

Technological Determinism and the Technological Acceptance Model: New Media versus Old Media in the Communication Revolution

Christian C. Ngwu & Uchenna C. Anioke

Abstract

This study examined the interaction between the new media and old media in the light of the Technological Determinism theory and Technology Acceptance model. In conducting the study, three objectives were set out. The researchers sought to examine the interaction between the new media and the old media, the interaction between the technological determinism theory and technology acceptance model; and audience use and perception of the old and new media. Explicatory review of materials in this area exposed the current state of the new media intrusion and its resultant effects on media business and journalism as a whole. Inference made at the end of the review showed that new media effect on the audience have dominated several research papers, however, very few have dealt with the audience use and perception of both age of media. Interestingly, this study revealed the unfortunate gap between the speed of technological advancements and the inability of new media users to catch up with these technologies as they are being introduced. It is more of a case of one running faster than his shadow as he tries to understand one technology, another springs up. This the study concludes most times erupts the process of ease of use upon which the technological acceptance theory is based. On the other hand, it has led to the growth of other behaviours which justifies the Technological Determinism theory.

Keywords: .Technological determinism .Technological acceptance .New and old media .Audience changing dynamism

Introduction

Digital revolutions have fundamentally altered the nature and function of media in the world, reinventing age-old practices of public communication and at the same time circumventing traditional media and challenging its privileged role as gatekeepers in the communication processes. The media world is changing so is media research. Since the advent of the new media, there have been various studies on its intricacies and effects on the already existing workings of the old media. While old media are the mass media institutions that predominated prior to the Digital Age and are characteristically one - directional, new media on the other hand, are multi-directional and mainly characterized by their speedy interactivity. This leads to increased communication between people all over the world on the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures, and other user-generated media in place of the old fashioned print media, film studios, music studios, advertising agencies, radio broadcasting, and television.

Old media institutions are centralized and communicate with one-way technologies to a (generally anonymous) mass audience. New media computer technologies are interactive and comparatively decentralized; they enable people

to telecommunicate with one another. The defining telecommunications network of the Information Age is the Internet. (Manovich, 2003)

In the light of this distinction, comparison between the two media have dominated studies of media shift in recent times; particularly on the standards of mass media reporting and techniques which are fast revolving with the changing media technologies.

Bennett (2003) points out that the long-term picture of new media or mass media information flows is not easy to predict. Mass media news outlets are struggling with changing gate-keeping standards due to demands for interactive content produced by audiences themselves. Ordinary citizens are empowered to report on their political experiences while being held to high standards of information quality and community values. In the long run, these tendencies may be the most revolutionary aspects of the new media environment.

In exploring the distinctions and complementarities between the new media and mainstream mass media, one must understand the technical distinctions between these various media forms (Brydon, 2011). Mainstream mass media are typically less interactive with lesser audience involvement. During the last decade, Internet has enabled new phenomena by which the audiences get more involved in news production and distribution, challenging thus the role of media organizations and journalism (Bruns, 2003; Bowman & Willis, 2003, Neuberger, 2008).

Terms like 'citizen' and 'participatory' journalism are used to denote these changes. Enabled by technological improvements and by a broad accessibility to content creation technologies as well as to online platforms for content creation, sharing and managing, new forms of citizen and participatory journalism (for example blogs, wikis and social media) have been evolving in recent years. At the same time, the amount of new information sources and content, in particular user generated content, has been considerably increasing. These new sources of information together with the growing participation of readers in the new media ecosystem have challenged the role of journalists in the news creation process (Moyo 2009; Newman 2010, 2011).

Dominick (2000, p. 279) observes that the mid-2000s witnessed the development of 'easy-to-use' software programs that made it simple to upload content to the internet. This in turn encouraged the growth of blogs, social networking sites, as well as video-sharing sites.

Major giants in the newspaper business have pointed their fingers at the 10-year old company founded by two students in their university dormitory. Google is now so powerful that media tycoons believe that it has been forcing the newspaper industry out of business (New York Times, 2009).

With unorganized gate keeping as one the most fundamental concerns of the new media, several researchers have provided ideas and concepts for a new media ecosystem involving intermediary roles of journalists (Bruns, 2003; Bowman & Willis, 2003, Neuberger, 2008). Bruns (2003, 2008) has suggested that 'gate watching' will replace traditional gate keeping journalistic roles (Shoemaker, Eichholz, Kim, & Wrigley, 2001).

