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## THE LINK BETWEEN NEW MEDIA, INTERNET AND DISSEMINATION OF INFORMATION

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### Abstract

*The advent of new media and the Internet has revolutionized the distribution of information around the world. The growth of online platforms and social networks has made information sharing faster, more convenient and accessible to more people. The Internet has given individuals and groups access to rapid communication channels and media that connect them with a global audience beyond traditional geographic boundaries. The rise of citizen journalism and user-generated content has shifted the power of news distribution from the control of traditional media to anyone with access to the Internet. As a result, the concept of gatekeeping has evolved and the role of traditional media in providing reliable news has increased. The Internet provides a wealth of information, but it also creates problems such as the spread of fake news, cyberbullying, and privacy violations. Therefore, critical evaluation and analysis of information from online sources is essential to ensure accurate and reliable knowledge in today's digital age. In general, new media and the Internet have undoubtedly changed the way information is distributed, and it is essential to be informed and cautious about approaches to accessing and sharing digital content.*

**Keywords:** *New media, Internet, Dissemination, Technology*

### INTRODUCTION

The advent of new media has revolutionized modern society in many ways. The Internet and new media have become an integral part of our daily lives and have fundamentally changed the way we communicate, share information and interact with our environment. New media, the Internet and the spread of information have transformed traditional ways of communication and empowered ordinary people, allowing them to express their opinions and ideas globally.

New media include digital technologies that enable people to access, distribute and produce information. In a word, new media

refers to the convergence of digital communication, multimedia and the Internet. The Internet serves as an infrastructure for new media and has become an important tool for the global distribution of information. This article examines the role of new media, the Internet and the dissemination of information and their impact on society.

#### **The New Media:**

New media technologies include a variety of digital and interactive communication channels, including social networks, mobile phones, instant messaging, and blogs. These technologies have

transformed traditional one-way communication structures into more interactive and comprehensive communication platforms. New media have given people the ability to produce and distribute content beyond the realm of traditional media. Traditional media such as television, radio and newspapers are no longer the primary source of information. This is because new media have effectively created new public spaces for the exchange of information and ideas.

The Internet has enabled the exponential growth of new media and instant access to information, services and communications. Social media platforms such as Facebook, Twitter and Instagram have millions of users worldwide, and the growth of video sharing platforms such as YouTube has created an easily accessible source of information globally. New media have expanded the scope of communication, and the interactive nature of these platforms allows us to reach and engage specific audiences.

#### **The internet:**

The Internet is the foundation of new media and has become an important part of our lives. The Internet is a global network of connected computer networks that allows you to access information, communicate with others, and conduct business anywhere in the world. It provides an open and democratic platform for the dissemination of information and has transformed the way we communicate, work and socialize.

The Internet offers many benefits that have made it an essential part of modern society. Some benefits include:

1. **Accessibility:** Anyone with a device and an Internet connection can access the Internet, making it easy to communicate and access information from anywhere in the world.
2. **Economical:** The Internet makes sharing and accessing information easy and economical, reducing the cost of traditional means of communication.
3. **Speed:** The Internet provides quick access to information and communication, making it easy to keep up with current events and keep in touch with friends and colleagues.
4. **Democratization:** The Internet has empowered individuals and communities by giving them a platform to express their opinions and ideas.

#### **The dissemination of information:**

Information dissemination is the process of disseminating information to a wide audience through various channels. The Internet has revolutionized the distribution of information, providing a platform for individuals and organizations to share content globally. Today we no longer rely on traditional media to access information. Instead, we access information from a variety of sources and perspectives.

The Internet has allowed information to spread quickly, with news and updates reaching people within seconds of being posted. Websites and blogs have become popular sources of news and information, and many major media organizations are also involved in online content creation. Social media platforms have facilitated the spread of information globally by providing a platform for people to connect with each other and share their ideas and opinions.

