



ELECTRONIC AND SOCIAL MEDIA IMPACT ON SOCIAL VALUES

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Address to the 146th Annual Synod of the Anglican Diocese of Jamaica

The Electronic and Social Media as Vehicles for the Transmission of Values

- Personal values provide an internal reference for what is good, beneficial and important to the individual
- Public values relate to societal application of personal values
- Begins with individuals and their attitudes

How media are changing

- The decline of traditional media
- Over the top / streaming / on demand services
- The fusion of old and new media forms
- The rise of the prosumer
- Wiki-world, web 2.0 and social media

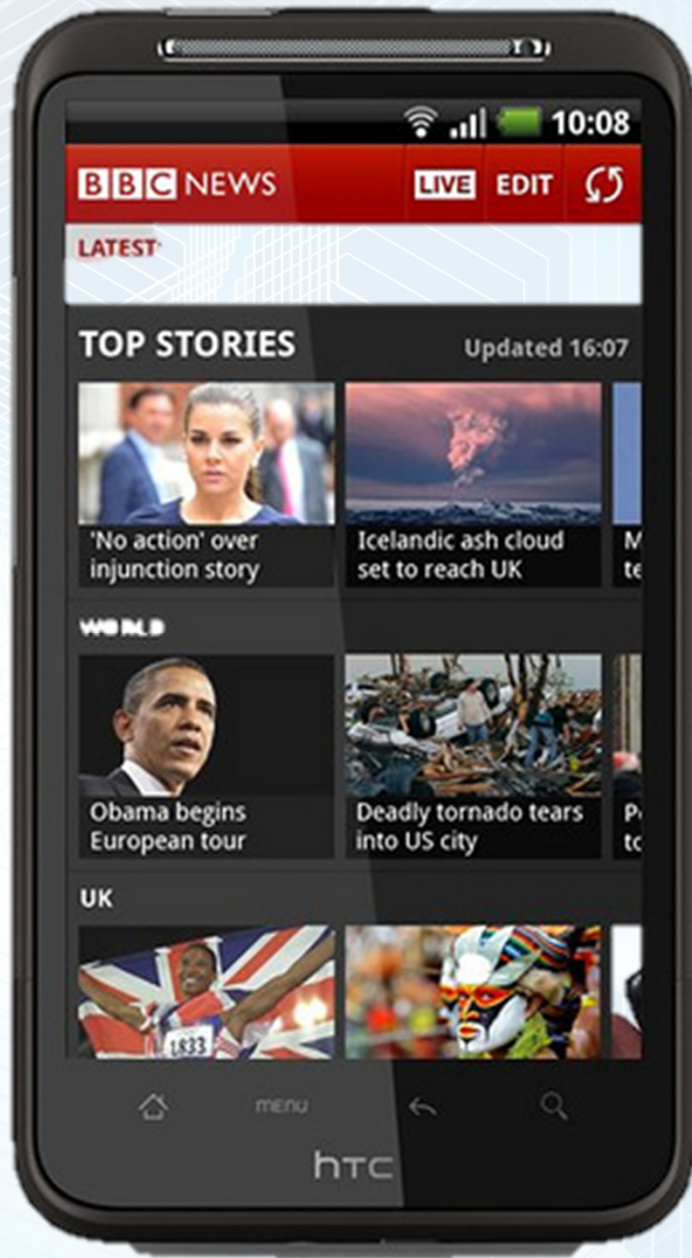


Image Source: http://www.bbc.co.uk/blogs/legacy/bbcinternet/2011/05/bbc_news_app_comes_to_android.html

Transitions



Next Generation Networks

- IP Telephony
- Mobile Broadband
- WiMax
- GPS



Mobile Computing

- Smart Phones
- Laptops
- Bluetooth
- WiFi



Mobile Telephony

- Digital handsets
- Cellular Sites
- Satellites



Wired Technologies

- Plain Old Telephones
- Copper Cables
- Wirelines



Source: MICT, CARIMAC, UWI

Characteristics of Old vs New Media

Old Media	New Media
<ul style="list-style-type: none">• Limited sources• Dominant editorial control• Limited access• Agenda Setting and Gate Keeping• Limited telephony access	<ul style="list-style-type: none">• Ubiquity• Seamless Connectivity• De-centralization of content production• Mobility and portability• Improved and increased access

Convergence and Concentration

- Mergers and acquisitions



Flow
watch • talk • click



LIME



Liberty
communications



Digicel
SPORTS MAX 2



TELSTAR
CABLE LIMITED



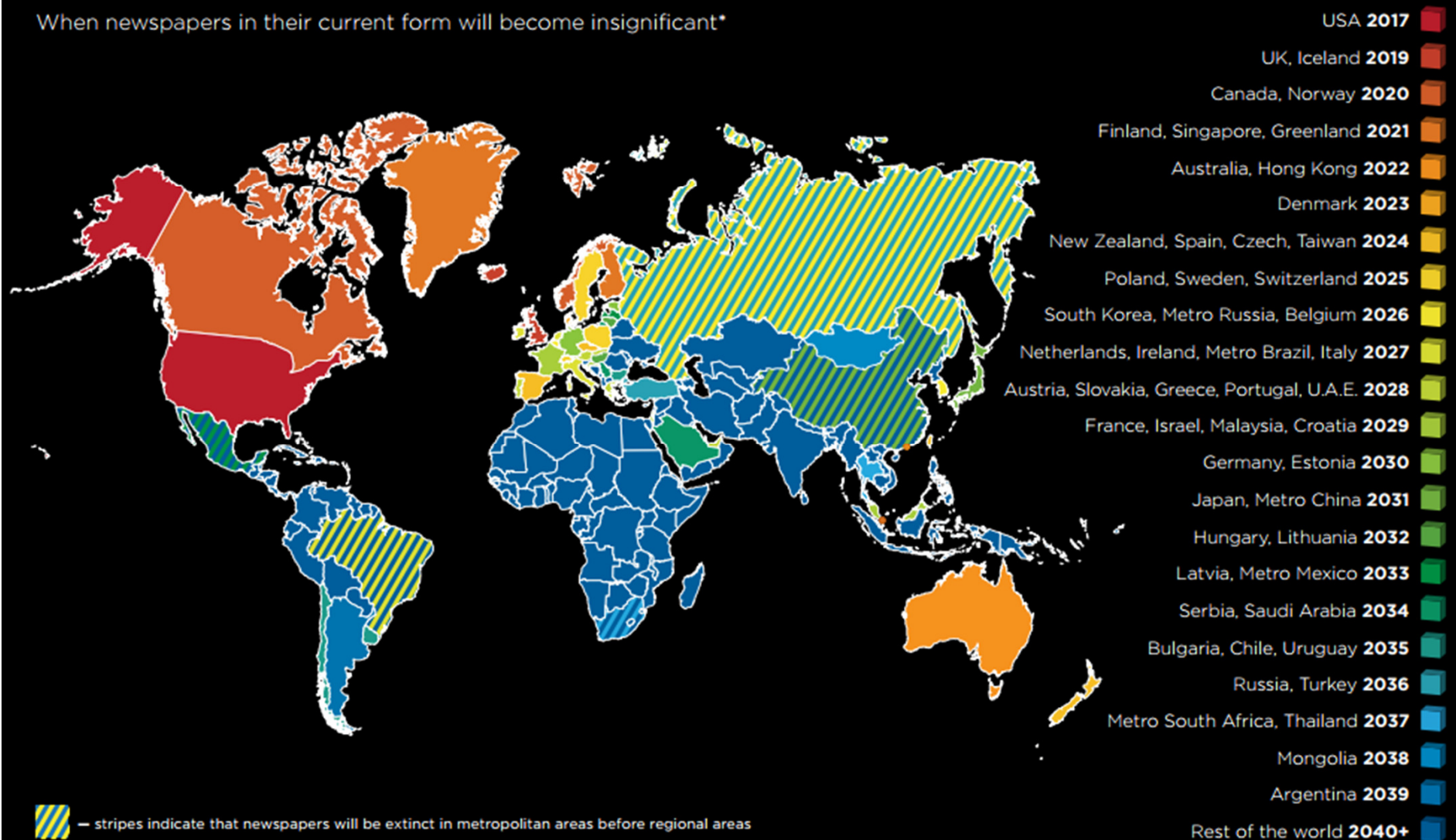
RJR
COMMUNICATIONS
GROUP
Reaching you in every way!