Given the limited physical space of conventional media (for example in terms of newspaper pages or television airtime), McQuail (1994, p. 213) refers to gate keeping as "the important role of journalists to select ...whether or not to admit a particular news story to pass through the 'gates' of a news medium into the news channel."

On the contrary, Internet and New Media do not have space limitation and have enabled audiences to play an active role in the process of news creation, selection and publishing (Bruns 2003). Users are taking over the role of gate keeping from media and decide themselves what is newsworthy to them.

They watch various existing first-hand information providers, i.e. gates with the aim to identify important and relevant information (Bruns 2003). This active, and in many cases collaborative participation of users in the news selection and creation process is one essential characteristics of gate watching (Bruns 2003).

Gate watching is compared to gate keeping. Furthermore, it is less focused on drafting own stories based on summary of input from external sources, but rather on the observation, selection and aggregation of already published material in different form. Bruns has investigated and described the main characteristics of various gate watching approaches emerging during time on the Internet (Bruns 2003, 2009). These forms of gate watching differ to the extent to which participation in gate watching is open to the users of these sites, and the degree to which contributions by individual gate watchers are distinguished from one another (Bruns 2003, 2009). Recently, media and journalists are challenged by the developments in social media such as Twitter and Facebook (Newman, 2011).

Compared with earlier forms of user-generated content, social media support and involve user generated information in form of atomized information (for example, Twitter tweets or Facebook updates) provided by many users. They have developed a new gate, which is used by media and users, in particular eyewitnesses for breaking news (Jarvis 2008; Newman 2009, 2011).

Statement of the Problem

New media technologies such as the internet and all its components including social media (Facebook, Twitter, MySpace, YouTube and Instagram) and websites have no doubt redirected the course of media growth; in the long run, these technologies have birthed new dynamics in the running of the media. This has resulted in a constant battle between the new media and the old media (newspapers, television and radio). However, several studies have looked at possible interactions between the old media and new media, foreseeing a peaceful coexistence whilst others see a total annihilation of the old media by the new media.

The above coupled with the new power possessed by the audience as they have risen from passive receivers to active participants in the entire process, is explained in the Technological Determinism theory, which states that societal or media change can be attributed to technological growth. Also, the Technology Acceptance model (TAM) highlights the rise of this participation as a form of acceptance of new media technologies.

Therefore, this study looks at the differences, uses, perceptions of the old media and new media with the help of the Technological Determinism theory and the Technology Acceptance model (TAM). The study becomes necessary as most studies are centered on the introduction of the new media with less attention paid to the effects of these changes on the audience.

Objectives of the Study

This study aims to find out the following:

1. The interaction between the new media and old media
2. The interaction between the Technological Determinism theory and the Technological Acceptance model (TAM)
3. The audiences' use and perception of the new media and old media

Interaction between New Media and Old Media

Though social media began with blogs and has been in existence for more than a decade, it now also includes social networking sites such as Facebook, Twitter, and Linked. In Internet forums, wikis, podcasts, and video (Wright & Drifka Hinson, 2009, pp. 13-14). Social media really began to take hold with the launch of the social networking sites MySpace in 2003 and Facebook in 2004 (Kaplan & Haenlein, 2010, p. 60).

Those sites were created for college students, but some believe social networking sites became part of the mainstream population during the 2008 presidential campaign, when Barack Obama and his supporters used social media and community organizing skills to "shape the winning campaign" according to Caesar, Bush, & Pitney, 2009; Jarvis,

2009; Todd & Gawiser, 2009; Hutchinson, 2009; and Libert & Faulk, 2009 (as cited by Wright & Drifka Hinson, 2009, p. 6).

With the sudden rise of social media in the last decade, some might assume that traditional media is dying. It can be argued that in a way, the internet has led to a decrease in the revenue of some of the media organisations in Nigeria, while at the same time increasing their costs, as money would have to be invested into setting up such web sites, and also paying the staff that would constantly maintain them. However if we are to go by global trends which foretell an increase in internet advertising usage and revenues, then any incidental costs will eventually be offset by the expected advertising revenues, hopefully (Nworah, 2005).

