

## An exploratory study of advancing interdisciplinary research trends in digital new media

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### Abstract

**Aim:** The paper's overarching goal is to provide a theoretical framework for analyzing modern platform-based media ecosystems, and it does so by discussing three theoretical stances that offer promising new avenues of inquiry within the larger framework of communication studies. The paper zeroes in on how the original two ends of the communication process, the communicators and the receivers, change as a result of technology-centred contributions to social impact.

**Method:** The two primary aspects of the methodology are discussed in this paper, and they are illustrated with examples using a logical research path and path diagram. An investigation into potential interdisciplinary research developments in digital new media will use existing literature reviews and theoretical perspectives on their application across disciplines as its primary framework.

**Findings:** People's knowledge of and care about how they use media can be strengthened by interdisciplinary research in new media, which examines the fundamental shift in medium and the communication capabilities derived from new media. This helps advance the field of digital new media research, which fosters investigation into novel forms of communication and the study of its interdisciplinary practices, and further enriches and develops the theory of communication in the twenty-first century.

**Implications/Novel Contribution:** By allowing anyone to contribute, UGC gives people who use new media a chance to act as content creators, agents, and practitioners all at once. As a result of this trend, substantial social transformations will be accelerated and amplified. As a result, new media cannot be viewed as merely a new-style communication instrument but as a fusion of several different disciplinary dimensions. The data was collected to bolster foreseeable interdisciplinary social sciences and humanities progress.

*Keywords:* Digital New Media, Communication Theory, Social Impact, Interdisciplinary Research

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### INTRODUCTION

Since its inception, new media has disrupted, mediated, and potentially transformed established human communication patterns. The situation is more complex than just the rise of new models of two-way communication that place a premium on instantaneous responses from audiences. Further, this demonstrates the potential for new media to serve as the hub of digital convergence across all disciplines. Future trends will become highly integrated, cross-over, and inseparable in various fields due to the rapid development of new digital media technologies and services. The media industry is the most likely place to see this kind of unified progress. Particularly now that it has developed into portability, new media with the Internet-based hypertext system possesses subtle but significant effects. This explains why technological intervention is so common in social impact. New media have different characteristics than traditional ones, such as a circular, dispersed, and multi-step flow of dispersing, so traditional communication theories have been adapted to account for these differences. Despite this, the definition, scope, and function of new media as indicated by [De Reuver, Sørensen, and Basole \(2018\)](#) remain murky. The remarkable features of the future digital new media services, such as their high sharing and high interaction, should also be considered in this context. This paper argues that scholars need to shed light on the media's role in multifaceted, cross-border practice, with a particular emphasis on the significance of new digital values.

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Significantly, audiences in new media are increasingly in the spotlight as they transform into the media's end-users. It is possible to explain the idea of media users by noting that the recipients of the message in traditional models of communication are no longer passive observers but active "feedback-ers," creators, and communicators. In particular, the three most prominent media content types emerging from the many digital forms generated from Web 2.0-UGC are Occupation Generated Content (OGC), Professionally Generated Content (PGC), and User Generated Content (UGC). For new media to have a social impact, transparency is the tipping point. "Boundary resources" is a concept proposed by [De Reuver et al. \(2018\)](#) (p. 126), which, they argue, can be exploited by digital platforms thanks to their "dynamics." ([De Reuver et al., 2018](#); [Ugur & Barutcu, 2018](#)) build on this concept to suggest that "collectively tuned boundary resources" are a common practice among the users of digital platforms. The scholars' proposal is equally supportive of the media consumers' stance. From there, they can spark yet another conversation involving a potentially circular form of interactivity characterized by a wide range of point-line-plane and multidirectional scattering. Furthermore, UGC, as the most important outcome of modern communication technology, reinforces the role of Participatory Communication, highlighting it via an identity of "the active media user."

