

# Impacts of a New Medium on Older Media

- How the Internet/Social Media) affects traditional media(N.P./TV etc.)?

# Impacts of a New Medium on Older Media?

Answers & Perspectives:

1. Supplementary vs. Replacement
2. Continuous vs. Discontinuous
3. Market-Oriented vs. Human-Oriented

# Theories? (Market)

1. Principle of Relative Theories

2. Niche Theory

# Principle of Relative Constancy

- By Maxwell McCombs (1972)
- Important communication theory to anticipate market trend and size in traditional media and society

# Principle of Relative Constancy

- By Maxwell McCombs (1972)
- Suggests that, over time, “the aggregated disposal income devoted to mass media, as a portion of gross national product (GNP), is relatively constant.”

# Principle of Relative Constancy

- By Maxwell McCombs (1972)
- Suggests that, over time, “the aggregated disposal income devoted to mass media, as a portion of gross national product (GNP), is relatively constant.”
- People spend a limited amount of their income (or time) on the media, and that amount rarely increases when new media are introduced.

# Niche Theory

- Historically, competition has been viewed as the most important species interaction (Darwin's struggle for existence)
- a focused, targetable portion (subset) of a market sector.
- New Media find a niche market to survive.

Conditions...



# Expanding of New Markets

- Diffusion
- Development