

General Effects of New Media Technologies

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General Principle of the social impacts of the new communication technology

- Impacts that are desirable, direct, and anticipated often go together, as do the undesirable, indirect, and unanticipated impacts.
- Thus, we must have special precaution for these two possible impacts.



Some important social impacts of information technology

Unemployment



Some important social impacts of information technology

Restructuring of social classes



Some important social impacts of information technology

3) Inequality

Knowledge Gap Hypothesis (Tichenor et al. 1970):
The mass media usually tend to widen differences
between the information-rich and the information-
poor in a mass media audience.

Some important social impacts of information technology

4) Gender inequality in computer use

5) Education levels and computer use

6) Ethnicity and computer use

Other social problems

- Information Overload: The state of an individual or system in which excessive communication inputs cannot be processed, leading to breakdown.
- Privacy
- Copyright

Decentralization

- Centralization vs. Decentralization
- Communication technology offer a potential that can be used for either centralization or decentralization.
- When communication technologies are decentralized, dispersed, and widely accessible, as in the case of the Internet, sometimes freedom is encouraged. Technologies that are centralized and concentrated, the activities of individuals will be easily monitored or controlled by the people with power.