



IMPACT OF NEW MEDIA ON YOUTH AND SOCIO CULTURAL VALUES IN NIGERIA

¹**Ezeh, Maria Chinyere**

Department of Mass Communication
Abia State Polytechnic Aba

²**Ahamefula Mba, PhD**

Department of History and International Relations
Hezekiah University Umudi

³**Uwaoma Uche, PhD**

Department of Mass Communication
Gregory University Uтуру
Email: uwafine2002@yahoo.com

ABSTRACT

The rise of new media has increased communication between people all over the world and the internet. It has allowed people to express themselves through blogs, websites, videos, pictures and other user generated media. Terry Flew (2002) stated that as new technologies develop the world becomes more globalized. The new media are seen as agent of change instilling new behaviours in the society. This paper examined the impact of new media in development and globalization. It explored the Agenda setting and development media theory and argued that the new media has both negative and positive impact on youth and concluded that youth spent so much time on their cell phone browsing the internet, this can reduce setting better plans for their everyday lives, parents and guardians must protect their children from abuse of new media.

KEY WORDS: Youth, Social Values, Development, Globalisation, New Media

INTRODUCTION

NEW MEDIA

New media are forms of media that are computational and rely on computers for redistribution of messages, some examples of new media are:

- Computer animations
- Computer games
- Human-computer interfaces
- Interactive computer interfaces websites example Facebook, WhatsApp, Virtual worlds, Snapchat, Tiktok, New media, Instant messages, Mobile gaming tools, YouTube, Instagram, Twitter and more. Blogs, social media, video showing platforms, zoom platforms and online forums.

The term “new media” is used to describe all media that involve two way communication which allow consumers to become producers and involve digitization of communication.

From this definition, you can see that new media are not just digital media, they are more than that, they are also interactive. New media are digital media that perform certain functions, they break down the old gatekeeper rules and allow us to communicate to each other in our new ways. Logan (2010) P.4(1).

Furthermore, the term new media in general refer to those digital media that are interactive, incorporate two-way communication and involve some form of computing as opposed to “old media” such as television, radio and TV.

STATEMENT OF PROBLEM

Emergence of new media has brought about globalization and development to the world and society particularly on youth but it has taken a more dangerous and complex form involving, crimes, hacking of people’s accounts, 419, rape are on the high side, fake online transactions etc. It is against this background that this study looked at the negative and positive impact on the new media on youths.

OBJECTIVE OF THE STUDY

The general objective of the study is to examine the impact of new media on youth. This work will determine the negative impact of new media on youth.

SCOPE OF STUDY

This study focuses on the positive and negative impact of new media on the youths of Umungasi Autonomous Community of Aba South Local Government Area of Abia State.

PURPOSE OF STUDY

New media has turned the world to global village. Purpose of this work however, is to find out the impact of new media in our people especially the youths.

DEFINITION OF KEY TERMS

Youth, Impact, New media, Development, Globalization.

Youth: The time of when one is young: A young person male or female.

Impact: A significant or major effect of one thing and another.

Development: The act, process or result of developing.

Globalization: The process of going to a more interconnected world.

New media: Means of mass communication using digital technologies such as the internet.

LITERATURE REVIEW

We generally think about new media as those media that emerged at dawn of the internet. The internet led to a revolution in the way media were produced, distributed and consumed. This revolution took place in the late 1990's and early 2000 with the emergence of blogs, package and video sharp platforms.

Overview of New Media

1. Websites

When the internet came about, business one after the other started going online to communicate directly with the potential consumers, business owners no longer needed yellow pages or advertising placements to get exposure. They could communicate direct to consumer, and people could post comments and ask questions directly on the site.

2. Blogs

Blogs came thick and fast after websites. Blogs are personal websites where people can write about their lives and thoughts on various topics, now, anyone can create a global audience for their writing. "Morning blogs" and "travel blogs" went viral over the years, getting huge numbers of followers.