The journalists are not left out as they are increasingly using and being influenced by social media. Lariscy, Avery, Sweetser, and Howes (2009) surveyed 200 journalists to determine how they used social media. Of those surveyed, 32% rated social media as important or very important to their work but, overall, the group did not feel it improved their work (Lariscy, Avery, Sweetser, & Howes, 2009, p. 315). Of those surveyed, 18.5% said they consulted social media when embarking on a story (Lariscy, Avery, Sweetser, & Howes, 2009, p. 315).

Websites were the most commonly used online source, with 79% of surveyed journalists consulting them, and blogs came in at a distant second with 8.4% (Lariscy, Avery, Sweetser, & Howes, 2009, p. 315). Of the journalists surveyed, 59% said they turned to blogs as a primary resource to gain information and 24% said social networking sites such as Facebook and MySpace are some of the first places they look for information (Lariscy, Avery, Sweetser, & Howes, 2009, p. 315).

Corporate social media sites were visited by nearly 25% of journalists when they were pitched a story by an organization, but 35% said they rarely or never visited corporate web sites (Lariscy, Avery, Sweetser, & Howes, 2009, p. 315). Non-interactive web sites such as web pages and directories are still the preferred online sources for journalists, but they are not yet fully adopting social media (Lariscy, Avery, Sweetser, & Howes, 2009, p. 316).

Since the 2009 study by Lariscy, Avery, Sweetser, & Howes, more journalists have jumped on the social media bandwagon. In a study by the Arketi Group, 69% of journalists are using social networking for their work (as cited by PR Newswire, 2011, p. 8).

Corporate organisations have also been affected such that they have had to devise more inclusive communication plans to be able to effectively reach out to their publics. These plans most times combine the new and old media in order to achieve the desired result.

Wright & Drifka Hinson (2009) surveyed 574 public relations practitioners and found that 73% believed social media has changed the way they communicate with the external publics (p. 23). Many of these practitioners, 85%, believe social media complements traditional media (Wright & Drifka Hinson, 2009, p. 23). But while 84% of public relations professionals surveyed view social media as a low-cost way to build relationships with the public, only six percent believed social media was more accurate than traditional media and just nine percent believed social media is a more credible source of information (Wright & Drifka Hinson, 2009, p. 23).

The audiences are increasingly incorporating social media into their daily lives. They are using social media to get information in areas such as news, information about new products, and entertainment. However, traditional media is not losing steam. As noted in the literature review, people are spending about the same amount of time each day with traditional media as they did 10 years ago (Pew Research Center for the People and the Press, 2010). The difference is that now they are also using social media at the same time, such as having TV on in the background while surfing the Internet or checking email. Their time and attention are divided.

In 2014, Abdulhameed Kayode Agboola conducted an empirical study on "The Influence of New Media on Conventional Media in Nigeria" where he reviewed various literatures on the subject matter, both locally and on the international scene with more focus on the print media (Newspapers). Agboola who described the effect of the new media on conventional media as still manageable, stated that Nigerian newspapers still attract advertising dollars even with the presence of online newspapers and the new and old media complement each other.

The paper argued that the presence of the Internet will not replace newspapers, just as radio did not replace newspapers and television has complemented the radio. Also, it looks at the present situation of conventional media, especially print newspapers vis-à-vis the new media in Nigeria. The researcher believes that the newspaper outlook may change resultant of the Internet inception, but the news contents are still intact.

Though the conventional media share online presence, yet they have not fully embraced the new technology. Furthermore, the paper argued that the drop in circulation as experienced by print media is as a result of the younger generation's preference for the new media as they are more interactive compared to the online version of mainstream media. There are also television stations which have an online presence such as NTA and other national television. A considerable number of Nigerian citizenry have their own Internet connections, so that they can read newspapers online, thus suffocating the print media from advertising revenues at this time of global economic downturn. The paper concluded that in Nigeria, the new media and conventional media will continue to coexist and reinforce each other presumably beyond the envisaged year 2020.