This article seeks to investigate the most distinguishing features of new media, specifically, its portability and how it mediates social impact, in light of the media's innovative and reformative nature. Hopefully, this will show how communication technology can serve as a platform instrumental in bringing about convergence. In particular, as a new media form, the internet has a nuanced but significant impact, at least in part due to its emphasis on personalized content that conveys different social values ([Basoglu, 2017](#); [De Kerckhove, 1991](#); [Polat & Uluturk, 2018](#)). The social networking site's sharing feature helps people meet new people and strengthen existing relationships. As a result of these tendencies, society as a whole will evolve. Scholars counter that most studies theorize digital platforms by concentrating on empirical data rather than digging out digital platforms themselves, which is contrary to what is claimed by the field of communication theories in academia. Therefore, this paper contends new media functions as the symbolic form of knowledge convergence, centralizing the most materials for the public to relate to recognizing world reality. Despite this, the public, the media users, are not passive observers of the world. They are participants, change-makers, and doers who work to improve society.

To that end, this paper presents a framework for doing so by integrating interdisciplinary literature and drawing on specific theoretical perspectives to investigate the application of the various disciplinary dimensions in the context of platform-based media. The rest of the paper zeroes in on three academic foci that offer promising avenues for furthering our understanding of the fundamental nature of new media and its effects on social practice. As previously mentioned, user-generated, professionally, and officially-generated content are the three main purposes of new media. Their roles play out on virtual mediums. Therefore, the shift of new media in its fundamental physical medium can be considered one of the key factors when academics attempt to clarify the theories to explore more explanations for the modern media environment. This paper concludes that user-generated content (UGC) offers new media consumers excellent opportunities to serve as media content creators who are also members of society, agents of change, and professionals in their field. If this pattern continues, it will accelerate and amplify dramatic social shifts. Therefore, "new media" refers to more than just a different communication tool; it also describes a convergent platform for a wide range of disciplines to work together.

## **LITERATURE REVIEW**

In recent years, many scholars have proposed the re-examination and definition of a series of communication theories based on the development of digital new media. Scholars mostly emphasize that new perspectives should emerge among digital new media, culture, society and information to explore the complexity of contemporary communication. A few scholars use the term, post-digital age, to describe the impact of contemporary media on society, and highlight that the paradigm of communication research should be turned from vertical thinking to horizontal. The literature review of this paper shows a wide variety of discussions on new media and digital platforms. It integrates relevant discussions into three specific concerns revolving around the specific characteristics of digitality.

First, scholars propose the innovation-driven attributes of new media. Based on its modern physical medium, new media, internet, and digital platforms apparently have driven social trends. This has been discussed by [Lehr,](#)

Clark, Bauer, Berger, and Richter (2019). Their recent research on the Internet ecosystem has been made mainly based on the advancement of new media technology and its generation of new roles. They propose that the internet is a global network connecting endpoints and digital networks. It also serves as an application platform that has been established as the attributes within which possess forwarding function. With the development of digitalization in new media, the internet engenders a layered structure, public network platforms, and application platforms. Moreover, based on the appearance of the role of users, the internet seemingly performs as the third-party platform, allowing extensive innovation with openness and effectiveness. Accompanied by innovation-driven attributes, Lehr et al. (2019) pinpoints that the internet is meanwhile empowered with the abstract functions brought by digitalization in new media. He upholds that social meanings can be distilled from the abstraction of the new media.

In addition, scholars argue for the convergent and interdisciplinary development of the new media. The examination of the social impact brought forth by the contemporary new media on every level of the societal based on media power is mainly proposed by Buckingham (2007), Couldry (2002), Couldry (2003), Daft and Lengel (1986), and Litschka (2019). Daft and Lengel (1986) were the first to propose the concept of Media Richness Theory, arguing that the correctness and richness of information communication are determined by the advancement of media functions. In terms of the functions of the digital new media, portability, deep-link, and 5G technologies enable digital new media to aggregate hyper-text and then build an information society. Couldry (2002), Couldry (2003) adopts the perspectives of British political economics and European sociology to analyze contemporary media power. He asserts that when media institutions acquire legitimacy and natural status, they generate symbolic power, which allows all resources to cluster together. Further, the various forms of media symbols produced by media institutions engender effect on social operations. Couldry argues that although the emergence of digital new media may have made the media institutions de-centralized, the status of new media in contemporary society has gradually formed and become unique. The uniqueness of the new media would reinforce the power of media institutions to exert within the societal. From the standpoint of this paper, Couldrys media symbolic power is the specific theory that well illustrates the contemporary medias interference in the overall social context. Notably, Couldry puts forward that todays media is able to generate power from extensive forms of media, which refers to new media platforms that virtually intersect and intra-flow among IT infrastructure contribution.

