



Basics of New Media

BA(JMC) 301

Unit-III

by

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Syllabus- Unit III

Unit II: [New Media: Issues & Applications]

- Digital Divide and Information Society
- ICT and its applications and E-governance
- Convergence and its Types: Synergy between Electronic and Mobile Commerce
- Social Media Platforms: Importance and Usage

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Digital Divide and Information Society

- **The digital divide and the information society** are interconnected concepts that highlight the disparities in access to technology and information.
- Bridging the digital divide is essential to ensure that everyone can participate fully in the information society, benefiting from its opportunities and contributing to its development.
- Efforts to reduce the digital divide and promote digital literacy play a crucial role in creating a more inclusive and equitable information society.

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Digital Divide

- **The digital divide** refers to the gap between individuals, households, communities, or countries that have access to and use of information and communication technologies (ICTs) and those who do not.
- It encompasses disparities in access to the internet, computers, smartphones, and other digital technologies, as well as differences in digital literacy and skills.

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Some key points to understand Digital Divide

Access Disparities: The digital divide can be based on various factors such as income, geography (rural vs. urban), age, education level, gender, and ethnicity. People from marginalized or underprivileged groups often face greater challenges in accessing digital technologies.

Internet Access: Lack of internet access is a significant aspect of the digital divide. In some areas, broadband infrastructure might be inadequate or unaffordable, limiting people's ability to connect online.

Social and Economic Impact: The digital divide exacerbates existing inequalities, as those without digital access are at a disadvantage in terms of education, employment opportunities, healthcare access, and civic participation.

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Digital Literacy: Even with access to technology, digital literacy becomes crucial. This refers to the ability to use digital tools effectively, navigate the internet, critically evaluate information, and protect against online threats. Those with lower digital literacy may struggle to fully utilize available resources.

Global Implications: The digital divide is not limited to specific countries but is also observed at the international level, creating disparities between developed and developing nations.


Efforts to Bridge the Divide: Governments, NGOs, and private sector organizations work to reduce the digital divide through initiatives like providing subsidies for internet access, offering digital skills training, creating public Wi-Fi hotspots, and implementing infrastructure development projects.

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Information Society

- **The information society** refers to a society in which information and communication technologies play a central role in economic, social, cultural, and political development.
- It is characterized by the widespread use and exchange of information and knowledge through digital means.



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Some key points to understand Information Society

ICT Pervasiveness: In an information society, ICTs are integrated into various aspects of life, such as education, business, governance, entertainment, healthcare, and communication.

Knowledge Economy: Information becomes a valuable resource in the information society, leading to the rise of a knowledge-based economy, where intellectual capital is a key driver of economic growth.

Digital Transformation: The information society results from the ongoing digital transformation, which involves the adoption of digital technologies to enhance efficiency, productivity, and innovation.

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Global Connectivity: The information society fosters global connectivity, enabling individuals and organizations to interact and collaborate across geographical boundaries.

E-Government: Governments in the information society leverage ICTs to provide online services, improve administrative efficiency, and engage with citizens in a more direct and transparent manner.


Challenges: Despite the benefits, the information society faces challenges such as privacy concerns, digital security issues, digital divide implications, and the potential for information overload.

Digital Culture: The information society has a significant impact on culture, changing the way people consume media, share knowledge, and engage in social interactions.

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ICT and its applications and E-governance

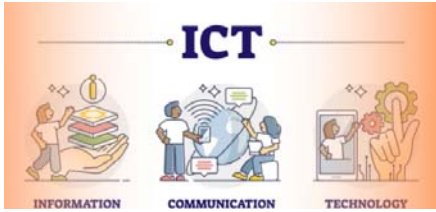
- **ICT and E-Governance** are essential components of our contemporary society because they promote effectiveness, accessibility, and public engagement.
- As technology continues to advance, their impact is expected to grow further, transforming how governments interact with citizens and deliver public services.



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Information and Communication Technology (ICT)

- **Information and Communication Technology (ICT)** refers to the integration of information technology and communication technology to manage and disseminate information.
- It encompasses hardware, software, networks, and other digital technologies to store, process, and transmit data.



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Components of ICT

- **Hardware:** Computers, servers, routers, smartphones, tablets, etc.
- **Software:** Operating systems, applications, databases, etc.
- **Networks:** Internet, intranet, extranet, LAN, WAN, etc.
- **Data:** Information and content in digital form.