This is in line with the conclusions of a previous similar study by Ali Salman, Faridah Ibrahim, Mohd Yusofhj. Abdullah, Normah Mustaffa and Maizatul Haizan Mahbob in 2011 where they studied The Impact of New Media on Traditional Mainstream Mass Media (A case study of Malaysia). The researchers posited that even if there is a drop in circulation, it would be because the younger generation prefers the new media as they are more interactive compared to the online version of mainstream adding that there are also television stations which have an online presence.

They stated that a large number of audiences have their own Internet connections, so they can read newspapers online, thus squeezing revenues from advertising especially at a time of global economic slowdown. They submitted that in Malaysia, however, the new media and conventional media will continue to coexist and reinforce each other.

Similar inference was made in the study by Idowu Adegbilero-iwari and Ikenwe Iguehiin 2014 on New Media in Old Media: the Nigerian Case. The researchers studied the interaction between the two media using Channels Television and Punch Newspapers as case studies, juxtaposing them with social media and other forms of new media technologies.

They found that the two media organizations which are forms of old media are actively engaged in new media activities with the iPunch section of the newspaper which houses the website and curates news trending online; and the YouTube channel used by the television channel used to reach viewers on the web.

They concluded that social media is been used by the 'old media' organizations in their traditional responsibilities of news broadcast and publication.

Audience Perception and Use of Old and New Media

The audiences are one of the core elements in the communication chain. In fact, communication exists for the audience, hence the need to begin and end communication on the prompting and understanding of the audience.

With the advent of the new media, everyday, an increasing number of the audience understand their role in communication and take advantage of the interactivity of the new media to establish their importance by taking charge and almost usurping the

communication chain from the hands of the traditional gatekeepers. Thus, changing the role, use and perception of the audience in the light of the two 'ages' of media.

Traditional media allowed this to happen because communication professionals controlled the one-way conversation of newspaper, radio, and TV ads (Mulhern, 2009). Audiences were not given the chance to voice their opinions and to interact with the organization. "Today's press agent regards the newspaper as a ventriloquist does his dummy. He can make it say what he wants" (McLuhan, 1964, p. 213).

McLuhan (1964) believed that media transforms the way people live. "Media as extensions of our senses institute new ratios, not only among our private senses, but among themselves, when they interact among themselves" (McLuhan, 1964, p. 20). In other words, he believed that media and audiences changed one another. Indeed, as social media has given audiences a louder voice to sound off about and with organizations, it has changed the way Organizations no longer can control the dissemination of information, as they did with traditional media outlets, because the public can disseminate and repost information about any organization online (Mulhern, 2009). The message can reach many more people than the intended audience and it can also be accompanied by public opinion.

In 1989, McLuhan and Powers wrote; "More and more people will enter the market of information exchange, lose their private identities in the process, but emerge with the ability to interact with any person on the face of the globe" (p. 118). Recent studies have shown that this theory holds true today as social media has given audiences and organizations the ability to step outside their communities and communicate with many more people and in different ways. For example, businesses now can use social networking sites such as Facebook and Twitter to connect with many more consumers than they were able to through the use of traditional advertising (Mangold & Faulds, 2009).

Media organizations are no longer talking at the audience, but are now talking with them (Mangold & Faulds, 2009). As audiences have been given the tools to voice their opinions and interact with organizations, media organizations have been forced to reevaluate their communication plans to form relationships with audiences.

In a 2013 paper on Audience Participation in the Production of Online News Towards a Typology by Aske Kammer, four types of audience participation were proposed. These are; sharing of information, collaboration, conversation and meta-communication.

The article discussed the concept of participation, arguing on the basis of sociological theory that it should be understood as those instances where the audience influences the content of the news through their intentional actions. Adding that, when it comes to the news websites, the two critical cases analysed in this study suggest that audiences can participate in the production of news in a number of different ways.

They participate by acting as sources and making information available for the professional journalists; by collaborating with the journalists on the production of news; by engaging in conversation with each other and with the news workers; and by using the journalists as sources for creating more transparency in the news production process. Together, these four types represent a step towards etymologizing the practices through which audiences participate in the production of online news.

These four ideal types of audience participation not only differ with regard to what roles the audiences assume - they are also different in connection with the roles journalists must assume and, accordingly, to the relation that exists between audience and journalist. When it comes to the sharing of information, the relationship between audiences and journalist is traditional in the sense that the journalist is the one who produces the news, while the audiences constitute a resource for the journalist.

