

## **Traditional media versus social media: challenges and opportunities**

**Marwan Walid Mohammad Al-Quran**

International Media Cultural Work (M.A), Hochschule Darmstadt, University of Applied Sciences

[Marwan.alquran@yahoo.com](mailto:Marwan.alquran@yahoo.com)

**Abstract.** The current research study aimed to frame the ongoing and growing debate in the academic field about the overlapping relationship between traditional media and social media outlets. Particularly, the study sought to present an in-depth and inclusive discussion about the traditional media and social media, focusing on the challenges and opportunities of each type. It is worth mentioning that the present study adopted the Semi-Systematic Review Approach through which the findings of a sample of studies that are consistent and similar to the current study's topic have been identified, selected, assessed, synthesized and summarized in an explicit and planned manner which eventually led to allow the researcher to make inferences based on analyzing the resulting summary indicated in advance. The findings of the data analysis demonstrated that the traditional media and the social media have their pros and cons. Additionally, there are major differences between the two types, including: while traditional media generally offers a wider audience pool, social media allows for more targeted distribution; social media is immediate, while traditional can be delayed due to press times; traditional media pieces are more final, where social media is dynamic; social media offers more control over the message than traditional media; social media is a two-way conversation, and traditional is one-way, i.e., with social media, the public has the opportunity to voice their opinions. Furthermore, the findings of the study revealed that although social media has become the most convenient and prevalent communication channel with the ability to reach a broader audience, and although the rise of new media, particularly social media, has put a danger to the survival of some traditional media outlets and reduced their readership and viewership, however traditional media, which is no longer as dominant as it once was, is still a relevant source of information for society and a wide audience who are looking for the credibility and reliability of the news that is circulated on social media. Finally, the study concluded that despite the fact that traditional media and social media both have their pros and cons, however the relationship between them is still a relationship of integration, not a relationship of exclusion or cancellation. Thus, instead of being pitted against one another, traditional and social media outlets can go hand-in-hand through developing a successful integration, a complementary relationship, and a sustainable sharing processes between the traditional media and the social media outlets in a collaborative, cohesive, and in an ethical manner, as such integration would enhance their roles and services, provide added values than ever, and enable them to reach the widest amount of people at an effective frequency and deliver –in record time and without interference- an easily accessible content that is more interesting and present such content in an attractive way which responds to the targeted audience's requests and meet their expectations.

**Keywords.** Communication, media, new media, social media, traditional media

### **Introduction**

In the midst of the nowadays' technological upswing, digital revolution, scientific discoveries, and the phenomenal advances achieved by mankind, it would be hard to imagine that such technological developments have been achieved without accompanying developments that are achieved in parallel and simultaneous manner but at different rates and in varying amounts. Similar to changes in a natural environment, technological changes signal a new stage in which everything changes rather than merely adding or removing an invention. In light of these radical shifts, technology has altered our interests, as well as the ideas we have and the symbols we employ, which have an impact on the community's character and "the arena where our thoughts grow" (Postman, 1993, pp.18-20).

In fact, the latest developments in technology have led to accelerating a remarkable progress in all aspects and walks of our daily lives. For example, in the academic domain, where several kinds of interactions and a significant overlap have been occurring between scientific and technological advances and a diverse of recent emerging disciplines, sub-disciplines, and subject areas. Accordingly, the academic diversified fields and their associated subfields have rapidly expanded with the growth of technological developments.

Additionally, the overlapping of technological advances has also given rise to new inspirations and the next innovation through launching a new era in communications which is ubiquitous and absolutely necessary requirement for modern living.

Particularly, new technologies have been the cornerstone of Modern Means of Communication as such innovations have enabled and even involved in revolutionizing and developing the modern face of communication through evolving the internet and generations of technological inventions such as the smartphones and cloud computing to carry out virtual modes of communication through modern communication platforms and applications. Some of the primary modern mediums of communication include: social media, live chat, instant messaging Apps, voice calling, blogging, etc. (Srusti, 2020; Kyle, 2021).

As a result, technological advances in the communication domain have evolved considerably and at a staggering rate. Accordingly, they became irreplaceable tools of modern life as they transformed the way we interact with each other and with the world. In other words, the current digital interaction means utilized in the virtual world have replaced the traditional forms of communication and hence the modern communication process represented by virtual modes of communication, has become easier, quicker, and more efficient (Jefferson, 2008; Gehrke and William, 2014; Simonson, 2013).