Furthermore, scholars emphasize the inter-relationship between new media and social integration. Except for the aforesaid discussion among scholars, new media has been regarded as a sort of social capital that signifies social classes of social members. Including Norris et al. (2001), Mansell, Steinmueller, et al. (2000), Livingstone and Helsper (2007) and Tsatsou (2011), the academics maintain it has become the fact of the internets capabilities of connecting conventional media to exercise the function of communication. However, digitalization signifies the physical change in the medium so that the function becomes unlimited. Digital new media derives extensive specific functions of contacts, connection, and automation. Therefore, the essential change of the new media boosts new communication models that human beings need to confront, and this situation would encourage social revolution. Worth a mention, the idea of digital inclusion is put forward to underpin that the internet and digital new media appear the social congregation and comes to be the infrastructure of ordinary peoples daily life. Livingstone and Helsper (2007) refer that the current trend of the research in the aspect of digital new media should be re-directed into the focus that the total account of physics, digitalization, humanities, and social strength take effect on the society as a whole. In particular, the previous study shows a deeper emotional attachment in-between the new media and an individual. For instance, those who tend to high utilization of the new media would show more willingness of the expression for their cultural identities. Moreover, an individuals dependence on new media demonstrates in the quality of the adoption rather than just for the adoption. Tsatsou (2011) believes that there are social and cultural contexts and decision-making factors between the development of new media technologies and social congregation; in other words, the social and cultural conditions have influenced new media functions and their decision-making, which in turn affects the direction of social integration.

### **Significance and Limitations**

With the rapid development of digital technologies and the emergence of new services derived from new media, the future trend of communication is supposed to be highly integrated, cross-utilized, and inextricably linked to various fields. At present, increasing numbers of new media, digital communication scholars and philosophers have become interested in digital new media. Studies have for example examined the development of communication brought by the internet mechanism and new media. The portable, deep-linked characteristics of digital new media and the terminal cross-border effect led by 5G remain inexplicable. However, the trend brought by the preceding traits is obviously crucial for the multi-dimensional cross-border practice in the era of the digital new media.

This paper particularly focuses on the remarkable characteristics of high sharing and high interactivity in the future digital new media services, aiming to propose a multi-dimensional cross-border practical function research of digital new media with the significance of the times. This paper offers a systematic review of the research literature which provides new possibilities for action, as well as pointers for further research.

The foregoing is clear to point out some of the problems that the academics have to handle, including the unpredictable development of digital new media and its interdisciplinary implications. So far, as a lack of sufficient empirical studies on the variable between digital new media and social impact to be referred, there will be the challenge of digital culture in the research process. Furthermore, multi-dimensional cross-border practice research on digital new media is inevitably involved in the problem of technology abuse. This will raise certain difficulties in expanding new research directions and methods.

### **METHODOLOGY**

This paper involves the two main points in methodology; a pattern of the research path and logic is provided to illustrate the points that are examined in this paper. Based on it, the literature reviews and the theoretical perspectives related to the interdisciplinary application will be taken as the key framework of an exploration seeking possible interdisciplinary research trends in digital new media.

In particular, the conventional communication models often show that the communicators and receivers are the two ends. In the position of this paper, it is emphasized that the users, who were passive receivers in conventional communication, are becoming a major role in the whole process of modern communication, participating in the mediation of social impact. Thus, the paper delves into the three vital forms of media content arising in the wake of Web 2.0, which point to UGC , PGC and Occupational Generated Content (OGC). By comparing them, it will exhibit the uniqueness of UGC. Subsequently, I will utilize Media Richness Theory, Social Presence Theory and Six Degrees of Separation as the key theoretical perspectives as literature to explain how they should be representative of interdisciplinary assumptions in the contemporary social context when mentioning communications.

