



# **The New Media**

**Modern Electronic Methods and Who is Using Them**

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SEPTEMBER 22, 2008 / JANUARY 5, 2009 [www.time.com](http://www.time.com)

# TIME

PERSON OF THE YEAR



**You.**

Yes, you.  
You control the Information Age.  
Welcome to your world.

# Modern Electronic Methods

- podcast
- blog
- wiki
- troll
- web 2.0
- mashup
- social networking
- dooced

# Why use New Media?

- enhance the interactive nature of communication
- particularly attractive to certain 'hard to reach' audiences
- facilitate the expression of user's opinions
- improve the speed of dissemination
- 'many hands make light work'



# Pitfalls of New Media

- validity / trustworthiness of content
- randomness, idiosyncrasy and redundancy
- personal Vs professional space
- vandalism / security
- monitoring & evaluation
- short-lived novelty?



# Audience Reach

*unique visitors per month (US):*

- wikipedia ~44 million
- blogspot ~26 million
- facebook ~24 million
- answers.com 23 million (US); 39 million (global)
- flickr ~14 million

*source: [www.quantcast.com](http://www.quantcast.com)*

# Audience Reach



The biggest multilingual free-content encyclopedia on the Internet. Over two million articles and still growing. [Description from [dmoz](#)]

Wikipedia.org is an enormous site that reaches over 43 million U.S. monthly uniques. The site appeals to a younger, more educated group. The typical visitor reads nature.com and visits kidshealth.org.

## Traffic Overview

Oct 2007

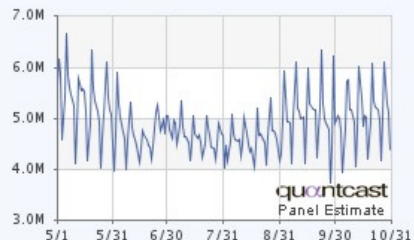
⚠ These results are only estimates  
[Get Quantified](#) to see more accurate results

### Estimated Monthly Uniques

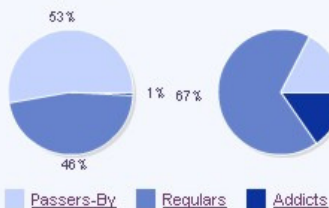
U.S. **44 million**

### Daily U.S. Uniques

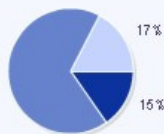
[Compare](#)



### Audience Composition



### Share of Visits

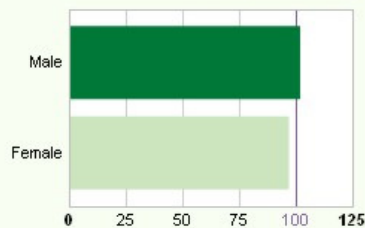


## U.S. Demographics

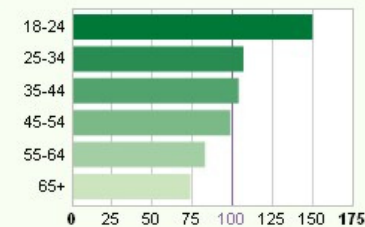
Oct 2007

### Gender

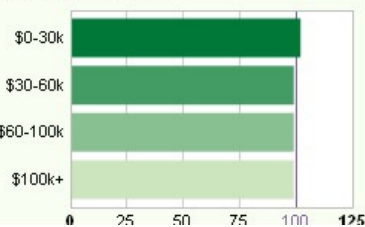
100 = Internet Average



### Age



### Household Income



## Brand & Site Affinities

Oct 2007

### Science/Nature

Site	Affinity
nature.com	4.2x
sciencemag.org	4.1x
Scientific American	3.8x
ScienceDaily	3.8x

