

# [Comm 1300 final uconn](https://assignbuster.com/comm-1300-final-uconn/)

ARPANETo Advanced Research Projects Agency Network
• Funded by the U. S. Department of Defense

Non-linear web browsinghypertext, clicking on hyperlinks, Apple's HyperCard

Netscape NavigatorGraphical Internet browsers for average computer users
Mosaic --> Netscape Navigator
1995: Commercial services like AOL - free Internet access to all
Cultural + Economic impact
Eventually Microsoft's Internet Explorer supplanted Netscape

Graphical User Interfaceicons and shit

Metcalfe's LawValue of the Internet increases with increase in the number of users

Moore's Lawo Processing capacity in computer chips has doubled every 18 months since 1960s (Gordon Moore at Intel)

Cookies, spyware & privacy issueso Strong concerns: Invasion of privacy
o " Electronic footprints", track everything we do
o Cookies:
• Files left by websites on your hard drive
• Collate information with other websites, without users' knowledge
o Spyware or adware
• Programs that accompany other forms of downloads (e. g., music files)
• Send user information without their permission or knowledge
• Monitor browsing behaviors and trigger pop-up ads

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Net neutralityo Basic premise of the Internet: Free and open access to all.
o Is Internet access a " public utility" like water, gas, electricity, etc?
• Similar to Title II of the Telecommunications Act
• This would also allow FCC to regulate Internet services more stringently.
• All consumers have same access to the same service
o Goal: To prevent ISPs from blocking or slowing down content
o Broadband companies (AT&T, Verizon, Comcast, Time Warner Cable, etc) fear " government micromanagement" (via FCC). More government regulation could mean --
• Discourage investment
• Halt technological progress and innovation

MUDs and MMOsMulti user dungeons
Massively multiplayer online

Semantic webo XML: Meta-language for creating tags -metadata
o Useful for indexing labels (tags) on different types of data
o Tags invisible to humans, but readable by machines

Bulletin Board Systemsemail, personal chat

Internet of ThingsUbiquitous computing
Everyday objects connected to one another and being able to communicate with one another

PCs, Internet & Gameso Video Games + Personal Computers - turning point for both technologies
• Commodore 64 - brought gaming into homes
• Computer games: Main reasons why home PC sales increased
o 1980s, ARPANET - forerunner of the Internet
o Start of online role playing games
• Dungeons & Dragons, Zork
o MUDs - Multi-User Dungeons
o MMORPGs - Massively Multiplayer Online Role-Playing Games

Virtual realityo Immerse the users in a virtual world
o Head-mounted displays (motion sickness issues)
o Oculus Rift

Augmented realityo Superimpose game objects on real-world environment
o Second Life meets First Life!?!

Artificial intelligenceo Game continues to change according to opponent's moves
o Gets progressively difficult
o Virtual characters in the game act as if they are human (not just preprogrammed paths)

ESRBo " Voluntary" ratings by the industry
o Self-censorship to avoid outside regulation

Mods• modifications to game play or game environments
• Introduce new characters
• Add new weapons
• Create new settings

Serious gameso Games with positive effects
o Educational Games
• Playing games helps acquire complex skills
• Improve " visual attention" (Barlett et al., 2009)

Casual gamesgames that involve social media

Effects of games on society• Are games a threat to society?
• " moral hazard", bad influence on the youth
• Games of Chess in the 12th century raised similar concerns
• Graphic violence, problem of desensitization
• Death Race 2000
• Mortal Kombat
• Congressional hearings
• 1999: Columbine shooting
• Doom implicated
• Sexual stereotypes and gender inequalities

Agenda Settingo WHAT / WHICH issues to think about
o Gatekeeping
o Rank ordering of issues

Experimental researchStudy media in CONTROLLED laboratory environments that manipulate exposure and content (p. 407).
◦ EX: Bobo doll experiments (Bandura,)
Claims to " causal" relationships
INDEPENDENT Variable (X):
◦ The proposed CAUSAL mechanism behind media effects.
◦ E. g. Violence in video games
DEPENDENT Variable (Y):
◦ The consequences, our outcomes of media exposure
◦ E. g., Aggressive behavior in children and adults

reliabilityresults are STABLE and CONSISTENT
• Weight machine, same weight every time