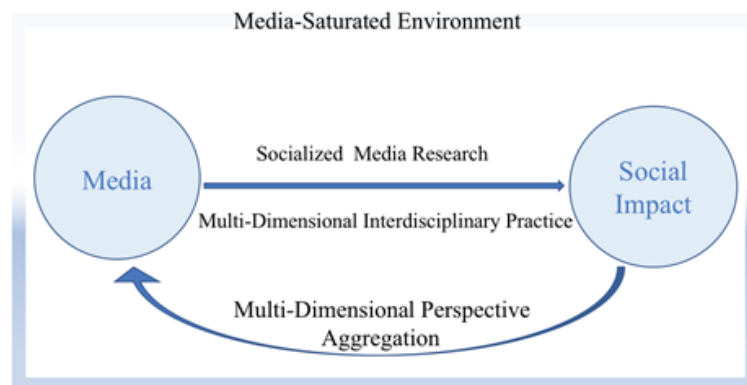


Figure 1. Conceptualized model of modern communication by the author

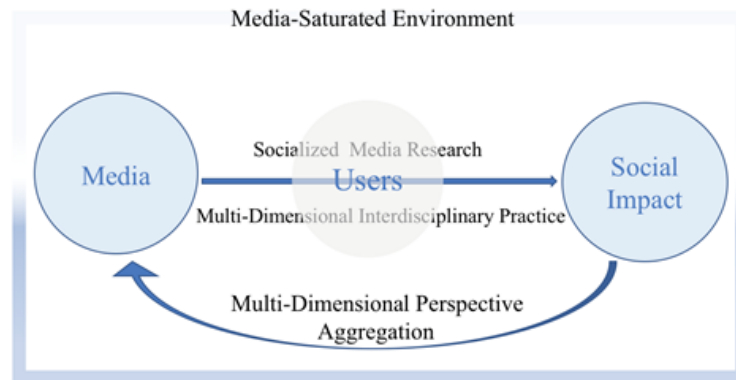


Figure 2. Users in conceptualized model of modern communication by the author

As the pattern above (Figure 1), under the media-saturated environment, there are interwoven associations in-between media and social impact. Shown in the figure, contemporary media has functions of taking effect in every level of society. It indeed has been becoming a tendency of blending various levels onto one platform forming the media field. Especially, the technology of Web 2.0 has produced the role of the users, who become the mediator among media, multi-dimensional disciplines, and social impact (see Figure 2). From the standpoint of this paper, the emergence of the users highlights the socialized outcome of the media today. We-media renders the users to re-convey social phenomenon, outputting their personal perspectives. In the meantime, the media institutions are becoming receivers, absorbing the constructed social outwards and then re-creating them within the media frame.

With the pattern of the key points in this paper, the paper reviews the theories from relevant disciplines to examine their perspectives to explain interwoven associations in-between media and social impact.

## RESULTS AND DISCUSSION

Given a new role, and standing in a new position because of the digital new media, the audience appears significant among communication. It becomes another hub, stimulating more complex, overlapping and interactive communication mode. It also becomes other circular interactive communication in multi-faceted divergent. This demonstrates that UGC developed by Information and Communication Technologies (ICT) is the most important technical achievement of contemporary communication. This leads to an identity emerged to legitimize the role of the audience Netizen. The results and arguments of this paper are illustrated in two aspects, theoretical and practical values.

### Theoretical Value

Digital media has immediate feedback function, and the generated communication model derives a multi-modal two-way circular transmission system, which enables all relevant fields to be concentrated in one convergence, that of an interdisciplinary platform develops. This situation demonstrates that the digital new media has become the convergent platform, capable of correlating various disciplines and areas on the whole. This explains the overwhelming tendency that technology intervenes in social impact. Through the analysis of the essential change in medium, and communication capabilities derived from new media, interdisciplinary research in new media will reinforce people's understanding of and attention to their personal using behavior of media. This is also contributing to achieving the academic level of digital new media research, thus to promote new models of communication and its interdisciplinary practice research, and to further enriching and developing the theory of communication in the new era.