It is worth mentioning that the current research study aimed to frame the ongoing and growing debate in the academic field about the overlapping relationship between traditional media and social media outlets. Particularly, the study sought to present an in-depth and inclusive discussion about the traditional media and social media, focusing on the challenges and opportunities of each type.

### **Communication and Media**

The communication domain encompasses a range of topics, including the processes of human communication, the patterns of communication in interpersonal relationships (the social associations, connections, or affiliations between two or more people), social interactions (voluntary or involuntary interpersonal relationship between two or more individuals within and/or between groups) etc. (Calhoun, 2012). Moreover, in the 20th century, the domain of communication has gradually expanded its focus to other domains, including

means of communication such as mass communication, interpersonal communication, and oral interpretation.

Furthermore, the domain of communication, particularly the subdomain of mass communication, is inextricably linked to the domain of media (singular: medium) as the communication process is basically defined as giving, receiving or exchanging ideas, information, or messages by individuals through the utilization of appropriate forms, means, and systems of media. In fact, media, in its modern application, is defined as the outlets, channels, or tools of general communication. Particularly, the term 'media' refers to the components of the mass media communications domain which is commonly associated with the process of imparting and exchanging information through mass media outlets to large segments of the population) (Ferguson, 2014; Bauer, 2015; Lister, et al., 2003).

In this modern era, the focus of communication studies has been developed further in the 20<sup>th</sup> century, including means of communication such as mass communication, interpersonal communication, and oral interpretation. And as the communication technologies developed, especially the modern communication methods and technologies such as the Internet, a renewed interest in the media domain was created, which ultimately laid the foundation for several forms of media tools and means that we know of today.

### **Problem statement**

In the last few decades, technology has progressed at a staggering rate, especially with the emergence of new digital technologies, such as the Internet, smartphones, cloud computing, network communications, and hundreds of other inventions, which resulted in changing every facet of our lives and led to a rapid transformation into many fields. At the top of these fields is the field of communication, especially in the domain of mass communication (the extensive process of transmitting messages and circulating information to many recipients within regions and at a time in order to affect their behaviour, attitude, opinion, or emotion) which is commonly associated with media and media forms, including social media and new media (Campbell, 2015).

So, as digital technologies continue to evolve, new methods of media (typically referred to as 'New Media') have emerged and since these methods are mostly said to have better technical capabilities and deliver better results than the traditional media (also referred to as 'Old Media'), accordingly traditional media forms such as the printing press have been transformed through the application of technologies and amid falling print readership numbers, several forms of traditional media have been gradually receding into the past (Manovich, 2003; Shapiro, 1999; Nueman, 1991).

In fact, the current study was carried out in light of the advent growing use of technologies in communication and new media (computational and digitally delivered media) which facilitated the development and rise of social media as a new media outlet. Furthermore, the emergence and flourishing of social media has posted great challenges to the traditional media outlets which accordingly started to face fierce competition under the flourishing of this new media outlets which have stronger feedback models than traditional media sources (Yan, 2020; Jefferson, 2008). Hence, the current study focused on highlighting the opportunities and challenges of both traditional media and social media outlets. Precisely, it aimed to examine any positive and negative impacts of social media on the traditional media.

### **Traditional media vs. social media**

The disruption of internet and recent technological innovations has had a major impact on almost every aspect of 21<sup>st</sup> century's life in countless ways. One of the areas where technology has made the biggest impact is in the realm of communication. For example, the Internet-enabled telecommunications technologies have transformed the ways to communicate through enabling global communities to communicate and share information digitally quicker and easier than before. Above all, the evolution of technologies has led to the expansion and evolution of media (Thurairatnam, 2022).

In the same direction, Nielsen, Cornia, and Kalogeropoulos (2016: 7-8) indicated that in recent years, the gradual move towards digital media has accelerated and changed the media environment in potentially profound ways as a result of technological developments largely associated with the rise of internet. The three most important developments driven by technological developments, especially the technological advances that increasingly complemented the internet, such as smartphones, are:

1. "The move to an increasingly digital, mobile, and social media environment with increasingly intense competition for attention where legacy media like broadcasters and especially newspapers, while remaining very important news producers are becoming relatively less important as distributors of news and are under growing pressure to develop new digital business models as their existing operations decline or stagnate.