### Men

Site	Affinity
AskMen.com	3.5x
Men's Health	3.1x
sawvy.com	2.4x
maxim.com	2.3x

### Kids

Site	Affinity
kidshealth.org	3.2x
educationworld.com	2.6x

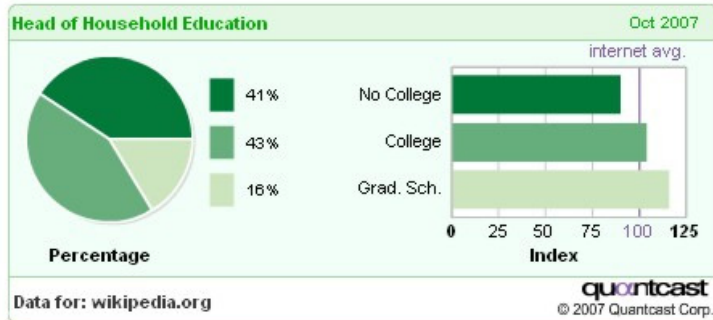
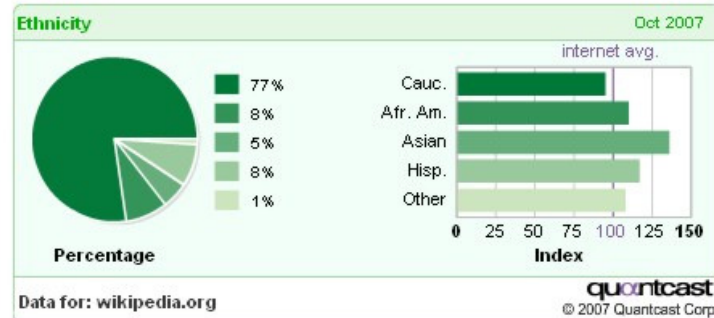
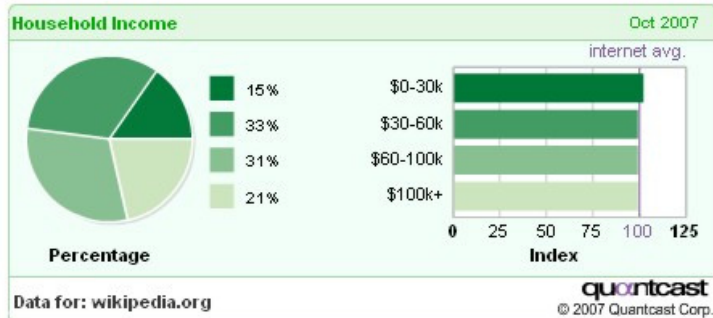
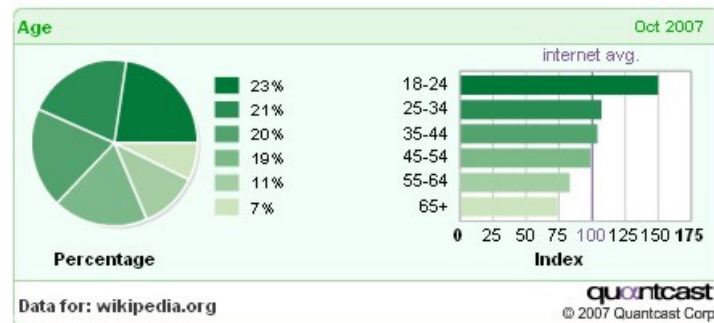
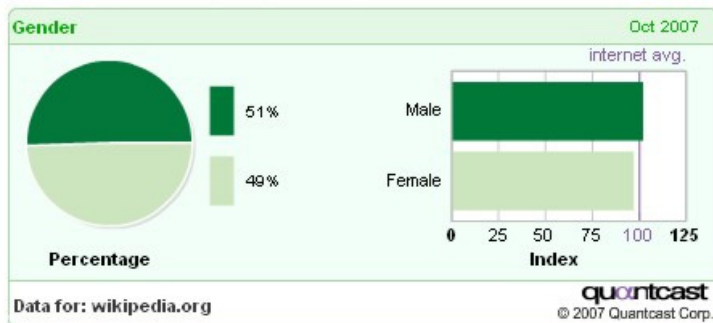
## Similar Audience

What's this?