However, this relationship is different and more hierarchically levelled in connection with collaboration, where the audiences can function as journalistic producers who

participate in the production of news. Accordingly, the role of the journalist is transformed from being a gatekeeper who controls the content of the news medium to being, rather, a gatewatcher who selects and distributes interesting and relevant contributions from the participating audience

The consumption of news today is not the same as pre-satellite news when people waited for their morning papers or sat down at an appointed time for the evening television news. More and more readers, viewers and listeners are going online for their news. Television, newspapers and radio are still here but there is a growing competition.

In its annual report for 2008-2009, the BBC reported that its television overall reach among the 16 to 34 years old audience has fallen by over 7 percent between 2003 and 2008, from 82.6 percent to 75.4 percent. The data provided by the BBC also showed the amount of BBC television viewing by teenagers have fallen from 39 minutes a day in 2003 to 24 minutes a day in 2008, a decline of nearly 40 percent in a five year period. Meanwhile in the United States, a 2008 study showed that 40 percent of those surveyed got most of their international and national news from the internet, up from 24 percent in 2007. (BBC, 2009)

There are now known instances where news is people-driven versus the old way of just being media outlet-driven. News (information/knowledge) which was previously disseminated Top-down can now be disseminated Bottom-up. The audience now has a say as to what news is important to them and as to what level of engagement they wish to pursue it whether watch or listen to it on TV or radio or go online or reply via mobile text or tweet about it or post it on Facebook or upload it on Youtube or if they Digg it on whatever device when they want it and where they want it, (Alejandro, 2010).

According to The Nielsen Company, global consumers spent more than five and a half hours on social networking sites like Facebook and Twitter in December 2009, an 82 percent increase from the same time the previous year when users were spending just over three hours on social networking sites. In addition, the overall traffic to social networking sites has grown over the last three years. Globally, according to the Nielsen survey, social networks and blogs are the most popular online category when ranked by average time spent in December, followed by online games and instant messaging.

With 206.9 million unique visitors, Facebook was the number one global social networking destination in December 2009 and 67 percent of global social media users visited the site during the month. Time on site for Facebook has also been on the rise, with global users spending nearly six hours per month on the site, (Nielsen, 2009). These studies and statistics show that audience use and perception of the new and old media are one of the most important dynamics that are changing; with the huge role of participation in the new media as against the 'audience spoon - feeding' of the old media.

Theoretical Framework

This study is anchored on two theories - Technological determinism and Technological Acceptance Model (TAM)

Technological Determinism is a theory, which states that technology is the driving force upon societal change and progression. Technological Determinism Theory was purported by Marshal McLuhan in 1964. Innis (1950) first used the term "technological determinism" before McLuhan elaborated on it and built a theory out of it. According to Innis (1950), the nature of media technology prevailing in a society at a given point in time greatly influences how the members of that society think and behave.

This can be viewed in the changing dynamics in mass media reporting and business where the previously passive audiences are now becoming the most active members of the communication chain; as they not just consume news but also actively participate in producing the news and disseminating it as a result of new media technologies.

However, many others believe that the theory that presumes that a society's technology drives the development of its social structure and cultural values was coined by Thorstein Veblen (1857-1929), an American sociologist.

The theory, therefore, ultimately linked the historical, economic, and cultural changes in the world to the invention, development and diffusion of technology. While some social scientists are busy trying to understand the potential impact of the nature of Information and Communications Technologies (ICTs) on audiences and society, few people would accept the proposition that technology alone determines how a society encounters and responds to the media.

According to DeFleur and Ball-Rokeach (1982, p.185), most people would reject McLuhan's claim that the content of media messages has no impact on audiences. Essentially, media theorists reject the extreme form of technological determinism put forth by McLuhan for two reasons. These reasons are summarized by DeFleur and Ball-Rokeach (1982, p.185). According to them, social scientists generally reject the idea that any single factor - be it technology, the economy, or chromosomes - can be the single cause of social behaviour. This distrust of single-factor theories is buttressed by theory and research developments that demonstrate the influence of both psychological and social factors on the individual's or group's encounters with the mass media. This is not to say that Innis's thesis need be rejected out of hand; most media theorists would accept the proposition that the technological characteristics of a mass medium may be one of many factors that should be taken into account.