2. The growing importance of a limited number of large technology companies that enable billions of users across the world to navigate and use digital media in easy and attractive ways through services like search, social networking, video sharing, messaging, etc. and who as a consequence play a more and more important role in terms of (a) the distribution of news and (b) digital advertising.

3. The development of a high-choice media environment where internet users have access to more and more information in convenient formats and often for free, across a range of increasingly sophisticated personal and mobile devices, and in ways that enable new forms of participation—an environment where those most interested in news embrace these new opportunities to get, share, and comment on news, but a larger number of people opt for more casual and passive forms of use".

Nielsen, Cornia, and Kalogeropoulos (2016) added that due to the media changes that took place during the last two decades and caused by technology, informational diversity, and freedom of expression (refers to the ability to impart and receive information) development of ever more advanced and often cheaper digital devices, improved connectivity, and increased supply of digital media content, products, and services, a new digital media environment has emerged. The new media environment offers the internet users -through search engines- an access to more and more accessible, useful, and engaging information from more and more sources. Actually, it increases the users' opportunities to use diverse sources and encounter different perspectives. Simultaneously, this environment is increasingly dominated by a limited number of very large players and accompanied by consolidation and cost-cutting elsewhere in the media landscape. Another consequences of the digital media, taking into consideration the rapidly increased time spent with digital media, the print readership has been declining and the television viewing has been gradually eroding. In fact, with high levels of internet use, especially as people get internet access at home and via mobile devices, over half of all time is now spent with digital media, including both internet use via personal computers, tablets, and smartphones.

It should be noted that the prominent new media outlet that emerged from the technological advancement is the social media. The notion of ‘social media’ refers to the interactive media technologies that facilitate forms of electronic communication, including social networking platforms and websites, through which individuals create online communities (virtual communities and networks) using electronic devices such as smartphones and tablet computers to share information, ideas, interests, personal messages, and other forms of content, such as videos (Kietzmann & Hermkens, 2011; Obar & Wildman, 2015). The notion further refers to any digital technology that allows users to instantly generate and share information with the public.

It is also defined as social networks or social networking services through which users (individuals or groups) create service-specific profiles for the websites or Internet-based applications that are designed and maintained by the social media organizations. Social media allow the creation, exchange, and circulation of user-generated content with other users around the world, i.e., participate in social networking (Boyd & Ellison, 2007; Obar & Wildman, 2015; Kaplan, 2012).

In view of all media innovations (referred to as the ‘new media’), computers, the internet, video games, virtual reality, memes, and much more fall under this category, i.e., new media. So, in order to study new media, a closer look at cultural impacts of these various mediums should be carried out as well as gaining a better understanding of issues like why teenagers prefer ‘Snapchat’ to ‘Facebook’ and how an Apps like ‘Uber’ has fundamentally altered how individual travel by examining new media outlets. Bearing in mind the development of new media, people who previously solely engaged in one-way mass communication are now more likely than ever to become producers and transmitters. Owing to the phrase ‘media in transition’, the period when a new medium is emerging and serving as a form of competition and opposition to established media is examined and clarified. Taking into account that it is difficult to anticipate the long-term outlook for new media or mainstream media information flows. However, due to expectations for interactive material created by viewers themselves, mass media news outlets struggle with shifting gate-keeping standards. For example, ordinary people have the freedom to discuss their political experiences while also being held to strict guidelines for the accuracy of their reporting and upholding civic virtues. These patterns may ultimately prove to be the most innovative features of the new media environment. It is further significant to mention that social media is used for a variety of things, including self-expression and self-presentation as well as business promotion (Asp, 2018).

Admittedly, while technologies and technical advances keep interfering in the interaction and connection domains and spurring on many domains, including social media, and since technological devices, such as smartphones, continue to be introduced at a rapid rate and further became more prevalent in our lives, then there is no doubt that such technologies will keep having a powerful force in the development of social media domain and will keep taking the social media platforms towards a revolutionized era that is more open and transparent (Thurairatnam, 2022).

Accordingly, social media, in its modern use, refers to platforms used on both mobile devices and home computers that allow users to interact through the use of words, images, sounds, and video. Social media includes popular sites such as Instagram, TikTok, Twitter, and Facebook as well as sites that can aid in business networking such as LinkedIn. The use and importance of social media in communications and public relations has grown drastically throughout the years and is now a staple in advertisements to mass audiences. For many newer companies and businesses geared towards young people, social media is a tool for advertising

purposes and growing the brand. Social Media provides additional ways to connect and reach out to one targeted audience (Lovett & Staelin, 2016).