The Gleaner
Company Limited
Established 1834

Newspaper extinction timeline

When newspapers in their current form will become insignificant*



- Media strategy
- Thought leadership content
- Scenario planning

www.futureexploration.net

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Global Media Consumption

Time spent with media per day (in minutes)

	2010	2014	% change
All Media	461.8	485.3	+5.1%
Traditional Media	402.2	375.8	-6.6%
Internet	59.6	109.5	+83.7%

Source: ZenithOptimedia, worldwide estimates

What is Social Media?



- “Social Media Technology (SMT) refers to web-based and mobile applications that allow individuals and organizations to create, engage, and share new user-generated content, in digital environments through multi-way communications”

Source: <http://www.academia.edu>

Top Social Media Platforms (1)

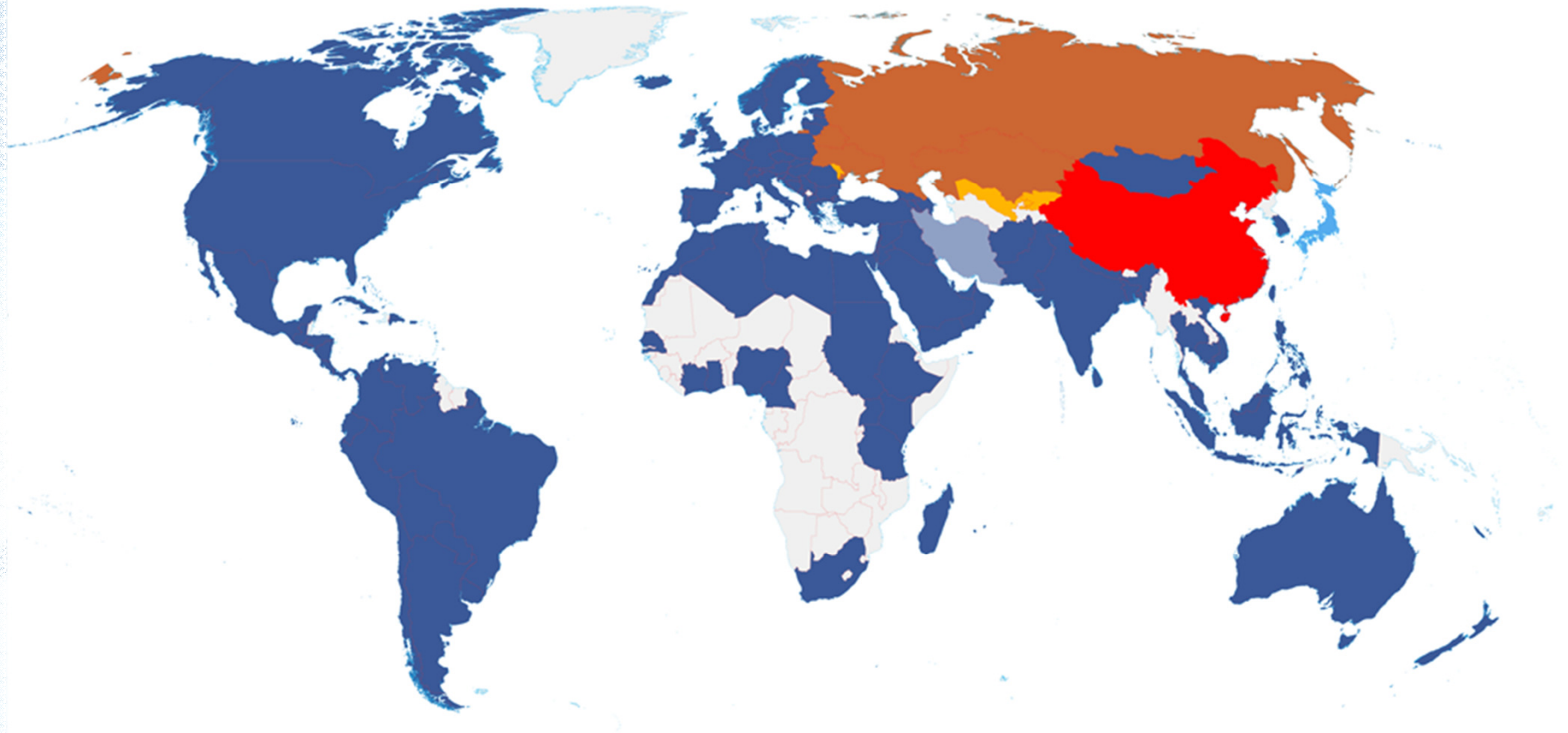
- **Twitter-** is an online social networking service that enables users to send and read short 140-character messages called "tweets".
- **Facebook-** is a social utility that connects people with friends and others who work, study and live around them.

