

Chapter 14 :



Informatics Practices

**Class XII (As per
CBSE Board)**

**Role of new
media in
society,
internet issues,
case studies**

**New
Syllabus
2019-20**

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Role of new media in society:

New Media – Means mass communication using IT tools and techniques/digital technologies such as Internet.

Reason of attraction/Advantages of new media-

- On demand availability
- Any time availability
- Any place availability
- Convertible as per device
- Multiple forms of express(audio/video/animation/text etc.)
- Fast spread/easily sharable
- Interactive(readers can submit their feedback/reviews)

Role of new media in society:

Forms of new media

- **Internet**
- **Websites**
- **Computer multimedia**
- **Social networking**
- **Video games**
- **Blogs**

Disadvantages of new media

- **Not a reliable source to get news from**
- **Privacy issues**
- **Cyber bullying**

Role of new media in society:

An **Online Campaign** involves showing ads/message/popup online for a specific product/service or any specific cause in a specific time period. An online campaign can be used to show ads/message/popup on multiple websites, and in many formats, but they will all advertise the same product/service or idea.

Online Campaign can deliver **benefits** such as:

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage

Role of new media in society:

Step of Online campaign

Step 1 - Identify Customer

Step 2 - Choose Your Targets

Step 3 – Budget

Step 4 - Creating campaign Content

Step 5 - Tracking and Monitoring campaign/ads

Disadvantages/limitations of online campaign

- **Customers Ignore Ads**
- **Viewing Problems**
- **Expensive Ad Prices**
- **Consumers Get Distracted**
- **Too Many Options**
- **Face-to-Face Contact is Limited**

Role of new media in society:

Crowdsourcing is a term used to describe the process of getting work or funding from a large group of people in an online environment. While the idea behind crowdsourcing isn't new, but its active use is around 2006. The phrase was initially coined by Jeff Howe, where he described a world in which people outside of a company contribute work toward that project's success. Video games beta version are perfect example of crowdsourcing. Granting players early access to the game to find out bugs before the finished product is released for sale and distribution.

Crowdsourcing is a powerful business marketing tool to leverage the creativity and resources of its own audience in promoting and growing the company for free.

Role of new media in society:

Types of crowdsourcing

- 1. Crowd contest** - In this case, an organization may use a crowd contest to create something, such as a graphic design.
- 2. Macrotasking** - seek out many respondents, assigning each one some task or a smaller part within a larger project.
- 3. Crowdfunding**- in which individuals or nonprofits ask for money to cover the costs of an identified endeavor.
- 4. Crowd votes** - to determine the best. Entities may opt to use crowd voting to engage stakeholders to determine a course of action.

The downsides of crowdsourcing

consumers involved as crownsources aren't employees, which means organizations can't contain or control them.

Role of new media in society:

smart mob

a large group of people mobilized by social media to meet in a public place typically for the purpose of social or political protest.

The Battle of Seattle was one of the first examples of Smart Mobs. On November 30 1999 protestors lined the streets of Seattle to protest the WTO. The protestors were able to communicate with one another by using technological devices such as websites, cell phones laptops, radios, and other similar technologies.

The impacts of smart mob technology already appear to be both beneficial and destructive, used by some of its earliest adopters to support democracy and by others to coordinate terrorist attacks. The technologies that are beginning to make smart mobs possible are mobile communication devices and pervasive computing.

Issues with the internet

echo chamber - comfy little groups of likeminded members in any webapp / social media over internet is known as echo chamber.

In today's hyperconnected world we're all just a click away from each other. This should be bringing us closer together. But, increasingly, we're finding ourselves pulled further apart as our own natures push us into comfy little groups of likeminded members, or 'echo chambers'

Facebook, Twitter, Google and other internet services design their algorithms to filter out what they think you don't want to see. They also provide the tools to let you exclude anyone who irritates you. The result seals you up in online bubbles of personally tailored content that make you feel safe and confident and, importantly for these services, keep you engaged on their sites for longer.

Issues with the internet

Net neutrality is the principle that individuals should be free to access all content and applications equally, regardless of the source, without Internet Service Providers discriminating against specific online services or websites. In other words, it is the principle that the company that connects you to the internet does not get to control what you do on the internet.

Columbia University law professor Tim Wu coined the term "network neutrality" in a 2003 paper about online discrimination. At the time, some broadband providers, including Comcast, banned home internet users from accessing virtual private network

The Bush-era FCC took a first pass at anti-discrimination rules for the internet in a policy statement in 2005. It prohibited internet service providers from blocking legal content or preventing customers from connecting the devices of their choosing to their internet connections.