On the other hand, although the most significant and life changing technologies of the 21st Century is the adoption of social media outlet as major components of commercial, entertainment and educational activities, however the emergence of new media outlet has been linked to a decline in the use of traditional media and such impact is expected to continue or even increase in the coming decade (Turner, 2022). The notion of 'traditional media' refers to the forms of mass communication, including print media such as newspapers, magazines, books, etc., and broadcast media, such as television and radio (Valencia, 2022), that were originated prior to the internet and before the advent of digital media (digital media refers to all forms of communication media through which text, audio, video, and graphics are transmitted over the internet using digital electronics devices) (Rayburn, 2012).

Although traditional media has slowly evolved into new media, however traditional media outlets differ from social media outlets in many ways (Agichtein, et al., 2008). The main difference is that traditional media is a one-way communication (information flows from the sender to the recipient with no feedback from the latter) while social media is a two-way communication (recipients can provide feedback to the sender) (Valencia, 2022).

In this digital era, technology has resulted in the traditional media being edged out in favour of social media platforms, such as Instagram, Twitter, Facebook and other social media platforms, which have gained much more importance and become an indispensable part of our daily lives (Turner, 2022).

Social media outlets have many advantages, including:

1. Increase connectivity and ease of communication: social media can link countless users at any time, everywhere, making it simple for people to interact with one another.
2. Information could be spread globally through social media (Campbell & Ling, 2009). Social media well-covers global events which help making people more aware of their surroundings.
3. Enhance education: learners can enrol in social media global collaborative platforms to facilitate constructive learning. These platforms also contribute in skill improvement by fostering knowledge and creativity.
4. Information and updates: social media users can stay informed about events happening across the globe or in other people's lives using social media platforms, applications, and websites.
5. Building Communities: Live in a diverse world where individuals from different cultures, beliefs, and backgrounds exist. Social media brings these people together by linking them on a common platform (Simplilearn. 2022).
6. Protecting individuals' right to freedom of expression.
7. Enable the dissemination of information, communication, and circulation of ideas and opinions to massive audiences.
8. Maintain media diversity (content) without restrictions (Blázquez, et al., 2021).

Another way social media has impacted society is through communication, i.e., how we talk and communicate with one another worldwide. Social media outlets, among many other new methods of electronic communication, enabled a person that lives on the other side of the

world, have conferences or video calls electronically with another person who lives anywhere (Allen, 2019).

Likewise, Dalomba (2022) emphasized that social media offers its users a greater convenience and connectivity, a quick access to information and research, a quick banking transactions and bill payment, online learning, job skills, content discovery (e.g., YouTube), involvement in civic engagement (e.g., fundraising, social awareness, provides a voice), executing online marketing, and opportunities for remote employment.

According to Wardynski (2019), social media outlets have influenced subtle but crucial changes in how humans see the world and interact with others. Specifically, the Internet and mobile devices (i.e. smartphones, tablet computers, mobile gaming systems, etc.) have radically altered the way people interact with each other, since one of the major impacts of technology is the optimization of communication systems in the form of telecommunications and networking. The personal computer and other electronics affected human interaction. For example, smartphones devices brought ground-breaking change to human interaction due to the innate nature of always being connected to the digital world via an easy-to-carry device that one carries around.

On the same line, Hasa (2020) stated that social media has many special features, including communication, interaction, content-sharing and collaboration. Individuals use social media to keep in contact with friends and family, share thoughts, opinions, photos, and videos in real-time, and communicate and interact with different communities. Hasa added that social media includes various categories like media sharing networks (e.g., Snapchat, Instagram, YouTube etc.), discussion forums (e.g., Quora, Reddit), bookmarking and content curation networks (e.g., Flipboard and Pinterest), blogging and publishing networks (e.g., Tumblr and WordPress), and other social platforms (e.g., Facebook and Twitter). Furthermore, businesses also use social media as a way to market and promote their products (also known as '*social media marketing*'). Social media marketing helps businesses to build awareness of their brand, increase sales and help with website traffic. When using social media for marketing products, marketers have the ability to know the thoughts and opinions of the audience and receive their feedback instantly.