Top Social Media Platforms (2)

- **Instagram-** is a fast creative way to share your life with friends and family. Take a picture or video, choose a filter to transform its look and feel, then post to Instagram. You can share to Facebook, Twitter, Tumblr, etc.
- **LinkedIn-** a business-oriented social networking service that was founded in 2002 by Jeff Weiner and launched on May 5, 2003. It is used for professional networking. The site is available in 24 languages.

WORLD MAP OF SOCIAL NETWORKS

January 2016



Facebook

QZone

V Kontakte

Odnoklassniki

Twitter

Facenama

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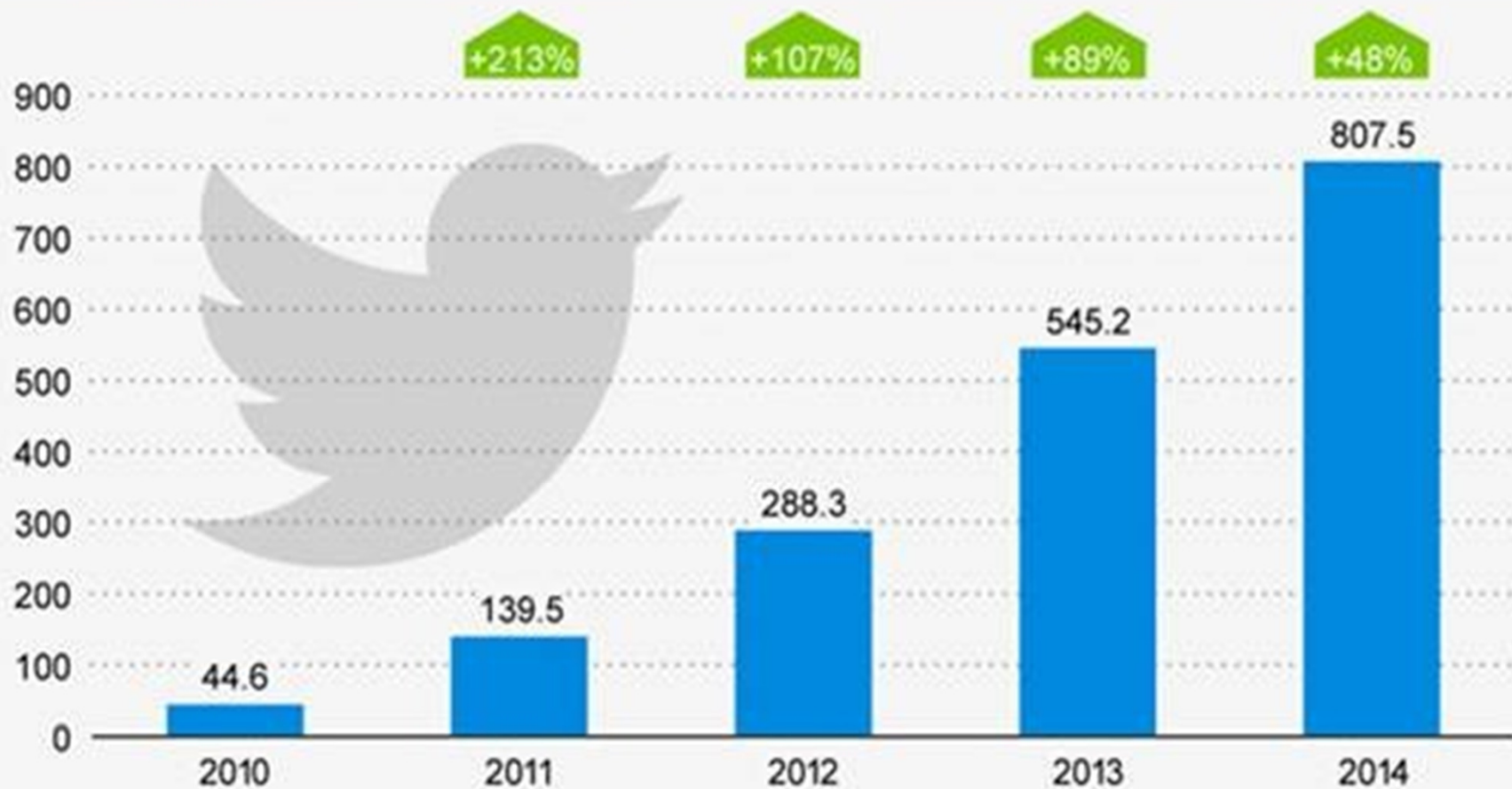
source: Alexa/SimilarWeb

Facebook

- ◎ This is the most used social media site
- ◎ It was launched in February 2004 by Mark Zuckerberg.
- ◎ In August 2015 Facebook had 1.59 billion monthly active users – a user base larger than the most populous in the world (China -1.35B)

Twitter's Ad Revenue Tipped to Double This Year

Estimated global advertising revenue of Twitter (in million U.S. dollars)



Source: statista.com

Electronic Media

- Any broadcast media that utilizes electronic technology. It includes but is not limited to: TV, Radio, Cell Phones, Laptops, PC's, I-Pads, MP3 Players etc.



Global Usage Trends

- ◉ Daily time spent on mobile web increased from 1.24 in 2012 to 2.01 hours in 2015
- ◉ 16-24 y-os are the heaviest daily users of the mobile web at 3.25 hours compared to 0.58 hours among 55-64s
- ◉ Daily time spent on linear TV has declined and broadcast radio is down
- ◉ Online TV and radio are in greater demand
- ◉ Time on social media increased from an average of 1.61 hours in 2012 to 1.77 hours in 2015.

Source: <http://www.globalwebindex.net/blog/digital-v-traditional-media-consumption-q3-2015>

Impact of Exponential Growth in Global Media

- ⦿ Followers and friends at risk of replacing neighbours and family
- ⦿ User-generated content dominates over edited content by editorial professionals
- ⦿ Loosening of ethical and moral content standards
- ⦿ Expansion of freedom but questionable levels of personal responsibility

Selected Social Media Benefits

- ◉ **Contact Management** – the functionalities that enable the maintenance of the (digital) personal network.
- ◉ **Network Awareness** - the awareness of the activities (and/or the current status and changes) of the contacts in the personal network, eg. birthdays, relationship status, etc.
- ◉ **Global Exchange of Information** – allows exchange of information directly (e.g. messages) or indirectly (e.g. photos or messages via bulletin boards).