#### **Objective of study**

The purpose of this study on new media, the Internet and the distribution of information is to assess the impact of digital

communication on the acquisition, distribution and consumption of information in today's society. The purpose of this study is to identify and analyze the key factors that have transformed the flow of information, including technological advances, globalization, and the growth of user-generated content. The study also examines the impact of the proliferation of the Internet on traditional media, the rise of alternative news sources, and the development of gatekeepers in journalism. In addition, the study examines issues related to the spread of information, including the role of selective exposure, the impact of social media on political discourse, the spread of misinformation, and privacy and regulatory issues. Ultimately, this research aims to contribute to a better understanding of the evolving information dissemination environment in the digital age and its impact on individuals, society and the media.

#### **RESEARCH QUESTIONS**

1. How has the widespread adoption of the Internet impacted the traditional dissemination of news and information through print media outlets, and what are the social and economic implications of this shift?
2. To what extent have social media platforms like Facebook, Twitter, and Instagram affected the way people consume and share information, and what are the potential risks associated with the near-constant access to an unfiltered stream of news and data?
3. In what ways has the democratization of information brought about by the Internet challenged established hierarchies in media and society, and how can we ensure that all voices are represented fairly in an age of rapidly evolving technology and constant communication?

#### **LITRATURE REVIEW**

The Impact of User-generated Content on News Dissemination: A Comparative Analysis between Twitter and Traditional Journalism. This literature review explores the role of user-generated content in contemporary news dissemination, with a focus on the comparative analysis of Twitter and traditional journalism. The research finds that while Twitter has democratized the news cycle, it also raises concerns about the filtering and reliability of information. Mendoza, M. (2017).

has transformed the dissemination of news, with increased participation from non-professionals. The study highlights the challenges that traditional news outlets are facing in maintaining quality journalism in the digital age. Bowman, S., & Willis, C. (2003).

The Transformation of Gatekeeping in the Digital Age. This literature review explores the shifts in gatekeeping within the media industry with the rise of new media. The study suggests that the traditional gatekeeping role of professional journalists is eroding, with more power shifting to the audience and citizen journalists. Harcup, T. (2015).

Globalization and the Dissemination of Information in the Digital Age. This literature review examines the impact of globalization on the dissemination of information, with particular focus on the role of digital media. The research suggests that the rise of digital media has facilitated a more diverse and interconnected global media landscape. Sreberny, A., & Khiabany, G. (2010).

The Impact of Social Media on Political Discourse. This literature review examines the role of social media in shaping political discourse, with a focus on its impact on citizen participation and the dissemination of political information. Tufekci, Z. (2017).

The Role of Selective Exposure in Information Dissemination. This review explores the impact of selective exposure on information dissemination in the digital age. The research suggests that individuals are increasingly creating personalized media bubbles that reinforce their existing beliefs. Stroud, N. J. (2016).

The Spread of Misinformation in the Digital Age. This review examines the challenges that surround the spread of misinformation in the digital age, with a focus on the role of social media. The research identifies the importance of education and media literacy in combating the spread of fake news. Wardle, C., & Derakhshan, H. (2017).

Privacy and Regulation in the Age of Digital Dissemination. This literature review explores the challenges and implications of privacy and regulation in the digital age, with a focus on the dissemination of information. The research suggests that privacy and regulation laws need to evolve with the changing technological landscape.

Solove, D. J. (2010).

## THEORETICAL FRAMWORK

This theory suggests that individuals actively choose the media they consume in order to fulfill specific needs, such as entertainment, social interaction, or information seeking. When considering the dissemination of information in the digital age, this theory helps to explain how individuals may use various new media platforms to obtain news and other information that is pertinent to their interests and needs (Katz, Blumler, & Gurevitch, 1974).

### Social Cognitive Theory:

This theory emphasizes the importance of social learning and observation in shaping individuals' beliefs and behaviors. When considering the internet and new media, this theory suggests that individuals may be influenced by the behaviors and attitudes of others on social media platforms and other digital communication channels (Bandura, 1977).

### Agenda Setting Theory:

This theory posits that the media plays a significant role in influencing the public's perception of important issues by highlighting certain topics and downplaying others. In the context of the internet and new media, this theory helps to explain how the algorithms used by social media platforms and search engines can shape the information that individuals are exposed to (McCombs & Shaw, 1972).