3. Email

What did we do before email? Walk to the post office, drop the letter in the box and wait for two weeks or more for a reply. Email digitized information sharing in the late 1990s, allowing written communication between people and business to happen faster than ever before.

4. Social Media Platforms

Social Media include platforms like facebook, instagram, twitter, my space, to go, signal. Thanks to social media, we can share our lives and thoughts with our friends and family while also keeping in touch with people from our past.

5. Video Sharing Platforms

The largest video sharing platform is of course youtube. This platform allows people to post their own videos and like, share and comment on other videos. Youtubes create fan bases and become online personalities without the need to get a job with a broadcasting company.

6. **Online Newspapers**

Online newspapers are a development upon traditional newspapers. But by no means the same thing. On line newspapers can be updated when new information comes to light, and people can comment on the articles to give instant feedback to the news paper companies.

7. **Online Forums include Quora and Reddit**

These are spaces where people seeking answers can post their questions. Then, once the questions are posted, anyone else on the forum can respond with their thoughts and contributions with these new media, people are using “Give minds”.

8. **WIKIS**

Wikis are online databases where anyone can make contribution to fill out databases. The most famous one of course is Wikipedia, but is it by no means the only one. These databases are updated regularly and use the hill mind of the internet to build the longe knowledge banks in the world.

9. **VIRTUAL REALITY**

Virtual Reality (VR) is usually goggles that you place on your head to bring you into a virtual world. When you move your head, you can look around the virtual world. Sometime you also can put on gloves to “touch” the world around you as well. Because it’s your input into the media that directs how it works and of course, it’s digitized.

10. **PODCASTS**

Podcasts are one of the new media born in 2005, podcasting is radio for the digital age people record their podcasts (stores, discussion, Interview, pictures) and post them online for people to download and stream at will.

You can see how new media are all about providing people with new ways to produce and distribute knowledge. Central to these media is RSS feed technology which pushes new podcast episodes to subscriber’s devices at will.

11. **VLOGS**

Vlogs are like blog but videos people record their own personal update on their lives, travel or, thoughts and post them into online video sharing platforms for people to watch. Vlogs use a range of platform like you Tube, Snap chat, Instagram, and Facebook stories.

12. **Webinars**

Webinars allows people teach online, you can shot slides, present information and invite people to speak and ask questions via the internet. The newness of this media is in the ability to communicate, produce and consume Seminar style lesson via digital means of development. New media have changed the ways we communicate, we have access to more information than ever from more sources than ever.

While in the past our access to knowledge was regulated by electrical decision of large companies and Government, now anyone can share anything. Everyone is now journalist that can post, repost stories at anytime and presume knowledge.

CHARACTERISTICS OF NEW MEDIA

New media are digital, interstellar hypersexual networked virtual and stimulated. These are the characteristics which distinguish new media from old media. New media are digital, interactive hypersexual, globally networked virtual and sometimes based on simulation.

ZOOM VIDEO MEETING

Zoom video communication is an American Communication Technology Company founded on 21 April 2011 by Eric Yuan in San Jose, California, United State. It is an online new media that produce video telephony and online chat service through a cloud based peer to peer software platform and is used for teleconferencing, telecommuting distance education and social relations.

Some Social Media Platform

New Media (facebook)

Facebook, Inc, is an American multinational conglomerate based in Menlo Park, California it was founded by Mark Zuckerberg along with his fellow Roomates and students at Harvard College, who were Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chus Hughes, originally as the facebook.com on February 4, 2004 in Cambridge Massachusetts. Mark Zuckerberg still remains the CEO with its headquarters at Menlo Park, California U.S.A. Others that contributed to the development of Facebook include:

Sheryl Sanberg (COO)

David Wehner (CFO)

Mike Schropfer (CTO)

Chris Cox (CPO)

Facebook offers other products and services beyond its social networking platform, including facebook messenger, facebook watch and facebook portal. It also has acquired Instagram, Whatsapp, Oculus, Giphy and Mapillary, and has a 9.9% stake in Jio Platforms.