On the other hand, despite the advantages of social media outlets, however there are a wide range of negative impacts when it comes to the use of social media, including affects social-emotional connection, decrease real face-to-face conversations, causes distress to others' feelings, causes several health problems such as obesity, stress, and high blood pressure, rises in laziness among people due to no physical activity or exercise (Allen, *ibid*).

Allen (2019) asserted that social media affects people in a negative way when it comes to being sociable and making face-to-face contact. Truly, social media can decrease communication and relations between people. By way of explanation, the excessive use of social media decreases the individual's personal time as he/she is always in contact with someone in the digital space. Also, it can be distracting from the person's daily schedule. Social media also causes a loss of privacy, because anyone can be found anywhere and at any time of the day. In conclusion, social media impact how humans act today and complicate their ways of life. Equivalently, Wardynski (2019) emphasized that the effects of excessive exposure to social media are not all positive. Wardynski added that while social media has helped to bridge a global gap by connecting humans via the digital world, those who are physically close together are often far apart due to their inability to separate themselves from their technological device, such as a laptop, smartphone, and tablet. This phenomenon is called the '*virtual distance*'. Additionally, an over exposure to social media is often linked to developing cognitive

changes, especially among children, due to growing up in an isolated manner. To sum up, social media played a role in decreasing human interactions and relationships as human-to-human interactions have been replaced with human-to-machine interactions which resulted in creating a gap between people and reducing intimacy. For instance, people started to prefer texting or calling instead of actually meeting (Jenaro, et al., 2007; Wardynski, 2019; Gerpott, et al., 2013).

Indistinguishably, another disadvantage of social media, according to Gharawi (2021), is the impersonation (defined as the practise of creating phoney social media accounts that closely resemble real accounts of others. There are always impersonators on social media. The creation of a completely fake social media account or the theft of another person's personal information in order to gain simple access to their social media profile are the two ways that social media impersonation can happen. The false social media account may include details that are entirely made up or belong to someone else. This adaptability in adopting a virtual persona is due to the privacy issues that users of social media would experience. One of the biggest challenges in combatting and looking into crimes related to social media platforms is the inability to develop sufficient detection systems for internet users. Even though fake social media profiles appear to be unimportant, there are numerous national and international fake profile rackets in operation.

Further drawbacks of the social media include addiction. It could be difficult to comprehend how something that seems so harmless can turn into an addiction. The truth is that, like other behavioural addictions, using social media excessively or frequently can have a negative impact on how the individual's brain interprets pleasure and reward (e.g., gambling). Truly, the content on social media can release dopamine, the pleasure chemical that is produced in a manner similar to that of addictive drugs, which may help to explain why some users claim to be addicted to these sites (Murphy, 2022). When a person plays a game and wins, his/her brain produces dopamine and other feel-good chemicals that make the user happy. The same process is used when a person posts an image to Facebook or Instagram. When he/she see all the 'Likes' and positive comments popping up on his/her screen, he/she will automatically recognise it as a reward (Dalomba, 2022).

While being the most open, entertaining, and participatory kind of public relations, yet social media combines the beauty of genuine peer-to-peer communication with the roughness of real-time data. In fact, such use can have both beneficial and detrimental effects. The impact on young people who nowadays spend most of their time on social networking sites, is twice as significant as the impact on older people because they are more sensitive to material posted on social media (Azzimonti, 2022). Conjointly, teenagers lack privacy owing to inexperience using social media sites safely, which leads to the interchange of a lot of private information or the dissemination of false information about them or others, endangering their privacy. This is related to the issue of digital footprints and privacy issues. In addition, the property's online presence is tracked, and user data is captured, creating what is known as a "digital fingerprint." (Elsayed, 2021).

In addition to what has been said, social media has accelerated and scaled up the enormous circulation of fake news online (also known as disinformation campaigns, cyber propaganda, cognitive hacking, and information warfare) through the distribution of ideas, perhaps making it simpler for propaganda to reach a bigger audience. Fake news is exceedingly hard to spot compared to more traditional media methods of spreading propaganda, which presents a problem for social media users, moderators, and governmental organisations trying to limit its propagation (Azzimonti, 2022). In the same way, social media is utilized by terrorist groups as a means of ideological radicalization, recruiting, communication, and training.

Terrorist cybercrime organisations exploit social media the most extensively for their own ends, such as interacting with other terrorist organizations in order to coordinate for illegal operations such as drug trafficking.