ValidityActually measure what we are intending
to measure
• e. g., Age measured via year of
High School graduation

Ethnographical researcho " Naturalistic way of looking at the impacts of communication media" (p. 410)
• Participant observation and Interviewing
• Adopts a more holistic approach
o Capture people in their own environment
o Can be difficult to generalize results
o Researchers' subjective bias needs to be monitored

Uses & GratificationsUnderstand audience's media consumption behavior (Blumler & Katz, 1974)
Based on active audiences view
Users actively seek out media for
◦ New knowledge
◦ Social interaction
◦ Diversion
Different media for different needs
◦ Interpersonal and social needs - Facebook / Twitter
◦ Opinion and Analysis - Newspapers and Magazines
◦ Entertainment - TV and Movies
Our media consumption patterns change constantly, because our gratifications keep changing

Social learning theoryo Focus not on gratifications but on " outcome expectations"
• What is the proposed outcome? Reward? Punishment?
o E. g., The Family Guy, The Simpsons, Law & Order SVU
o Important to Social Learning theory: Observing the experiences of others
o Observational learning & Modeling
• E. g., Bobo doll experiments

Survey researcho Questionnaires to gather large scale data.
o Interested in variable correlation.
• How two (or more) variables are correlated with each other.
• Example: Education level and Internet usage.
o Often used in tandem with an experiment or on its own.
o More generalizable than experiments.
• Larger sample sizes.
o Ambiguous on Cause-Effect relationship.
o More valid: Longitudinal (over-time) essays

Content Analysis" CHARACTERIZES THE CONTENT OF THE MEDIA" (P. 405)
◦ Manifest content (explicit meaning). Example: How many times was the word " gun" used?
◦ Latent content (symbols, gestures). Example: Focused on nonverbal patterns. Themes and patterns that are not explicitly discussed.
Select samples of media and evaluate the content based on an objective set of definitions (CODING SHEET) of words, images and themes.
◦ EX: Family Guy and Sex.
(+): Create detailed profiles and trends over time.
◦ (-): This method cannot speak to media " effects".

Cultivation TheoryHeavy exposure to media, leads to a world view that is consistent with the world view portrayed by the media
Longitudinal effects - happens over a long time of media exposure
◦ Opposed to one-shot, short-exposure, immediate effects

Functions of PR PractitionersPublicity or Media Relations
◦ Gaining press coverage
◦ News releases, press conferences, etc
Promotion or selling
◦ Print and audio-visual materials on a product
◦ Exhibits, promotion giveaways
Government relations
◦ Assisting or influencing local and state governments
◦ Problems pertaining to legislation, regulation, etc
Public information
◦ Use of print and audio-visual materials to inform, educate and assist the public
Special events
◦ Plan and manage internal & external events
◦ Ribbon-cutting, ground breaking ceremonies
Employee Relations
◦ Professional practices and policies within organizations
◦ Labor relations, contracts, benefits, etc
- Lobbying
o Working with legislators and Super Political Action Committees (PACs)
• secret-money groups
• special-interest donors
o Cannot give money directly to a candidate, but indirectly via super PACs
o Influence the course of legislative action

Hard sell vs. soft sellHard Sell
◦ Facts
◦ 'Reason why' ads
Soft Sell
◦ Emotional
◦ Entertainment
◦ Values
Rather than rational

Social media as PR toolsMajor tool for PR research and data gathering
◦ What areas do people visit?
◦ What products and services do they buy?
Youtube videos - " Viral" campaign
" Snowball effect": Sharing with friends and networks, forwarding and creating a buzz
e-WoM: Electronic Word of Mouth
Having an online presence has become mandatory for most businesses
◦ Cost-effective ways to persuade / influence masses

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