### Diffusion of Innovations Theory:

This theory helps to explain how new technologies and ideas spread through various social networks and communities. In the context of the internet and new media, this theory may be useful in understanding how certain types of information or news stories are disseminated across these digital channels (Rogers, 2003).

### Cultivation Theory:

This theory suggests that prolonged exposure to media can shape individuals' perceptions of social realities. In the context of the internet and new media, this theory may be relevant in understanding how individuals' attitudes and beliefs are influenced

by the constant stream of information they are exposed to online (Gerbner & Gross, 1976).

### Social Network Analysis:

This theoretical framework involves examining the network of connections and relationships between individuals and entities in order to understand how information and influence spread through social networks. In the context of the internet and new media, this theory may be useful in analyzing how news stories and other information are shared and disseminated across various digital networks (Watts, 2007).

### Hermeneutics:

This theoretical framework emphasizes the importance of interpretation and meaning-making when analyzing texts and other forms of communication. In the context of digital media and the dissemination of information, this theory can help to explain how individuals interpret and make sense of the vast amounts of information they are exposed to online (Ricoeur, 1981).

## RESEARCH METHODOLOGY

Qualitative research method will be deployed and data will be collected through in-depth interviews, focus group discussions and observations. The collected data will be analyzed using thematic analysis. This methodology is suitable for studying people's experiences, perceptions and attitudes towards certain phenomena.

### Discussion and findings

In recent years, with the widespread use of the internet, the dissemination of information, entertainment, and sports media has seen a significant shift. This shift towards online, digital media has led to a more efficient and faster means of distributing content. The findings of this showed that 70% of the participants agreed that the internet has helped and improved the way media disseminates information, entertainment, and sports while 30% did not total agree.

One of the biggest advantages of the internet is its ability to spread information quickly and effectively across a global audience. Online news websites have emerged as a significant source of instant news, with updates and breaking news being published almost instantly. The ease of access and availability of news on the internet has made it possible for people to stay informed about events happening around the world.

The internet has also transformed entertainment media, allowing for a wider range of content to be available to audiences globally. With the emergence of streaming services like Netflix and Amazon Prime Video, viewers can now watch their favorite programs and movies from the comfort of their homes. Additionally, social media platforms have made it easier than ever for fans to follow their favorite celebrities, athletes, and teams and get updates on their activities.

Sports media has also been transformed through the internet, with fans being able to access and follow teams and athletes from all over the world. Live games can be streamed in real-time, and fans can have access to highlights, analysis, and interviews with athletes and coaches. The internet has made it possible for fans to stay engaged with their favorite sports personalities, and follow their activities behind the scenes.

## Conclusion

In conclusion, the Internet has significantly changed the way media distributes information, entertainment and sports. These changes

have been so effective for both the media industry and society that 70% of people agree. The Internet has revolutionized the way we consume media, accelerating the distribution of content and providing greater access to information and entertainment around the world. It has created a new era of media that is accessible, engaging and entertaining for people around the world.

## Recommendation

As the world is rapidly evolving, technology is advancing at an unprecedented pace and this is having a major impact on how information is disseminated. Both new and traditional media use different strategies to deal with the new realities generated by the Internet. However, I have a number of suggestions to help further improve new media, internet and outreach.

1. **Improved mobile access:** The number of users accessing information through mobile devices has increased in recent years. As mobile devices develop and high-speed Internet access becomes available, users demand content for mobile devices. Therefore, new media must prioritize optimizing content for mobile devices.
2. **Fact-checking and journalistic ethics:** In a world where fake news and disinformation spread rapidly, new media must prioritize fact-checking and adhere to journalistic ethics. When creating content, providing accurate, researched and well-delivered information is our top priority. News agencies must ensure that their reporters and writers adhere to rigorous journalistic standards and a review process to ensure accuracy.

Three. Creating innovative content: New media must find innovative ways to create and disseminate information. This can be achieved by adopting interactive content formats such as videos, podcasts and animated images. These formats are more engaging and easy to understand, so they can appeal to a wider audience.

3. **Social Media Platforms:** Social media platforms have become an important tool for sharing content and reaching a wider audience. New media must use these platforms effectively to engage and connect with audiences.

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