Discordantly, in contrast to social media, which has become the most convenient and prevalent communication channel that have the ability to reach a broader audience, the traditional media outlets, which is no longer as dominant as it once was due to the pressure caused by the internet and social media, still a relevant source of information for society and a wide audience who are looking for the credibility and reliability of the news that is circulated on social media. This is because traditional media is more regulated than new media, making it less likely to contain false or misleading information. Truly, traditional media outlets have been able over the years to attract a large number of recipients, due to its credibility in publishing news and topics of interest to the recipient, as it employs specialists to transmit the news accurately and from reliable sources. Actually, the traditional media outlets' contents are more reliable and accurate than the social media outlets' contents as they are subject to control and observation by the official authorities (especially government-owned traditional media outlets), they abide by the laws and regulations, they are subject to the stringent editorial standards and fact-checking procedures, and they take account of public morality.

In other words, all information disseminated on traditional media goes through multiple layers of fact-checking. Also, the information gets produced by authorized journalists or reporters only. Therefore, all information shared on this type of media is absolutely true and reliable. On contrary, information on social media is often generated and disseminated by users. Therefore, the reliability in terms of truthfulness is dicey. It can be true and it can be false. Spreading rumors and mocked pictures are common on social media nowadays (NIMCJ, 2020).

Conjointly, traditional media are typically less biased than social media and could act as an unbiased alternative to the social media outlets. Correspondingly, it is rare that social media platforms and websites make their content a fair reflection of society at large and in the same unbiased manner as the traditional media outlets. Newspapers and television news are examples of traditional media that are typically less biased than social media. And as social media is altering the way we consume traditional media and changing the conditions for disseminating publications, traditional media has been attempting to adapt both the journalistic craft and traditional media financial models. Thus, nearly all traditional media outlets, including TV and periodicals, are nowadays represented online and on social media as well as on analogue channels (Lee, 2015).

Contradictorily, despite the previously mentioned traditional media outlets' points of strength, however in modern era, social media outlets became the most prevalent and popular among the different age groups at the present time as most people are using it for the purpose of viewing the latest news and entertainment. So, in light of the reduced readership and viewership of traditional media, this left many of us wondering whether social media will replace traditional media over time (Thompson, 1995; Logan, 2010).

In the middle of the 1990s, the realm of 'new media' outlets gained more popularity than its predecessor, i.e., traditional media outlets, which were seen in the digital era as outdated or extinct media outlets. In fact, the arrival of new communication technologies which were integrated into the new media outlets, especially social media outlets, has presented possibilities and difficulties for traditional media, especially the printed newspapers (Domingo & Heinonen, 2008). In the same context, Lavanya (2014) mentioned that the rise of new media, particularly social media and other online news sources, has put a danger to the survival of some traditional media outlets, particularly the printed newspapers. This danger has an effect on print newspaper

circulation, especially in the USA. The average daily circulation of US newspapers declined by 7% in the final and first quarters of 2008 and 2009, according to the most current statistics from the Audit Bureau of Circulations. The results demonstrate that a shift in consumer behaviour has led to an increase in the number of individuals accessing their news and information online.

The current trend in modern culture includes new media outlets, such as social media, especially after the use of the internet has dramatically expanded since 1995, which was known at the time as "The Year of the Internet", hence the majority of media types currently in use around the world are virtually merged into the new media. The advantage of such inclusion is that the resulted new media outlets' distribution and publication are done in a democratic manner while providing a sense of security to the information seekers as well as a quick access to these outlets' content and in an interactive way. Notwithstanding, social media has put traditional media, whose usage had been dropping, in danger (Kubtan, 2020; Rajendran & Thesinghraj, 2014).

So, in light of the profound impact of the digital technology, traditional media outlets started to apply new technologies to do classic tasks. Meanwhile, their audiences adapted to these changes through making use of the resources at their disposal and through participating in this new media environment. Precisely, the audience engagement, includes blogging and tweeting their feedback, has forced traditional media outlets to undergo a technological and cultural revolution (Hermida, 2014). For example, the way news is obtained and disseminated by newspapers has also been impacted by the new media. Since 1999, approximately 90% of the American daily newspapers have actively used online technology to find content, and the majority of them also produce their own news websites to expand their readership (Garrison, 2001).