Today, 80% of our businesses are done through facebook because it has worldwide coverage except blocked countries and comes in audio and visual forms.

Facebook is a popular global social networking service. It is one of the world's most valuable companies in U.S information technology, with Google, Apple, Microsoft and Amazon.

WHATSAPP

WhatsApp messenger or simply whatsapp is an American freeware cross platform centralized messaging and voice-IP (VOIP) service owned by facebook Inc. It allows users to send text messages and voice messages, make voice and video calls, share images, documents, user locations and other contents. Application runs on mobile devices but also accessible from desktop computers as long as the users mobile devices remains connected to the internet.

BENEFITS OF NEW MEDIA

There are variety of possible advantages connected with the use of new media, these include:

- Opportunities for entertainment
- Discovery of personality
- Artistic expression.

Among the most specifically stated advantages of new media use is social interaction, while 81% of youths and teenagers are claiming that new media helps them to feel at home, it can also provide resources for some young people to obtain online social support especially to access similar peer committees, e.g End SARS Protest was made possible because of new media since it enables one to share or connect with others.

It helps a person from one side of the world to communicate and discuss things with a person in the other side of the world (globalization). This is not just a forum for entertainment, it is also effective, one should take advantage of this in order to achieve optimal outcome in education, this means that new media affords opportunity for education. During the Covid-19 outbreak new media served optimally using the online platform for academic purpose at the Secondary and Tertiary institutions which is still in use today.

In reality, several organizations have developed their own facebook accounts for sharing details with many other people. In addition, its effect on recruiting has indeed been increasing. Through creating profile pages, twitter accounts, LinkedIn together with company's websites business are seeking suitable applicants for the positions available in their organizations (advertisement for job opportunities and sales of products).

Five Principles of New Media Operation according to LEV Manovich are:

1. Numerical representation
2. Modularity
3. Automation
4. Variability
5. Transcending

They are also called core principles that follow interconnectivity.

Numerical Representation: According to Manovich, the key difference between old and new media is that new media is programmable. All new media is comprised of digital code, therefore essentially being numerical representations, it can be described mathematically and can also be manipulated via algorithms. When discussing materialistic properties of a new media object you can only really talk about the numbers and formulas that it is made up of.

Modularity: The foundation of any new media object can be measured and independently modified and reused. They are essential and when combine any new media object can be measured. Text is created, pixels, vectors. Images, text audio, video, video frames and code can all be broken down until you eventually get to binary. These modular entities are the numerical representations of binary code which is the language that a computer understands but it outputs to us in a different language that is programmed by a human so that we understand.

Automation: The production and combination of modular entities can be completed through the use of highly automated systems often found in a computer programmes, automation allows users to or modify any form of media using templates or algorithms photos can be automatically edited to improve image quality using certain editing programs such as light

room and photoshop. Websites automatically adjust to specific user's needs as well, providing them with information in relation to other sites they have visited.

Variability: Any form new media is not something fixed it can exist in any different versions and it doesn't include a structure, variability can be found in hypersexual or interracial media where users choose different paths navigating through text thus accessing different content, and this goes for everyone. This principle of variability assures that their choice, thoughts and desires are unique to an individual.

Transcoding: A new media text can be converted/ translated into another format. Data is gathered, then transcoded into computerized categories. The ways in which computers are transcoding data and organizing it to databases is influencing how we as a culture organize and store our data.

The transcoding of this information is now re-expressing media contents and cultural texts in new ways as apparent in the ways that websites, DVD's or computer games employ new ways of organizing / systemizing experience and engaging users.

THEORETICAL FRAMEWORK

This work is centered on Media system dependency theory and Agenda Setting theory.