But others like Baran (2002) see technology as more or less neutral and claim that the way people use technology is what gives it significance and meaning. Baran's school of thought accepts technology as one of the many factors that shape economic and cultural changes and concludes that technology's influence is ultimately determined by how much power it is given by the people and cultures that use it.

Strict adherents to technological determinism do not believe the influence of technology differs based on how much a technology is or can be used. Instead of considering technology as part of a larger spectrum of human activity, technological determinism sees technology as the basis for all human activity.

On the other hand, Technology Acceptance Model (TAM) is an information systems theory that models how users come to accept and use a technology. The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably:

- Perceived usefulness (PU) - This was defined by Fred Davis as "the degree to which a person believes that using a particular system would enhance his or her job performance."
- Perceived ease-of-use (PEOU) - Davis defined this as "the degree to which a person believes that using a particular system would be free from effort" (Davis 1989).

The TAM has been continuously studied and expanded - the two major upgrades being the TAM 2 (Venkatesh and Davis, 2000 and Venkatesh, 2000) and the Unified Theory of Acceptance and Use of Technology (or UTAUT, Venkatesh *et al.*, 2003). A TAM 3 has also been proposed in the context of e-commerce with an inclusion of the effects of trust and perceived risk on system use (Venkatesh and Bala, 2008).

TAM is one of the most influential extensions of Ajzen and Fishbein's theory of reasoned action (TRA) in the literature. Davis's technology acceptance model (Davis, 1989; Davis, Bagozzi, and Warshaw, 1989) is the most widely applied model of users' acceptance and usage of technology (Venkatesh, 2000). It was developed by Fred Davis and Richard Bagozzi (Davis 1989, Bagozzi, Davis and Warshaw, 1992).

Earlier research on the diffusion of innovations also suggested a prominent role for perceived ease of use. Tornatzky and Klein (1982) analysed the adoption, finding that compatibility, relative advantage, and complexity had the most significant relationships

with adoption across a broad range of innovation types. Eason studied perceived usefulness in terms of a fit between systems, tasks and job profiles, using the terms "task fit" to describe the metric (quoted in Stewart 1986) Legris, Ingham and Collette 2003 suggest that TAM must be extended to include variables that account for change processes and that this could be achieved through adoption of the innovation model into TAM.

However, there have been series of studies on the speed of technological advancements and the inability of new media users to catch up with these technologies as they are being introduced. It is more of a case of one running faster than his shadow as he tries to understand one technology, another springs up. This most times erupts the process of ease of use upon which the technological acceptance theory is based. On the other hand, it has led to the growth of other behaviours which justifies the Technological Determinism theory.

Conclusion

This study examined the interaction between the new media and old media in the light of the Technological Determinism theory and Technology Acceptance model. Wherein, at the beginning, three objectives were set out. The researchers sought to examine the interaction between the new media and the old media, the interaction between the technological determinism theory and technology acceptance model; and audience use and perception of the old and new media.

Review of literature exposed the current state of the new media intrusion and its resultant effects on media business and journalism as a whole. It was discovered that the most affected variable is the audience. This effect on the audience have dominated several research papers, however, very few have dealt with the audience use and perception of both age of media.

From the study of this aspect and the entire study, the following conclusions can be drawn:

1. In view of McLuhan's "the medium is the message", it is clear that since the introduction of the new media technologies, the medium has changed and so has the perception of the message. Traditional media is one directional and as such 'speaks at' the audience while new media 'speaks with' them. These are clearly two media with different message effects due to their unique characteristics.
2. Audience dynamics have changed. They are more participatory and in a way, decide what they want to feed with as 'news' and how often they want it. They have joined in 'gate keeping' and have upgraded the journalist to a 'gate watcher.'
3. The new media has not totally eradicated the old media. The two eras have found a sort of synergy to operate side by side and complement each other for more effective results.
4. While technological determinism theory may posit that technology leads advancement and changes societal direction, it is not the whole. With the rate technology has began to evolve faster than the people can keep up with, the people have to accept the technology they are most comfortable with and move with it. This is the crux of technology acceptance model and it means that not all members of the audience or media can evolve with technology at the same pace. The lacuna can be filled with old media.