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Applications of ICT

- Internet and World Wide Web:** Facilitates communication, online research, e-commerce, and social networking.
- Mobile Technology:** Enables communication on the go and mobile applications.
- E-Learning:** Online education platforms and virtual classrooms.
- E-Health:** Digital health records, telemedicine, and health monitoring.
- E-Government:** Digital services provided by the government to citizens.
- E-Commerce:** Online buying and selling of goods and services.

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- Digital Marketing:** Advertising and promotion through digital channels.
- Cloud Computing:** Remote data storage and application hosting.
- Social Media:** Platforms for social interaction and content sharing.
- Big Data:** Processing and analysis of large datasets for insights.

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Advantages of ICT

- Efficiency:** Streamlined processes and faster communication.
- Accessibility:** Information available anywhere, anytime.
- Global Connectivity:** Connecting people and businesses worldwide.
- Improved Communication:** Real-time communication and collaboration.
- Automation:** Reducing human intervention in repetitive tasks.
- Innovation:** Enabling new business models and services.

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E-governance

- **E-Governance** refers to the use of ICT to enhance and streamline government operations, service delivery, and citizen engagement.
- It aims to make government services more accessible, efficient, and transparent.



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Components of E-Governance

- **Online Services:** Government services accessible through the internet (e.g., tax filing, utility payments).
- **Digital Identity:** Unique identification systems for citizens.
- **Open Data:** Publicly available government data for transparency and accountability.
- **Government Portals:** Centralized platforms for accessing information and services.
- **E-Participation:** Engaging citizens in policy-making and decision-making processes through online platforms.
- **Digital Infrastructure:** Robust ICT infrastructure to support e-governance initiatives.

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Applications of E-Governance

- **Online Government Services:** E-taxation, online application submissions, and e-passports.
- **Citizen Engagement:** Surveys, feedback mechanisms, and public consultations online.
- **Digital Payment Systems:** Cashless transactions for government services.
- **Open Government Data:** Sharing government data for public use and analysis.
- **E-Health:** Digital health records and online medical services.
- **E-Education:** Digital learning platforms and educational resources.

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Advantages of E-Governance

- **Transparency:** Public access to government information and decisions.
- **Efficiency:** Faster delivery of services and reduced bureaucracy.
- **Cost Savings:** Reduced paperwork and administrative costs.
- **Citizen Empowerment:** Increased participation and involvement in governance.
- **Accountability:** Easy tracking and monitoring of government actions.
- **Accessibility:** Services accessible to remote and marginalized populations.

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Convergence and its Types: Synergy between Electronic and Mobile Commerce

- **Convergence** refers to the coming together or integration of different technologies, industries, or systems to create new opportunities and capabilities.
- In the context of electronic and mobile commerce, convergence is the amalgamation of electronic commerce (e-commerce) and mobile commerce (m-commerce) to leverage their combined strengths and create a more seamless and efficient shopping experience for consumers and businesses alike.




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Convergence and its Types: Synergy between Electronic and Mobile Commerce

Types of Convergence in Electronic and Mobile Commerce:

Technological Convergence:

Technological convergence refers to the integration of various technologies, such as internet connectivity, smartphones, payment systems, and data analytics, to enable a unified and consistent experience for consumers across different platforms.




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Content Convergence:

- Content convergence involves the merging of content across electronic and mobile commerce platforms. This includes product catalogs, marketing materials, and promotional content being optimized for display on both traditional websites and mobile apps.
- Content convergence ensures that consumers receive consistent and relevant information, regardless of the device they use.



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Commerce Convergence:

- Commerce convergence involves the integration of e-commerce and m-commerce functionalities into a single shopping ecosystem.
- This allows businesses to offer a consistent shopping experience across various channels, enabling customers to browse, select, and purchase products through websites, mobile apps, or even social media platforms seamlessly.




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Payment Convergence:

- Payment convergence focuses on integrating diverse payment methods to cater to the preferences of different customers.
- This includes traditional credit/debit cards, mobile wallets, digital payment services, and other emerging payment technologies.
- The goal is to provide customers with a range of secure and convenient payment options, regardless of the platform they use.



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Benefits of Convergence in E-commerce and M-commerce

Enhanced User Experience:
Convergence ensures a smooth and unified user experience for customers across various devices. This improved experience leads to higher customer satisfaction and loyalty.

Increased Reach and Accessibility:
With convergence, businesses can reach a broader audience as they cater to consumers using different devices and platforms, including those with limited access to traditional computers.

