

Reversed Agenda Setting Theory

(with The Internet & its Effects)

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Reversed Agenda Setting Theory

- **Reading Article (enjoy it ?)**
- **Power of Netizen (Audience)**
- **New Communications**
- **Expanding of “traditional Agenda Setting Theory”**
- **Building a new model...**

Digitalization

- **Compression**: more information can be transmitted and stored using digital technology
- **Conversion**: different forms of information can be converged or integrated into computer systems and applications
- **Convergence**: broadcasting, wireless, and telecommunications are converging into one platform

The Internet: Major Characteristics

- **Network of networks**
- **Major platform for media convergence**
- **Multi-channels; diversification of information sources**
- **Transactional mediated communication**
 - **Transactional: a give-and-take situation where parties alternate in their roles as sender, receiver, and information processors, while exchanging information & sharing meaning**

Internet Communications

- **Coexistence of interpersonal & mass communication**
- **Interactive communication: Multi-dimensional concept**
 - **Blurring divisions between producers & consumers: Emergence of prosumers**
 - **User Created Contents**
 - **Horizontal communication:
Equal distribution of power among participants**

Internet Communications

- **Internet audiences**
 - Audience-as-mass
 - Audience-as-outcome
 - Audience-as-agent
- **Anonymity & virtual identities**
 - Free from power hierarchies in the real world
 - Expanded freedom of expression
 - Collective intelligence
 - Cyber terrors
 - Conflicts between real & virtual identities

The Internet & psychological/social effects

- Heavy internet use increase anxiety, loneliness, depression, & introversion while decreasing social interactions
- [Internet addiction](#)
 - Excessive computer uses that interfere with daily life
- Online games
 - Increase aggressive thoughts, attitudes, & behaviors
 - Increase self-efficacy & cognitive development
- Online chats & other communication devices
 - Increase deviant behaviors among adolescents

The Internet & Political Effects

- **Traditional mass media: consensus making function**
- **The Internet: diversity reinforcement function**
- **Little attitude-conversion effects**
 - cross-over visiting has little effects on attitude changes.
- **Mobilizing effects**
 - Information seeking online is positively correlated with political interest, knowledge, & participation
 - Online forums & talks contribute to political participation.
- **Providing public spheres for political deliberation & participation**

The Internet & the Digital Gap

- **Narrowed gap in digital access (ownership of computers, physical access to the Internet, etc.)**
- **Widened gap in digital literacy (how to utilize various types of Internet contents & services, etc.)**
- **Gender, generation, educational gaps**

Theoretical Models

- **Uses & gratifications**
 - Motivations for Internet uses: information seeking, entertainment, convenience, socializing, etc.
- **Traditional agenda setting**
- **Deliberative democracy: democracy through informed debates and participation**
- **Participatory democracy: direct participation in the political process through the Net**