In addition, in this paper, the focus on innovation of digital media is not only regarding the transformation from the existing media to various media. In the meantime, innovation is aimed at the physical medium per se, which has a qualitative change. The change has an impact on human lifestyles and society as a whole. This paper attempted to explore media function in social impact by mining the multiple overlaps and deep chain traits of digital new media. This is an initiation to reveal how to develop communication theories applicable to the contemporary

social phenomenon.

Moreover, since Web 2.0 has changed the communication model, the relationship between the communicators and the receivers alters in its original two ends among the communication process. The conventional receivers can be the starting points to disperse their own constructed messages. If in the aspect of journalism, they are termed post-truth news. Possessing access to creating media content, the receivers now have plural identities. More clearly, netizens can concurrently be members of virtual communities, social agents at every level, and social practitioner. In line with this sense, new media should not merely be seen as a new type of communication tool. It is also seemingly a multi-dimensional platform that becomes the interdisciplinary convergence.

### **Practical Value**

In order to associate media function and social impact, this paper emphasizes the physical side of medium, which is the device, and its specific portable function. The function indeed sets media free, breaking the limitation of the established social operation by conventional media. Moreover, it is closer to ordinary people. UGC plus mobile phones and application portability can motivate social members to connect themselves with mediated-virtual communities. Undoubtedly, new media is able to strengthen human capability into social practice and connect their practice onto the circles they involve. Therefore, UGC plus new media portability can be seen as an independent agency that can cooperate with conventional media to reinforce the societal cultural significance and integrate social reality. The research focus of the paper on the multi-dimensional interdisciplinary practice of digital new media aims to improve the current situation of communication in accordance with the times through various disciplinary theories. This is as well to examine the interwoven relationship between contemporary media and society.

New media in digital development essentially engenders a hitherto unprecedented prospect. The dynamic, deep-chain characteristics of digital new media and the development of 5G, that all included in its innovation will make the end of applications become a symbolic platform. Upon the platform, various knowledge, information, and social materials are centralized, blended and created to be any forms of media artifacts that relate to the public's perception of the world reality. This demonstrates that the advancement of new media has further in-depth intervention in social impact. In particular, the public itself is also the group of media users who no longer passively absorb the framed reality. Because of the personalization and accessibility of new media, they also collectively participate in reshaping the future of society. Based on this sense, the paper aimed to explore the relationship between contemporary media and social impact by examining the relevant theories of social sciences between the two. The results are expected to contribute to promoting the multi-dimensional interdisciplinary practice research of digital new media with important theoretical significance and academic value. It also hopes to enhance solution strategies on the variables in-between the contemporary media and social impact, and the possibilities of empirical research.

Summarizing the value aforementioned, new trends after the emergence of new media will encourage social transformation. The key factor is the essential changes in the physical medium of new media. Therefore, when putting new media under the entire communication environment for the research, it is difficult to clarify the overall communication effect due to insufficient theoretical perspectives of existing disciplines. It is an unpredictable change in traditional communication research that UGC and portability enhance participatory communication and social networking for ordinary people. The richness of digital new media provides us with new world experience. On this basis, we should consider the multiple trends of media research and explore how digital new media can become an alternative interdisciplinary practice platform in the context of contemporary society.

### **Discussion**

Based on the pattern of the research path and theoretical perspectives used, this paper will discuss how digital new media urges the transformation of modern communication into two parts. The first part revolves around the new forms of media content production, and the other part encompasses interdisciplinary theories for multiple research trends.

### **Participation by all-UGC Being Unique to PGC/OGC**

UGC, PGC, and OGC are the new forms of media content production accompanying with the advancement of Web 2.0 (Kim, 2012). They can be established upon the digital platform and seen by the public with the internet. While PGC, OGC, and UGC are all the message creators and publishers who have access to media to release messages freely behind the screen, there is some distinguishing in the midst of them. PGC has much more original resources sponsored by the media institutions, which want to extend their business through new media. Furthermore, the media industries seek to shorten the distance with the public by using new medias distinct attributes closeness. Clearly, PGC seems another channel for the media institutions to circulate their creative work that is certainly created by sufficient professional team members. However, by virtue of the existed system, it is hard for PGC to dismiss the established framework. In addition, the creation of PGC is usually not open to the public and therefore possesses less participatory features (Hjorth & Hinton, 2019). OGC appears a similar operation, that of acting as an organization. Yet OGC relatively appears on a limited scale. It could also be operated by most professionals or occupational volunteers who might be from Non-Governmental Organizations (NGO's). In this sense, OGC somehow can be credited by the public in terms of its objectivity not mainly for any profit or personal benefit though some may be paid by Click-Through Rate (CTR).