The Internet, according to Salman (2011), has largely replaced newspapers as the primary source of classified advertising, specifically in the West and the US. As more readers cancelled their newspaper subscriptions and business organisations reduced their advertising budgets due to the struggling economy, in consequence, newspaper closures, bankruptcies, job layoffs, and compensation reductions have taken place. Subsequently, in order to assist offset some of their current losses caused by the dwindling readership and advertising income and newspapers' failure to make money from their online ventures, some members of the US newspaper business asked the government for a government bailout that would allow these newspapers to recuperate taxes they paid on profits earlier this decade. Conversely, media moguls, media analysts and practitioners in the newspaper industry thought that the dominant search engine, i.e., Google's current level of influence has driven the newspaper sector out of existence. Nonetheless, Google considered these claims and charges to be untrue and unsupported. The Internet, according to the dominant search engine, i.e., Google, has threatened the traditional newspaper business model. In reverse, Google News stated that its search engine, in compliance with copyright rules, contributes to boosting traffic to newspaper websites as it only displays the news headlines, a few sentences of content, and links to the news original websites, rather than destroying the newspaper industry. Supplementary, Salman (ibid) pointed out that there are signs of individuals' behaviour of obtaining their news is changing in a dramatic way. Thereby, more individuals are now getting their news and information online.

In a similar vein, Rajendran & Thesinghraj (2014) reported that social media and online news have become integral parts of modern life. The availability of new media, particularly social media, has made it increasingly challenging to publish traditional newspapers. Due to users' increased reliance on the internet for free news and information, their reading habits appear to be changing. The alternate source of news and information is quick to

respond in addition to being free. Online news and social media's 'instant' feature were among the ingenious ways that users accepted it on a worldwide scale. In addition, the newspaper will never be able to compete with the massive quantity of information and news offered by the internet, which is updated every few minutes. The newspaper is only sent once a day. Instead of having to try to stack newspapers on a rack, which can be quite exhausting, one can simply return to the same news or any other piece of information. As an alternative, searching for information quickly, conveniently, and at any time online. Over the past ten years, approximately 90% of US daily newspapers have actively used online technology to find content, and the majority of them also produce their own news websites to expand their readership. Social media has developed into a vital informational resource and significantly affects how individuals perceive the world.

Social media is crucial to both our everyday lives and the operations of organisations, especially media enterprises and organizations. Besides their role as attention grabbers which altered how individuals engage and communicate on a global scale, social media outlets play a crucial part in the transition of traditional media from analogue news dissemination to online news dissemination. (Jie, 2022). As a result, established media enterprises in modern days must continue to adapt to technological change brought about by the development of the Internet, smartphones, and other distribution technologies, which has led many businesses to embrace new media outlets. Today, social media may be utilised as a tool to engage customers. Social media has mostly been embraced by consumers, thus media businesses felt obligated to follow suit by creating their own social media initiatives. Obviously, a social media strategy is necessary for any media organisation (Moellinger, 2012).

Taking into consideration that social media has developed into a significant news source, disseminating information via intricate online social networks, recent regulations from the European Union (EU) require social media companies to compensate traditional media for incorporating news pieces in their feeds. Two assumptions underpin this idea: first, that traditional media and social media are both information networks that provide the same service; second, that their relationship is competitive and that social media platforms can harm traditional media because readers are increasingly turning to social media as their primary news source, which significantly lowers the number of people who watch or read traditional media outlets. On contrary, there is also a chance that social media and traditional media outlets will complement one another better (Asp, 2018). That is, social media is frequently and positively correlated with traditional media viewership in situations where content is disseminated through both social media and traditional media outlets (Jie Ren, 2022).

### **Conclusion**

History has shown that development is an unstoppable process, and technological advancements have changed not only the media's infrastructure but also the way people communicate with one another and the sources of information they seek. Field researchers have attempted to comprehend each step of the technological transformations that have taken place in the media domain, particularly the effects of the technological advancement of the Internet, and its most recent generation known as 'social media', which is the digitised form of new media that relies on computerization, on the traditional media outlets' production mechanisms and distribution procedures.