References

- Abdullhameed , K. (2014). The influence of new media on conventional media in Nigeria: *Academic Research International*. 5(4)
- Agence France Presse (2009). The year of Twitter and Facebook: *BBC Annual Report and Accounts2008-09*
<http://www.publications.parliament.uk/pa/cm200910/cmselect/cmcomeds/515/51504.htm>
- Alejandro, J. (2010). Journalism in the age of social media: *Reuters Institute Fellowship Paper*. University of Oxford
- Ali, S., Faridah, I., Mohd, Y., Abdullah, H., Normah, M. and Maizatul, H. (2011). The impact of new media on traditional mainstream mass media. *The Innovation Journal: The Public Sector Innovation Journal*. 16(3) 7 - 22
- Bennett, W. (2003). New media power: The internet and global activism. *Contesting Media. Power: Alternative Media Power in a Networked World*. Rowman and Littlefield
- Brydon, D. (2011). *Transnational Literacies: Redefining Knowledge Mobility for the Digital Age*. Literary Migrations. Retrieved August 17, 2011 from <https://dianabrydon.wordpress.com/>
- Buber, M. (1970). *I and thou*. New York, N.Y.: Charles Scribner's Sons.
- Dimmick, J., Chen, Y., & Li, Z. (2004). Competition between the internet and traditional news media: The gratification-opportunities niche dimension. *Journal of Media Economics*
- Dominick, Joseph R. (2009). *The Dynamics of Mass Communication Media in the Digital Age* (10th ed.) Boston: McGraw Hill.
- Ekeanyanwu, N. (2005). *International communication: Issues, concepts and researches in the 21st century*. Lagos: SMC.
- Ekeanyanwu, N.T. (2008). *The influence of globalization and ICT on the indigenous cultures: a study of the perception of Nigerian media professionals*. A PhD Thesis in the Department of Mass Communication, Covenant University, Ota, Ogun State, Nigeria.
- Idowu, A. and Ikenwe, I. (2014). New media in old media: the Nigerian case. Retrieved from https://www.researchgate.net/publication/283451408_New_Media_in_Old_Media_the_Nigerian_Case
- Kammer, A. (2013). Audience Participation in the Production of Online News Towards a Typology: *Nordicom Review* 34(1)113-126
- Lariscy, R., Avery, E., Sweetser, K., and Howes, P. (2009). An examination of the role of online social media in journalists' source mix: *Public Relations Review*, 35(3), 314-n/a. Retrieved from <http://www.kayesweetser.com/wpcontent/uploads/2009/07/pubrel731.pdf>
- Mangold, W.G. & Faulds, D.J. (2009, July-August). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52 (4), 357-365.
- Manovich, L. (2003). New Media From Borges to HTML. *The New Media Reader*. Cambridge, Massachusetts, 2003. 13-25. ISBN 0-262-23227-8
- McLuhan, M. (1964). *Understanding media*. London: Routledge.
- McQuail, Denis (2010). *Media and Society*. England: Open University press.
- Mulhern, F. (2009). Integrated marketing communications: From media channels to digital connectivity. *Journal of Marketing Communications*, 15(2/3), 85-101. doi:10.1080/13527260902757506
- Nielsen Wire (2010). <http://blog.nielsen.com/nielsenwire/global/led-by-facebook-twitter-global-time-spent-on-social-media-sites-up-82-year-over-year/>
- Pew Research Center for the People and the Press. (2010). Ideological news sources: Who watches and why: Americans spending more time following the news. Pew Research center biennial news consumption survey, released September 12, 2010. Retrieved from <http://www.people-press.org/files/legacy-pdf/652.pdf>

Wright, D., and Drifka M. (2009). Examining how public relations practitioners actually are using social media. *Public Relations Journal*, 3(3). Retrieved from <http://www.prsa.org/SearchResults/download/6D030304/0/>.

NGWU, CHRISTIAN C, Ph.D, is an Associate Professor at Enugu State University of Science and Technology, (ESUT) Enugu. chelasuniverse@yahoo.com &
ANIOKE, UCHENNA C., is with Enugu State University of Science and Technology, (ESUT) Enugu acenanig@gmail.com