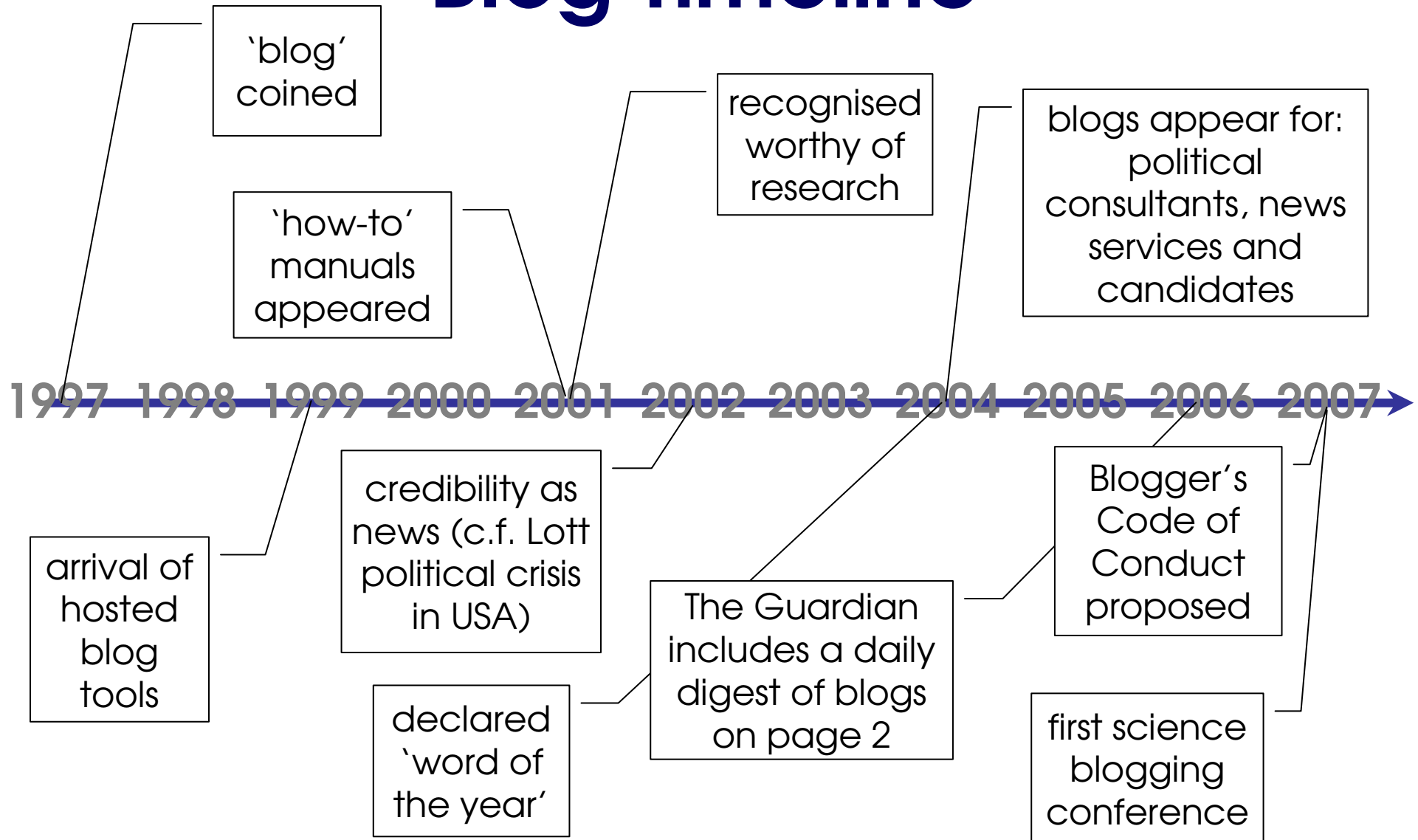
### Site

Site	Affinity
en.wiktionary.org	6.6x
wikimedia.de	6.6x
tools.wikimedia.de	6.6x
wiktionary.org	6.6x
en.wikiquote.org	5.7x
wikiquote.org	5.7x
commons.wikimedia.org	5.7x
upload.wikimedia.org	5.6x
starwars.wikia.com	5.5x
en.wikinews.org	5.5x
wikinews.org	5.5x
animenewsnetwork.com	5.1x
wikibooks.org	5.1x
absoluteanime.com	5.1x
en.wikibooks.org	5.0x

# Audience Reach



# Blog Timeline

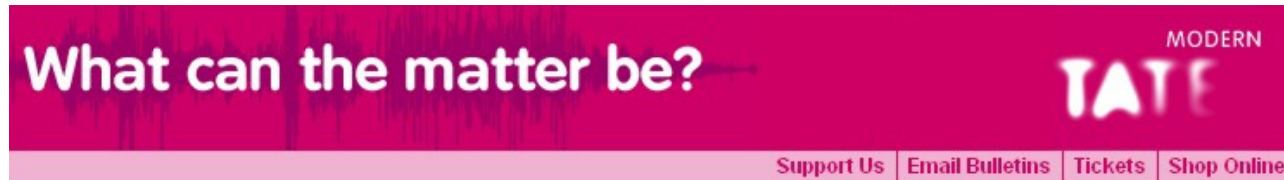


# Technorati: popular blogs

1. Engadget
2. Gizmodo, the Gadget Guide
3. Techcrunch
4. Boing Boing
5. Breaking News and Opinions on the Huffington Post
6. Lifehacker
7. Ars Technica
8. Wordpress
9. Mashable
10. Blog di Beppe Grillo

