to increase
- Apps and social media sites, like Facebook, offer a closed Internet or walled garden.



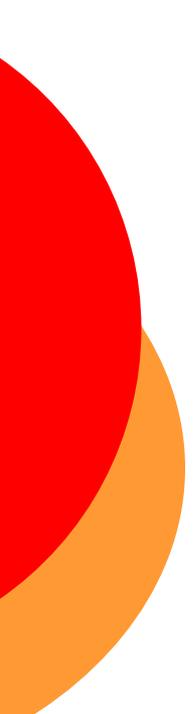
The Changing Economics of Media and the Internet

- Apple established the new media economics.
 - Provided a market for music on iTunes in exchange for a 30-percent cut of the revenue
- Amazon
 - Followed suit, creating the Kindle and selling e-books for a cut of the revenue



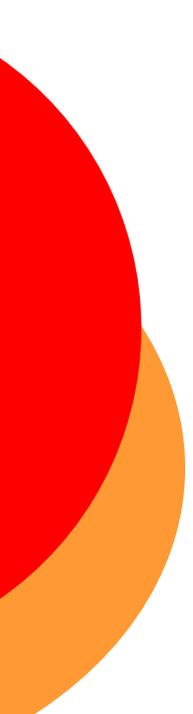
The Next Era: The Semantic Web

- Semantic Web
 - Will place the basic information of the Web into meaningful categories
- Apple iPhone's Siri
 - Uses conversational voice recognition to answer questions, find locations, and interact with various iPhone functionalities



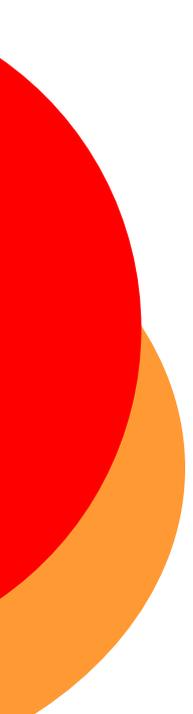
Ownership: Controlling the Internet

- Connected to three issues
 - Security of personal and private information
 - Appropriateness of online materials
 - Accessibility and openness of the Internet



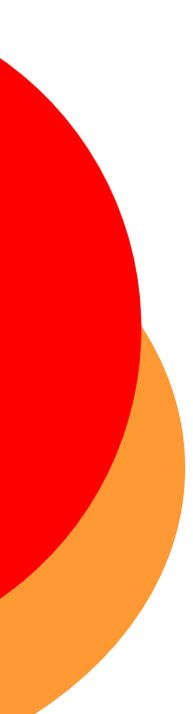
Ownership: Controlling the Internet

- Companies dominating the Internet by the end of the 1990s
 - Yahoo!, Microsoft, AOL, and Google
- Leading companies in today's converged world
 - Google, Microsoft, Facebook, Amazon, and Apple



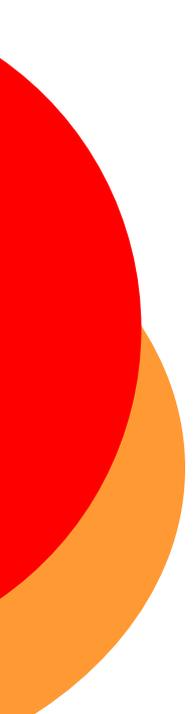
Targeted Advertising and Data Mining

- Advertising is part of social networking sites, e-mail, and IM
- Modern marketing relies on data mining
 - E-commerce
 - Cookies
 - Spyware
 - Opt-in, opt-out policies



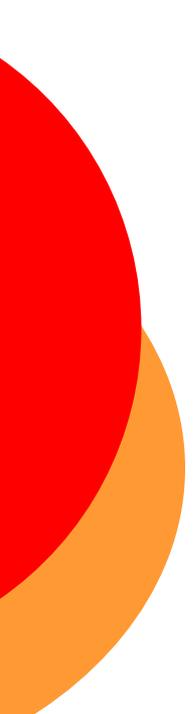
Security: The Challenge to Keep Personal Information Private

- Whenever you use the Internet, you give away personal information.
 - Government surveillance of online activity allowed by PATRIOT Act
 - In 2012, 7% of Americans were victims of identity theft, totaling \$24.7 billion in losses.
 - One form of identity theft is [phishing](#).



Appropriateness: What Should Be Online?

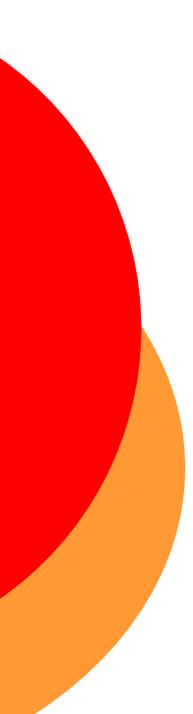
- Children's Internet Protection Act of 2003
 - Requires public schools and libraries to use filtering software to limit minors' exposure to inappropriate Internet content
- Many want the Web to be completely unregulated.



Access: The Fight to Prevent a Digital Divide

○ Digital divide

- Refers to the growing contrast between “information haves” and “information have-nots.”
- Smartphones are helping to narrow the gap.
- Still a big gap between the United States and the rest of the world; some governments permit limited or zero access to the Internet.



Net Neutrality: Maintaining an Open Internet

o Net neutrality

- Refers to the principle that every Web site and every user has the right to the same Internet network speed and access
- Major telephone and cable companies want to offer faster connections and priority for those willing to pay higher rates.