Selected Social Media Challenges

- ◉ Social alienation and altered values
- ◉ Family time diminished in favour of online engagement
- ◉ Social upbringing of children adversely shared among parents, social networks and electronic media
- ◉ Opportunity for Church and other religious institutions to re-engage through new forms of communication and socialization

Other Negative Impacts of Global Media

- ◉ Cyber crime and terrorism including organized crime and the Deep Web
- ◉ Scamming, phishing and offensive communications
- ◉ Online shaming and revenge porn
- ◉ Use of the internet for porn and use by online predators
- ◉ Use of the internet to defame/slander
- ◉ Criminality abounds in any human environment and must be policed and managed effectively



"Billy says he doesn't hafta go to church anymore 'cause his phone has an app for that!"

Cathy Thorne © www.everyday people cartoons.com



TECHNOLOGY ALLOWS US TO SPEND MORE
TIME WITH THE ONES WE LOVE.

Texting God?

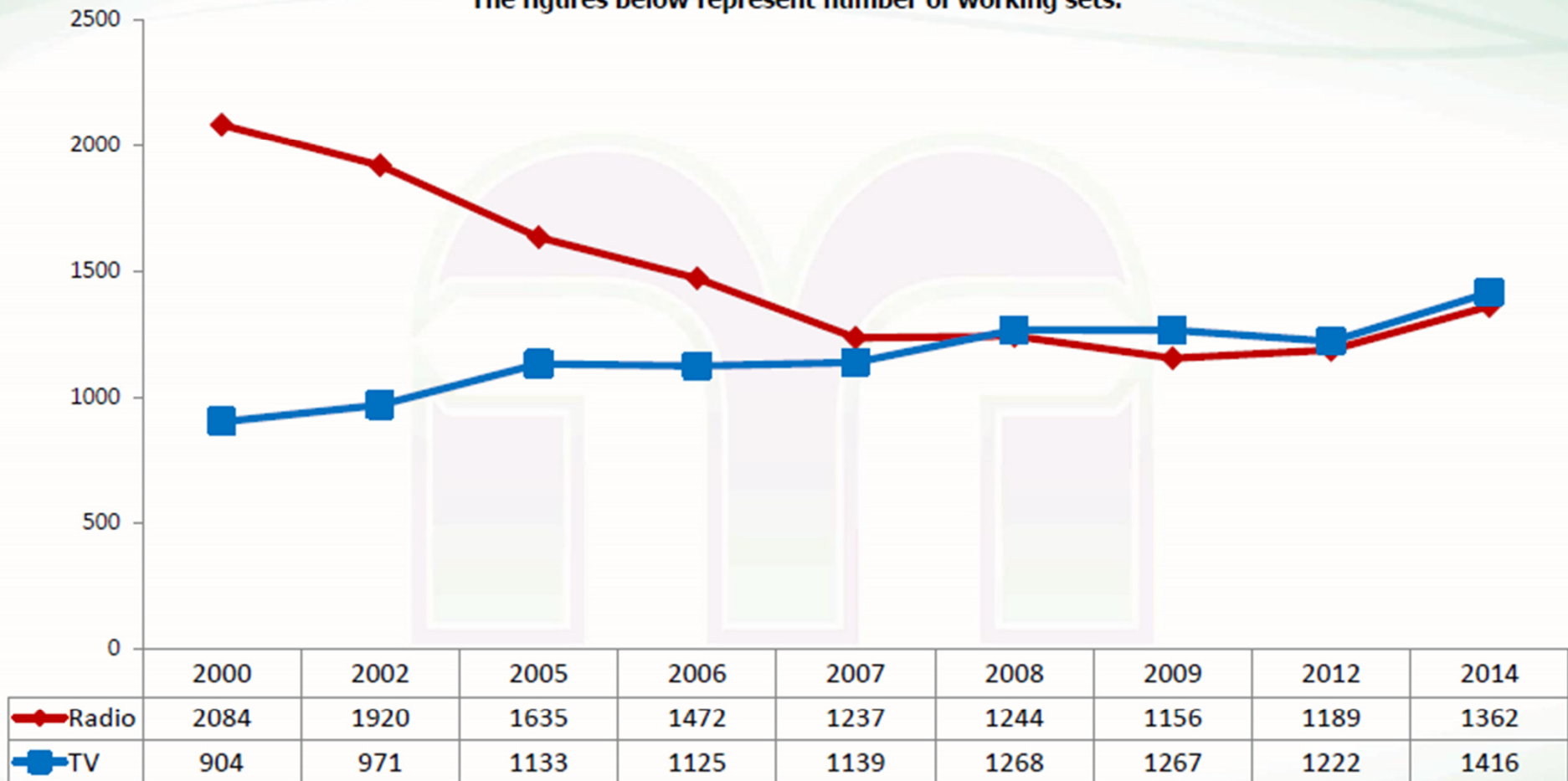


Why be concerned (Cultivation theory)?

- ◉ Gerbner - the more time people spend 'living' in the television world, the more likely they are to believe social reality portrayed on television.
- ◉ Perceptions of the world are heavily influenced by the images and ideological messages transmitted through popular television media and the same can be said too about social media.

TV and Radio Set Count, Jamaica

The figures below represent number of working sets.



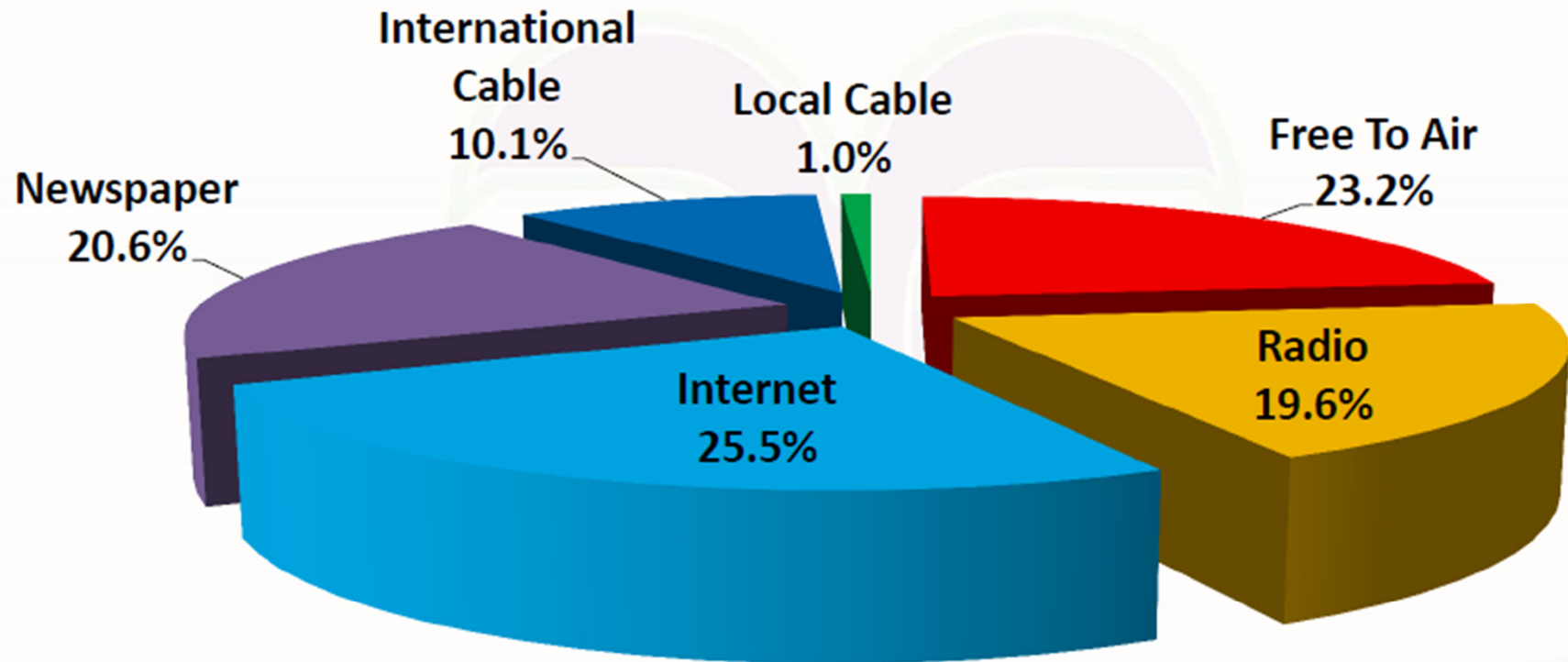
Average Sets Per Household Nationally:

Radio 1.6 sets per household
TV 1.7 sets per household

NOTE: Radio set count does not include radio on mobile phones.

MRS� All Media Survey 2014

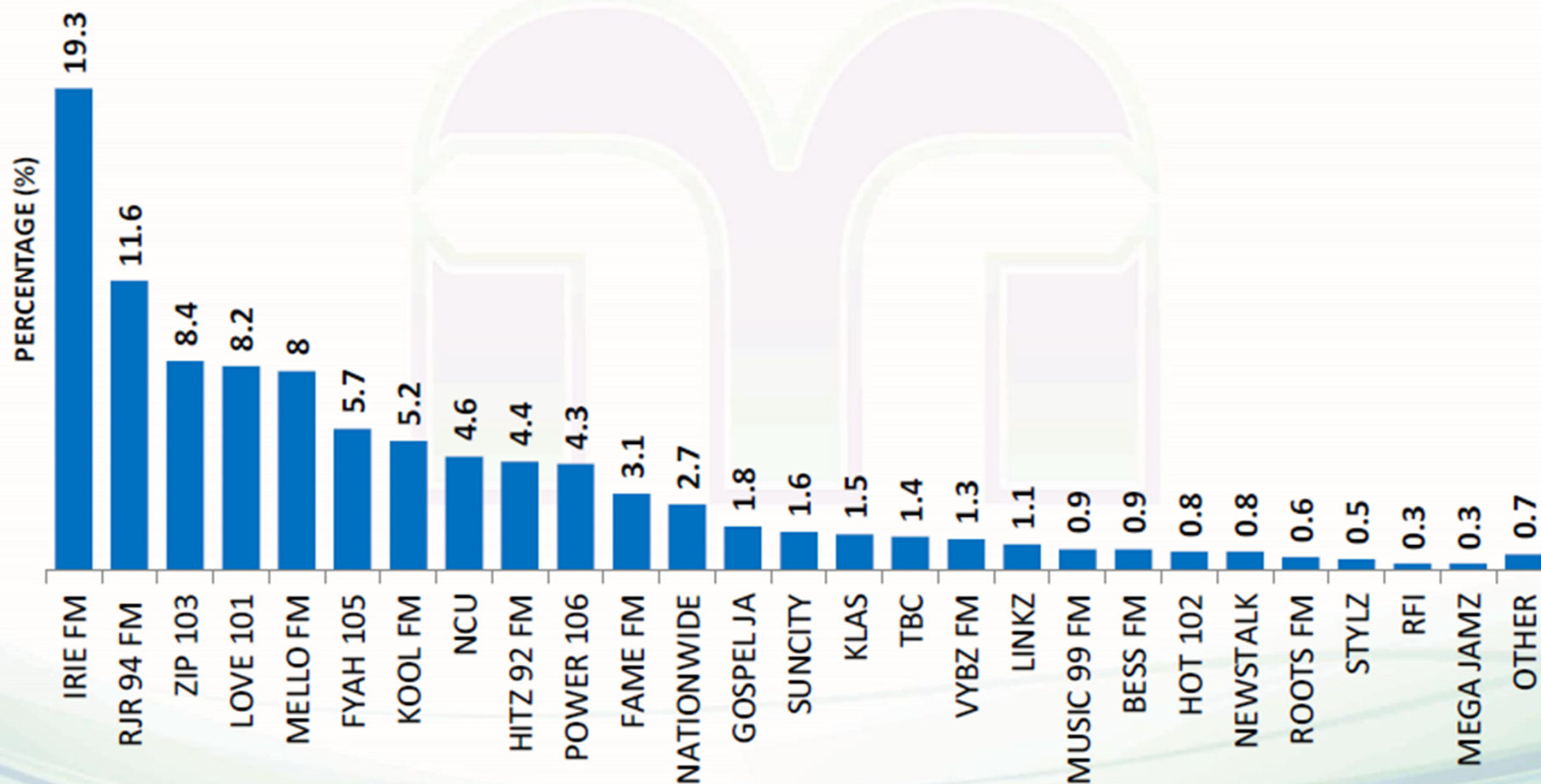
Media Share - Jamaica (2014)



The above shares are based on potential audience to the respective media.