Seamless Transaction Process:
By integrating payment systems and streamlining the checkout process, convergence reduces friction during transactions, resulting in higher conversion rates for businesses.

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Improved Data Analytics:
Convergence allows businesses to collect and analyze data from multiple sources, providing valuable insights into customer behavior, preferences, and trends.

Greater Marketing Opportunities:
Convergence enables businesses to develop consistent and targeted marketing strategies across various channels, maximizing the impact of their promotional efforts.

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Challenges of Convergence in E-commerce and M-commerce


Security and Privacy Concerns:
With multiple devices and platforms involved, ensuring data security and privacy becomes crucial. Businesses must implement robust security measures to protect customer information.

Cross-platform Compatibility:
Developing applications and websites that work seamlessly across various devices and operating systems can be challenging and requires careful testing and optimization.

User Interface and Experience:
Designing user interfaces that are intuitive and user-friendly on both desktop and mobile devices is essential for providing a positive shopping experience.

Connectivity and Infrastructure:
In regions with limited internet connectivity or outdated infrastructure, accessing mobile commerce services may still pose challenges.


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Social Media Platforms: Importance and Usage

- **Social media platforms** are online digital channels that enable users to create, share, and interact with content and other users across the internet.
- These platforms have revolutionized communication, networking, and information dissemination, connecting people from all over the world.
- These platforms have become integral to modern communication, providing unparalleled opportunities for personal, professional, and business growth.
- Leveraging their potential wisely can yield significant benefits in today's interconnected world.
- However, responsible and ethical usage is essential to mitigate the risks associated with misinformation, cyberbullying, and privacy breaches.

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Social Media Platforms: Importance and Usage

Importance of Social Media

- **Global Reach:** Social media allows businesses, organizations, and individuals to reach a vast and diverse audience globally, breaking geographical barriers.
- **Real-time Communication:** It enables instant communication and feedback, promoting quick responses to customer inquiries and issues.
- **Brand Building:** Social media aids in brand awareness, identity, and loyalty through consistent engagement with followers.

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- **Influencer Marketing:** Influencers on social media can significantly impact consumers' buying decisions, making it a powerful marketing tool.
- **Information Dissemination:** News, updates, and educational content can be rapidly shared, leading to more informed communities.
- **Political Engagement:** Social media has become a crucial platform for political discussions, awareness campaigns, and mobilization.
- **Social Causes:** It helps raise awareness and funds for various social and environmental causes, facilitating social change.
- **Business Insights:** Social media analytics provide valuable data on consumer behavior and market trends, aiding businesses in making informed decisions.

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Usage of various Social Media platforms

- **Facebook:** As one of the most popular platforms, Facebook caters to a broad demographic, facilitating personal connections, business promotions, and community building.
- **X/Twitter:** Known for its real-time microblogging, Twitter is utilized for news updates, trending topics, and public discussions.
- **Instagram:** This image-sharing platform is favored by influencers, businesses, and individuals to showcase products, lifestyles, and artistic content.
- **LinkedIn:** Geared towards professionals, LinkedIn is a hub for networking, job hunting, and industry-related discussions.

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- **YouTube:** As the largest video-sharing platform, YouTube hosts a wide range of content, including tutorials, entertainment, and educational videos.
- **TikTok:** Popular among younger audiences, TikTok focuses on short-form video content, including dance challenges, comedy skits, and lip-syncs.
- **Pinterest:** Pinterest is used for visual content curation, idea exploration, and inspiration for hobbies, DIY projects, and lifestyle choices.
- **Snapchat:** Known for its ephemeral messaging, Snapchat appeals to younger users and is used for casual interactions and playful content sharing.


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Tips for Effective Social Media Usage


- **Define Your Goals:** Clearly outline your objectives, whether it's building a brand, driving traffic, or increasing sales.
- **Know Your Audience:** Understand your target audience's preferences and interests to create relevant content.
- **Consistency is Key:** Regularly post engaging content to maintain and grow your follower base.
- **Interact and Respond:** Engage with your audience by responding to comments, messages, and feedback.

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- **Use Visuals Effectively:** Utilize high-quality images, videos, and graphics to capture attention.
- **Stay Updated with Trends:** Keep up with the latest trends and adapt your content to remain relevant.
- **Monitor Analytics:** Analyze social media metrics to assess the performance of your campaigns and identify areas for improvement.

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 **THANK YOU**

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