Following are the indirect rules of net neutrality

- NO rules preventing blocking of website, services, or content online
- NO rules preventing throttling or slowing down of website or services online
- NO rules preventing paid prioritization where broadband providers give preferential treatment to some websites and services over others

Issues with the internet

Internet addiction refers to the compulsive need to spend a lot of time on the Internet, to the point where relationships, work and health suffer.

Emotional symptoms of Internet Addiction Disorder -

Depression, Dishonesty, Feelings of guilt, Anxiety, Feelings of Euphoria when using the Computer, Inability to Prioritize or Keep Schedules, Isolation, No Sense of Time, Defensiveness, Avoidance of Work, Agitation, Mood Swings, Fear, Loneliness, Boredom with Routine Tasks, Procrastination

Physical Symptoms of Internet Addiction Disorder –

Backache, Carpal Tunnel Syndrome, Headaches, Insomnia, Poor Nutrition (failing to eat or eating excessively to avoid being away from the computer), Poor Personal Hygiene (e.g., not bathing to stay online), Neck Pain, Dry Eyes and other Vision Problems, Weight Gain or Loss

Issues with the internet

Some of the more common psychological treatments of Internet Addiction Disorder include:

- Individual, group, or family therapy
- Behavior modification
- Dialectical Behavioral Therapy (DBT)
- Cognitive Behavioral Therapy (CBT)
- Equine Therapy
- Art Therapy
- Recreation Therapy
- Reality Therapy

Case studies

Arab Spring

The term “Arab Spring” was popularized in early 2011 by the Western media, when the successful uprising in Tunisia against former leader Zine El Abidine Ben Ali emboldened similar anti-government protests in most Arab countries.

On December 17th, 2010, a Tunisian named Muhammad Bouazizi got into an altercation with a Tunisian officer. It was reported that Bouazizi was selling fruit out of a fruit cart within the city when the officer approached him and demanded that he stop doing so, because he did not have a permit. Then, the two got into an argument, and then, shortly after, the officer took his fruit cart. As it was reported, “It wasn’t the first time it had happened, but it would be the last. Not satisfied with accepting the 10-dinar fine that Bouazizi tried to pay (\$7, the equivalent of a good day’s earnings), the policewoman allegedly slapped the scrawny young man, spat in his face and insulted his dead father” (Abouzeid, 2011). And as Abouzeid (2011) writes for Time Magazine, what happened afterwards was the defining moment in what would be one of the largest protest movements the region has seen.

In July 2012 a report was published by the United States Institute of Peace based on an extensive content analysis of bit.ly links from the uprisings in Tunisia, Egypt, Libya, and Bahrain. Bit.ly links, or short URLs, are predominantly used in social media such as Twitter. The authors came to some conclusions that countered the initial assumption that social media was a causal mechanism in the uprisings.

Case studies

WikiLeaks - a website intended to collect and share confidential information on an international scale developed by Julian Assange, Born in 1971 in Townsville, Australia, used his genius IQ to hack into the databases of many high profile organizations. In 2006, Assange began work on, and he earned the Time magazine "Person of the Year" title in 2010. Seeking to avoid extradition to Sweden over sexual assault allegations, Assange was granted political asylum by Ecuador and holed up at the country's embassy in London in 2012. In 2016, his work again drew international attention when WikiLeaks published thousands of emails from U.S. presidential candidate Hillary Clinton and the Democratic National Committee. In April 2019, Assange's asylum was rescinded and he was arrested in London.

Assange and WikiLeaks returned to the headlines during the summer of 2016 as the U.S. presidential race was narrowing to two main candidates, Democrat Hillary Clinton and Republican Donald Trump. In early July, WikiLeaks released more than 1,200 emails from Clinton's private server during her tenure as secretary of state. Later in the month, WikiLeaks released an additional round of emails from the Democratic National Committee that indicated an effort to undermine Clinton's primary opponent

Case studies

Bitcoin is a cryptocurrency, or a digital currency, that uses rules of cryptography for regulation and generation of units of currency. Bitcoin falls under the scope of cryptocurrency and was the first and most valuable among them. It is commonly called a decentralised digital currency. Bitcoin is a cryptocurrency, a form of electronic cash. It is a decentralized digital currency without a central bank or single administrator.

Bitcoins are completely virtual coins designed to be 'self-contained' for their value, with no need for banks to move and store the money.

Once you own bitcoins, they possess value and trade just as if they were nuggets of gold in your pocket. You can use your bitcoins to purchase goods and services online, or you can tuck them away and hope that their value increases over the years. Bitcoins are traded from one personal 'wallet' to another. A wallet is a small personal database .