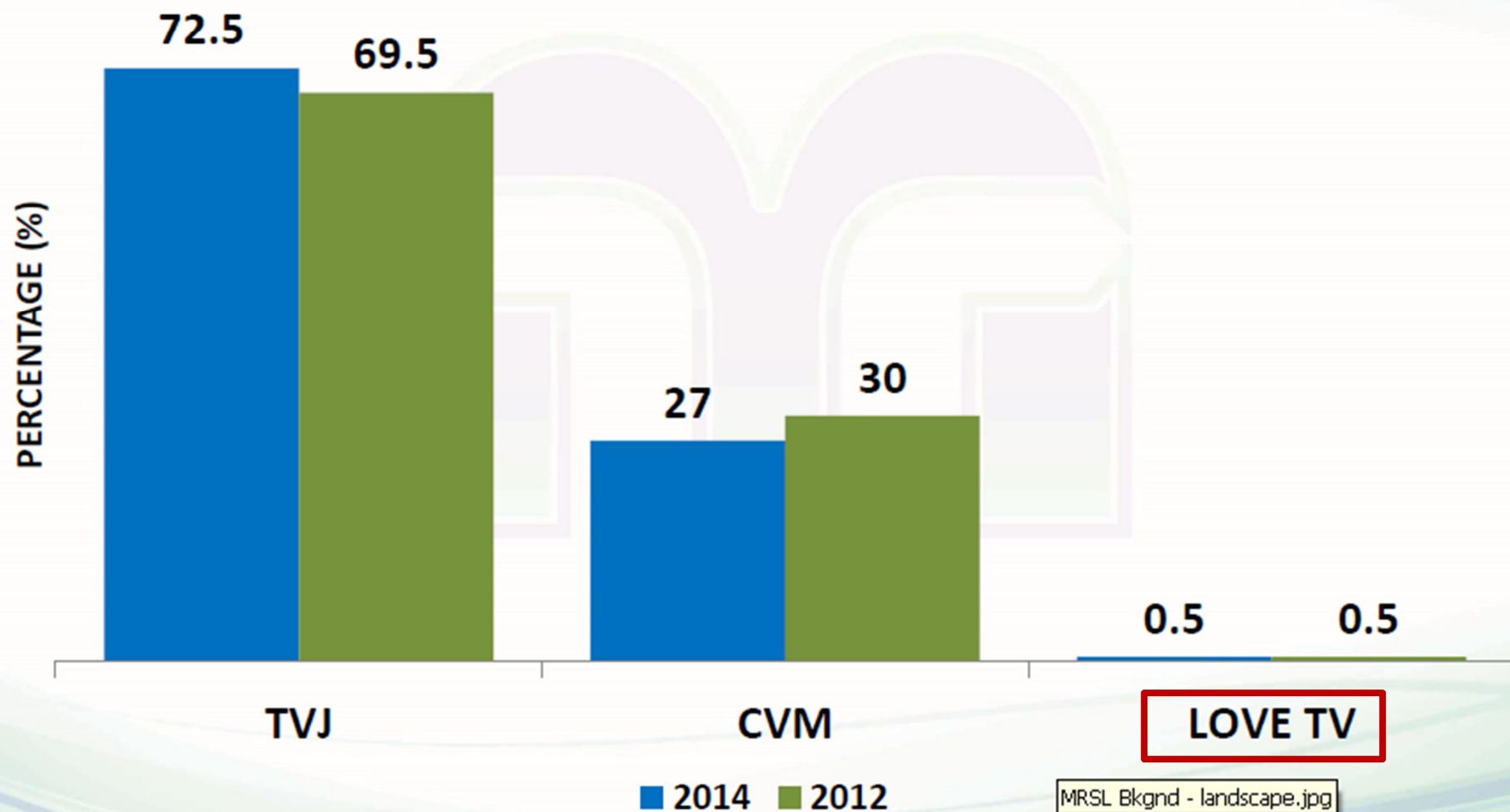
MRSL All Media Survey 2014

Share of Listenership - Jamaica (2014)



MRSAL All Media Survey 2014

Share of FTA Viewership - Jamaica (2014 vs 2012)



MRS� Bkgnd - landscape.jpg

MRS� All Media Survey 2014

Population Estimate

Fixed and Mobile Internet - Jamaica

**Households with
Internet on a
desktop or laptop**

356,000

**Households with internet
on a mobile phone**

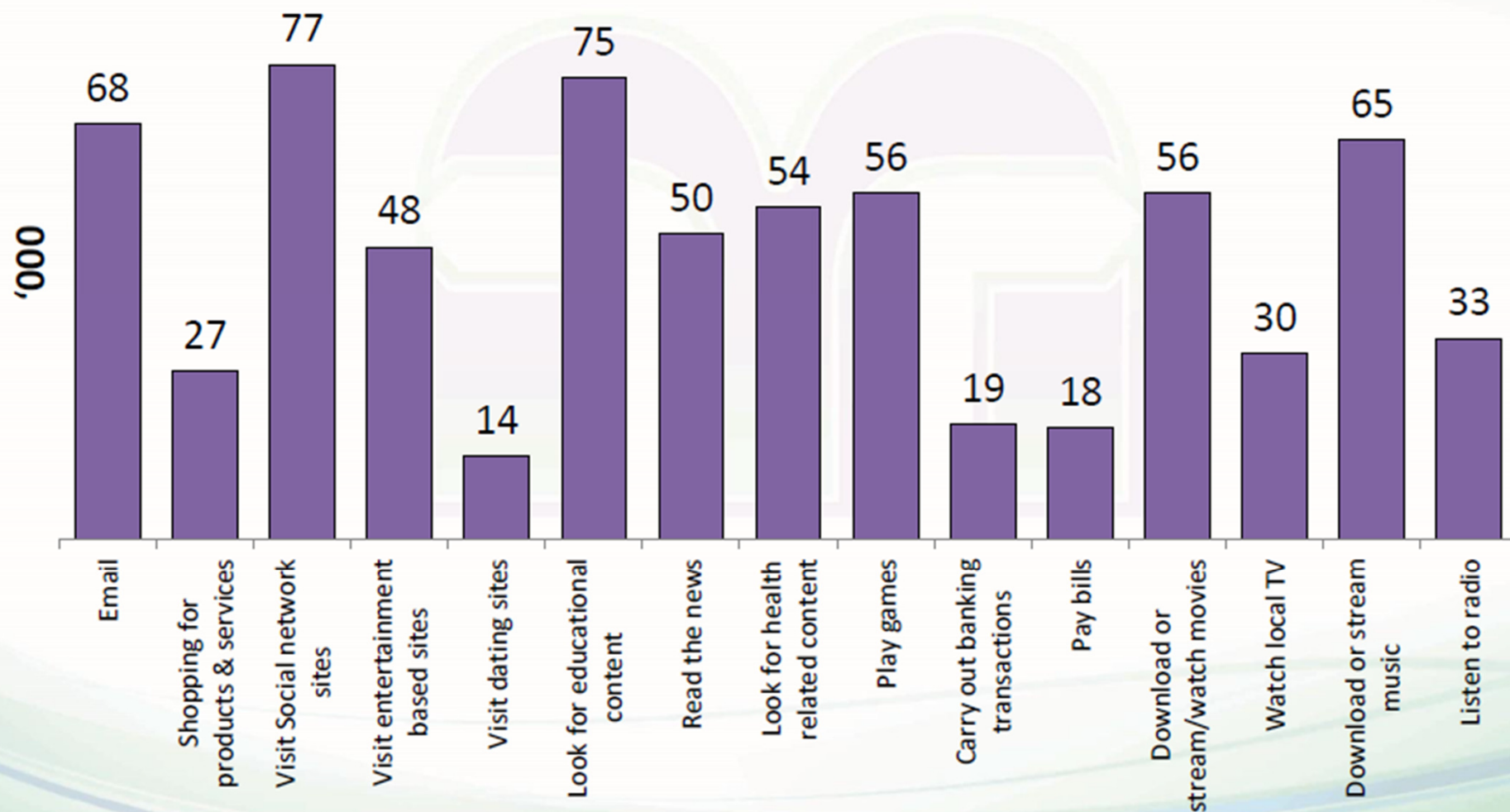
511,000

The data above represent the total number of different households with internet on a desktop or laptop and internet on a mobile phone.