Media System Dependency Theory

In its simplest terms, media system dependency theory asserts that the more a person depends on having his or her needs met by media use, the more important will be the role that media play on the person's life, and therefore the more influence these media will have on that person. From a microscopic societal perspective, if more and more people become dependent on media, media institutions will be reshaped or serve these dependences, the overall influence of media will raise and media's role in society will become more central. Thus, there should be a direct relationship between the amount of overall dependency and the degree of media influence on centrality at any given point in time.

Melvin Defleur and Sandra Ball-Rokeach (1975, PP, 261-263) have provided the "Bases of media influence lie in the relationship between the large social system, the audience relationships to the media".

Suffice it to say that our youth depend so much on the media in every aspect of their life, they are so engulfed by the activities of the new media so much that they can no longer think and do things in their natural ways. New Media has impacted so much in their lives, attitudes, values and mannerisms.

AGENDA SETTING

Agenda setting theory explains how the media succeed in telling the public what to think about, describing how the media inform the public on issues that are important (and thinking them important). Maxwell Macomb's and Donald Shaw (1972) came up with the term. This theory asserts the power of the media to set agenda for the public, however has its limitations with the new media because the new media sets agenda in recent times because everybody that has an android phone with internet has now become part of the media, he takes photos, writes news stories live and sends to many blogs and the story begins to circulate all over. This is commonly found among the youths.

The youths have now become agenda setters because of their consistency in posting and sharing messages in the new media.

RESEARCH QUESTIONS

The study is guided by the following research questions:

1. What are the benefits of new Media?
2. To what extent has the emergence of new media impacted on our youth?
3. How can the youth minimize time spent on internet as a result of new media?

RESEARCH METHODOLOGY

This study adopted the survey method; the sample size is 200 youths made up of male and female in Umungasi Autonomous Community in South Local Government Area of Abia State.

The researcher carried out a focus group discussion with 8 participants from the sample size.

DISCUSSION OF FINDINGS

The focus group participants were made up of 8 members from the sample size, mainly the youth of Umungasi Autonomous Community of Osisioma L.G.A.

The researcher selected them because of their peer group association as well as rate of their exposure to the new media and of course they are all in secondary school while some are in higher institution.

Findings of the study revealed that all the respondents benefit in the use of new media, findings further revealed that the new media have provided them job opportunities of various businesses like developing websites and different platforms for users.

Examining the extent emergence of new media have impacted on youth, it was discovered that though it has many advantages, it also has disadvantages, new media is core related with numerous mental health issues which include anxiety of self image, disorders and other vices like coming in contact with fake relationships, rape, 419 yahoo and other evil vices.

Increased occurrence of certain mental health conditions such as depression and suicide have raised dramatically amongst youth in recent years. Also it was revealed that our youth spent quality time on the activities of the new media and can't think of future life. Some have turned to half baked journalists by writing and posting unedited articles online.

SUMMARY AND RECOMMENDATIONS

Based on the findings of this study, the following recommendations are made.

1. New media promotes deceptive posts, messaging, photographs that give rise to conflicts in between them, such posts are deteriorating. The afflictions and relations between nations, example Team Nigeria at the Tokyo 2020 Olympics were insulted at their arrival at the Airport and it went viral, such post should not have forwarded but it went viral because of the emergence of new media which lack gate-keeping.
2. The study focused on the impact of new media on youth, Technology and innovation are regarded to be the very primary importance for human life and we must know how

to handle it accordingly, it is vital to teach our young people about new media to enhance their career and self improvement.

3. Because there is lack of confidentiality and security on the new media platforms, it is possible that a third party would misuse sensitive information.
4. So many deceptions in the new media especially on various platforms where ladies use cosmetics to improve themselves and to be attracted to men for relationship and at the end of time it turned out to be fake and there will be catastrophe in the relationship.
5. Many have lost so many valuables to hackers through new media platforms including money saved in banks. New media encourage digital criminals and should be checked by government authorities. There should be rules and regulations guiding its operations.

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