The findings of the current study confirm some results from previous research and related literature regarding the advantages of social media outlets that give them a leg up over traditional media outlets. These advantages include: 1) the value: social media is often far less

expensive than traditional media; 2) communication and interaction: social media tends to be much more interactive than traditional media as social media allow for direct communication and interaction between users; 3) data-driven: social media is highly data driven as it allows the user to know the exact number of other users who accessed to his/her content; 4) level playing field: social media provides a level playing field for all businesses, i.e., it does not take exorbitant amounts of money to establish and grow a business using social media; 5) cost efficient: social media is also more cost-efficient, i.e., spending money on new media will likely yield a higher reach than spending the same amount of money on traditional media; 6) accuracy: the rating results extracted from social media more accurate than traditional media outlets' rating such as TV ratings; 7) trust: having a presence on social media allows businesses to establish a sense of trust with consumers; 8) real-time results: unlike traditional media, the results you receive from new media are often in real-time which allows the user to make instant changes; 9) global reach: social media has a global reach, whereas traditional media tends to be highly regional; 10) choice of audience: social media is highly targeted, and just about everyone uses it, i.e., the user can have his/her choice of audience; 11) virility: truly effective new media has the potential to go viral and hence the user's content could be shared with millions of people, boosting both his/her credibility and self-image; 12) effect on consumers: unlike traditional media that promotes more separation between consumers and businesses, social media can make consumers feel as if businesses and brands are accessible almost as if they are friends; 13) amount of usage: in today's world, people simply interact more with social media than traditional media, i.e., they tend to spend an ever-increasing amount of time engaging with their cell phone, and less and less time watching TV or listening to the radio; 14) ability to track results: the results extracted from social media are highly trackable; 15) mobility: social media follows the consumer wherever they are; 16) adaptability: social media is adaptable, i.e., the user can easily switch out the content and create a new post; 17) run multiple campaigns at once: social media allows the user to run campaigns with multiple different creatives at the same time. This allows him/her to better target all demographics; 18) ease of use: social media is easy to use, their results are easy to understand, and their sites are easy to navigate; 19) targeting capabilities: social media is excellent if the user is trying to target specific individuals or demographics. Such targeting capabilities go far beyond that of traditional media; 20) customization: social media can be easily customized to meet the user business's needs; 21) marketing: while traditional media is a form of outbound marketing, where businesses send their message out to consumers, social media is a form of inbound marketing, where businesses interact with individuals who sought them out; and 22) engagement: social media allows for more engagement with consumers through opening the lines of communication between business and consumer.

Notwithstanding, regardless of the previously mentioned advantages, yet social media outlets have disadvantages such as their unreliability and the widespread of misinformation. And in consideration of the traditional media outlets' advantages such as their reliability, credibility, and accuracy of their content, correspondingly it is too early to speak of an end of traditional media era and the took over of social media as the dominant media.

The findings further demonstrate that despite the fact that social media has become the most convenient and prevalent communication channel that has adapted to meet the needs of businesses in an increasingly technological society and hence having the ability to reach a broader audience, and although the rise of new media, particularly social media and other online news sources, has put a danger to the survival of some traditional media outlets, particularly the printed newspapers, and reduced their readership and viewership, however traditional media

outlets, which is no longer as dominant as it once was due to the pressure caused by the internet and social media, are still a relevant source of information for society and a wide audience who are looking for the credibility and reliability of the news that is circulated on social media.

Moreover, the findings of the current study conclude that traditional media and social media both have their pros and cons. Based on that, the relationship between them is still a relationship of integration, not a relationship of exclusion or cancellation. Thus, instead of being pitted against one another, traditional and new media outlets can go hand-in-hand in order to reach the widest amount of people at an effective frequency as the more these types of media integrate with each other, the more the negative aspects and disadvantages associated with each type will be overcome. In other words, developing a successful integration, a complementary relationship, and a sustainable sharing processes between the traditional media and the social media outlets in a collaborative, cohesive, and in an ethical manner would enhance their roles and services, provide added values than ever, and enable them to deliver –in record time and without interference- an easily accessible content that is more interesting and present such content in an attractive way which responds to the targeted audience’s requests and meet their expectations.

Finally, it is recommended by the current study that traditional media agencies and organizations should avoid following the old methods of publishing and move towards entering the world of Internet as well as benefiting from the advantages provided by the social media platforms and applications to avoid any possible reduction in their media outlets’ demand, Hardcopy newspapers, for example, must have a strong website and active accounts within the realm of social media platforms and applications. It has also become important to provide downloadable copies of these newspapers and benefit from the speed of spread, accessibility, interactivity, and the ability to know the audiences’ feedback provided through social media networks and platforms.

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