MRSL All Media Survey 2014

Internet Usage - Jamaica

TOTAL POTENTIAL READERS 10+ YEARS: 1,359,000



MRSL All Media Survey 2014

Active Content Regulation in Broadcasting in Jamaica

Continued enforcement of Section 30 of the Television and Sound Broadcasting Regulations

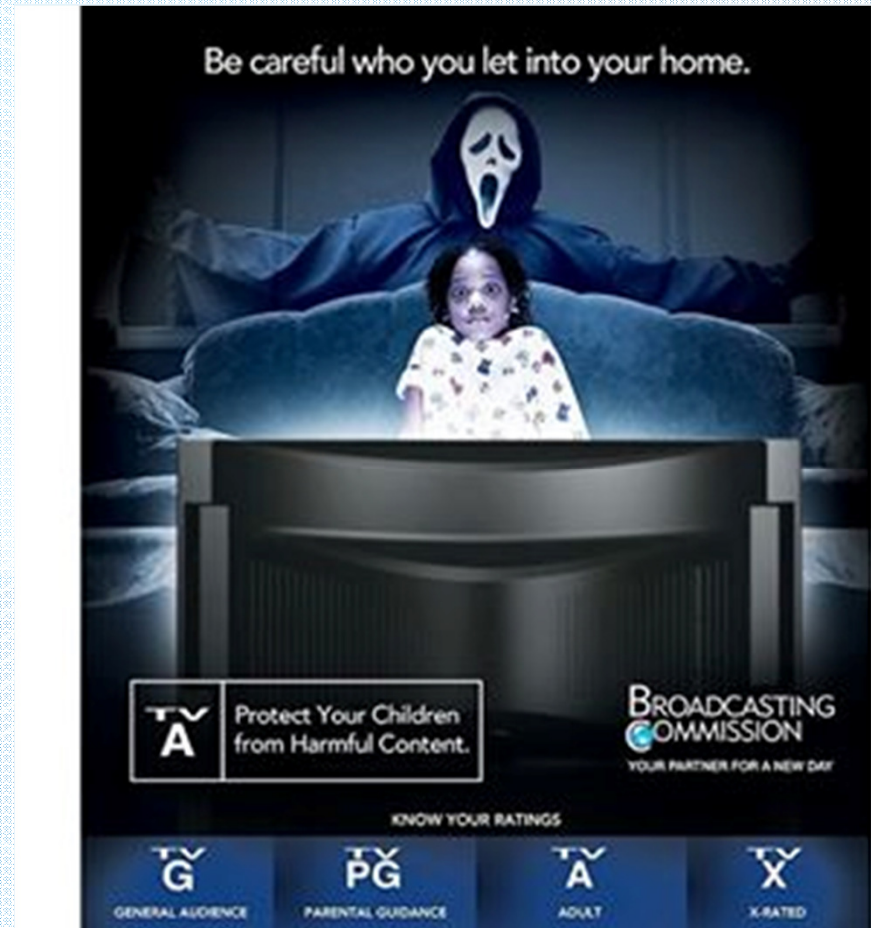
- Abusive/derogatory statements or pictures concerning the race, colour, creed, religion or sex
- malicious, scandalous or defamatory content
- indecent or profane content
- deceptive advertising

Vigilance and Enforcement against:

- ⦿ false, misleading news
- ⦿ material that promises employment as inducement for enrolment in an educational institution
- ⦿ content likely to incite violence or criminal activity or may threaten peace
- ⦿ portrayals of violence which offend against good taste, decency or public morality

Children's Code for Programming

- Instituted to protect children
- Includes rating system, a “watershed” period and compulsory advisories
- Particularly concerned with sex, violence and indecent language in all broadcast media.



Transparency and Compliance

- Enforcement measures in place
 - Suspension or revocation of licence
 - Requirement for apology
 - Directives for discontinuation of content
 - Administrative measures: Inspection, Monitoring, Warning, Advising.
- Media entities are now more careful and aware of consequences of breaches

New Broadcasting Act Needed

- Re-definition of “broadcasting” and introduction of single regulator
- Provisions for financial sanctions
- Sanctions against payola
- Protection of children from underage exposure
- Legislating a Production Fund
- Enforcing licence fee payment by broadcast licensees
- Holding of logs and music sheets for inspection in radio stations

Regulation and the Internet

- ◉ The internet itself is not under traditional regulation
- ◉ There is greater latitude and higher requirement for self-regulation
- ◉ Internet seen as venue for open access and unrestricted content
- ◉ Can also be place for the global promotion of better values and exposure of corruption (eg. Wikileaks)

Values Creation through Alternative Broadcasting Channels

- ◉ Increase in religious, educational and cultural stations
- ◉ Licences issued to Love FM, Love-TV, TBC Radio, NCU Radio, Roots FM
- ◉ Educational and cultural channels empowered such as PBCJ, CTV, JET, etc