Related to science & technology

# MP3 Tour of the Tate Modern



Technology from BT

## A podcast about materials, science and art

We're used to looking when we come to galleries, but have you ever wondered what a painting sounds like, or how your sense of touch might change the way you see a work of art? We invited a team from the Materials Library to explore the material nature of art from a scientific and sensory point of view. The result was this podcast, which takes the form of an audio tour of Tate Modern and accompanying short film showing the team in action.



Armed with silly putty, helium balloons and other unlikely paraphernalia, the team from the Materials Library invite Tate visitors to get to grips with the stuff of art.

[www.tate.org.uk/  
modern/tours/  
materialslibrary](http://www.tate.org.uk/modern/tours/materialslibrary)

### How to listen

All of the tracks can be listened to online or downloaded onto your computer and transferred to your MP3 player, so that you can experience them within the gallery in front of the relevant artworks. All works are currently on display as of April 2007.

# SciCast



**PLANET SCICAST**  
 ▶▶▶  
 SHORTFILMS  
 REALSCIENCE

Send us a brilliant mini movie of a science demonstration, and we'll enter it into our competition and add it to the best online demonstration database the world has ever seen.

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**etb** Progress through partnerships  
**PLANET SCIENCE** www.planet-science.com  
**IOP** Institute of Physics

- UK wide competition to get children, young people, teachers, parents, science communicators and science / engineering / technology professionals all making mini movies.
- A web resource of all those movies and the written up activities and experiments.
- Training in schools.

[www.planet-scicast.com](http://www.planet-scicast.com)

# WFP Food Force



The screenshot shows the WFP Food Force website. At the top left is the WFP logo with the text "United Nations World Food Programme". To the right is the title "FOOD FORCE" in large, stylized letters. A blue button with a white arrow and the text "DOWNLOAD THE GAME!" is in the top right. Below the title are four navigation buttons: "THE GAME", "THE REALITY", "HOW TO HELP", and "TEACHERS". The main content area features three 3D-rendered characters on the left and a quote in the center: "SCORES A PERFECT FIVE STARS"\*. To the right of the quote is a small image of hands holding a piece of food. Below the quote is a section titled "JOE'S BLOG" with a search bar containing the word "Keywords" and a "Search" button. At the bottom left is a small image of a game scene. On the right side, there is a quote: "It's up to you to save and rebuild the island of Sheylan." followed by the text "THE GAME" and a paragraph: "A major crisis has developed in the Indian Ocean, on the island of Sheylan. We're sending in a new team to step up the World Food Programme's presence there and help feed millions of hungry people." At the bottom right, there is a citation: "\* Jinny Gudmundsen, Gannet News Service".

WFP United Nations World Food Programme

## FOOD FORCE

DOWNLOAD THE GAME!

THE GAME THE REALITY HOW TO HELP TEACHERS

"SCORES A PERFECT FIVE STARS"\*

**JOE'S BLOG**

Keywords

Search

It's up to you to save and rebuild the island of Sheylan.

### THE GAME

A major crisis has developed in the Indian Ocean, on the island of Sheylan. We're sending in a new team to step up the World Food Programme's presence there and help feed millions of hungry people.

\* Jinny Gudmundsen, Gannet News Service

# WFP Food Force

*"From the United States to India, the game has kids and teachers excited about playing as well as learning more about world hunger. We've struck the right balance between entertainment, game play and communicating a global issue like hunger."*

*WFP Deputy Executive Director for Fundraising and Communications (2005)*

**[www.food-force.com](http://www.food-force.com)**

# Future Challenges

- Improving monitoring & evaluation of new media activities
- Enhancing the value of new media activities with respect to 'traditional' formats
- Increasing the number of female podcasters & bloggers
- Overcoming randomness, idiosyncrasy and redundancy: identifying and learning from best practice