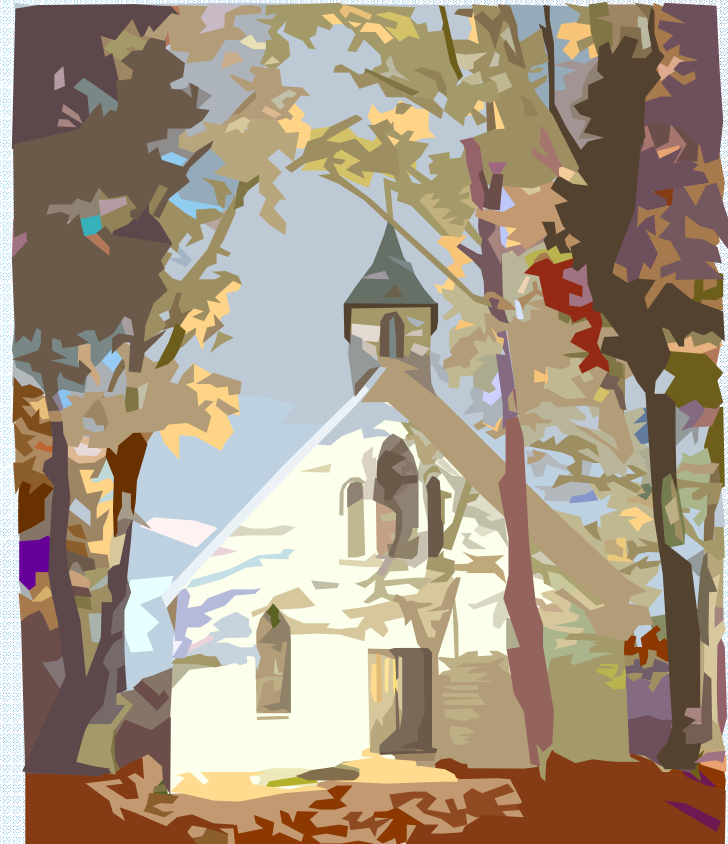
New Media and the Role of the Church



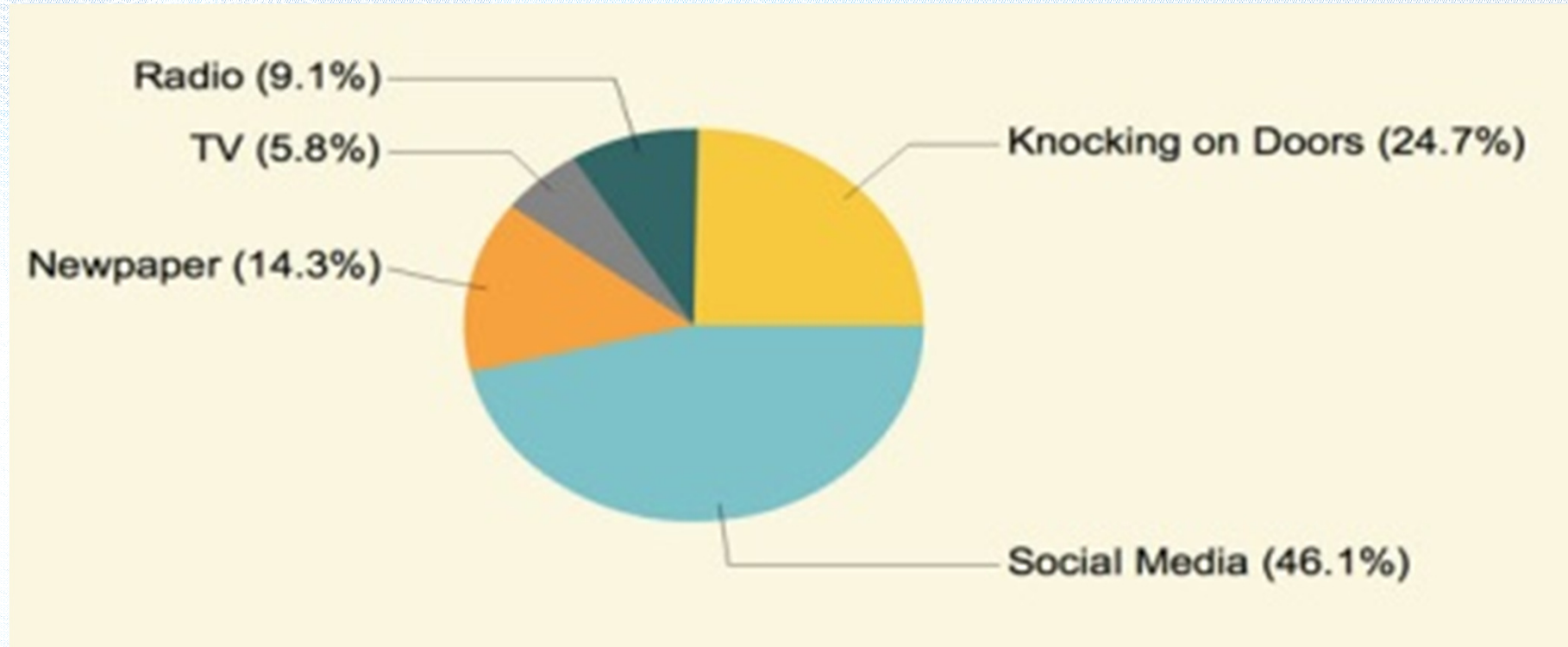
- ◉ The Church can and should use new media and social media to spread the Gospel and make worship more engaging for all segments of the congregation

Applications of New Media and Technology

- Creating and disseminating content for religious education
- Management of multi-locational churches and dispersed congregations
- Management of tithe collection, use of e-wallets and crowdfunding



What some US churches state as their most effective means of outreach



- Preferred Social Media platform by Churches is Facebook.
- 35% of Churches say they post on FB every day.
- 51% of Churches said that at least one senior staff regularly blogs or update social media.

Tools to consider



- ◉ Creating video content
 - Live streaming of services, events and teaching
 - Videos on faith, beliefs
 - Encouraging and motivational videos
- ◉ Creation of Whats App and other social media groups
 - Be clear on the purpose of the group
 - Discourage irrelevant and irreverent posts / discussions

Tools to consider



- ◉ Downloadable podcasts
 - Readings
 - Sermons
 - Songs and other performances
- ◉ Mailing lists
 - Maintain up to date email mailing lists
 - Mail out relevant information
 - Mail out church news
 - Mail invitations to relevant celebrations / gatherings

Target your messages and Verify through Research

THE SINGLE BIGGEST
PROBLEM IN
COMMUNICATION IS THE
ILLUSION THAT IT HAS
TAKEN PLACE.

George Bernard Shaw

Consult and Engage

- ◉ Ask the congregation!
 - Get feedback on existing content and channels
 - Surveys, discussions
- ◉ Get the youth involved
 - Consider having youth and young adults lead the capture and dissemination of content
 - Empower the young to get involved

Key Closing Messages

- Churches need to appoint communications committees with great diversity in age experience and gender
- The Church needs a communication master plan that is capable of change and revision in a constantly transitioning media environment
- Use social media and electronic media for good
- Do not just download, but also upload

Yes we can!

- The challenges faced with social media, electronic media and societal values are not insurmountable.

With one voice the Church must say:

I can do
All Things
Through
Christ
Who
Strengthens Me

Phil 4:13

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THANK YOU!
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