In China, one of the primary social media, Weibo, generates many OGC agents who play a role of opinion leadership. Such leaders are termed with different titles to distinguish the role function. For instance, Big V refers to those users who have their accounts verified and plenty of followers online in China, which signifies Internet celebrity (Baidu, n.d.). Big V is usually on behalf of a person or an institution that usually provide their perspectives, analysis, and attitudes toward social issues for the public. Therefore, they are deemed as influencers among Weibos platforms. Another popular role is the so-called Weibo Porter, who does not really create content but move content from outside Chinas internet onto Weibo via techniques. Weibo Porter may not function as opinion leadership, but Chinese audiences are fond of viewing original materials coming from outside. Based on this, Weibo Porter works as a filter, sieving out external messages that the audience is interested in.

Different from PGC and OGC, UGC appears higher autonomy. This is because Web 2.0 supplies an individual user with the personalized space from the download to the download-upload, which indeed reinforces the participation of the media users (Hjorth & Hinton, 2019). These days, everyone can be a UGC agent with ease. UGC has brought forth a variety of media content by creating, editing, sharing, publishing and live showcasing with the unprofessional lower standard. Thereupon, it gave birth to We-Media. It is obvious that We-Media has become the mainstream of popular media whether professional or not. The bi-identification of the browser and producer highlights participatory communication. Accordingly, participatory communication has become the most crucial characteristic of new media on social impact.

The theoretical development of participatory communication can be traced back to the concept of the public sphere proposed by Habermas (1991). It is a bottom-up, grassroots mode of communication. White (2003) points out that participatory communication is able to stimulate human beings consciousness-raising. In other words, when ordinary people recognize and reflect their own situation, they would deliberate upon their social action and further make a change in the current phenomenon. Specifically, todays rapid development of ICT enables media users to jointly create, circulate and enrich the digital content of the entire media sphere. Undoubtedly, We-Media becomes the key to liberate conventional media access, empowering ordinary people to express emerging knowledge that aimed at addressing situations that need to be improved (Thomas & Mefalopulos, 2009). Therefore, among the new forms of media content arising with Web 2.0, UGC owns the most participatory feature in communications.

### **Multiple Research Trends Related**

As mentioned above, this article persists that the new trends in the wake of the emergence of new media would encourage social changes. The crucial factor is an essential change in the new medias physical medium. Thus, while placing new media in communication studies it would be found hard to clarify an integral effect as a whole because of insufficient disciplinary theoretical perspectives. It is also explained previously in the article that UGC and the internet-based portable device render communications of having a strong association with social practice. In particular, the subtle effect of the internet is closely linked with the individual perception of the world.

Next, this paper will employ Media Richness Theory, Social Presence Theory and Six Degrees of Separation, to examine the possibilities in theorizing contemporary communication.

Media Richness Theory is also termed Information Richness Theory, referring to the media capability of carrying sufficient information to fully convey messages. Based on [Daft and Lengel \(1986\)](#) perspective, if a communication medium has the capability of conveying the information through it with more accuracy and authenticity, it is in accordance with media richness. Some academics summarize the existing physical communication media into a diagram to show the comparative functions of them. It indicates that compared with video conferencing, telephone and two-way radio, face-to-face is a richer medium, signifying direct information so as to bring more communication effect. Meanwhile, video conferencing is superior to the telephone because the telephone lacks visual information for communicators to reinforce their conveying. Yet, the telephone is richer than any documents ([Aparicio, 2016](#)). [Daft and Lengel \(1986\)](#) further propose four dimensions to estimate media richness, including instant feedback, multiple cues acquirable, language variety and personalized focus. As we know, in this modern age, human beings, unfortunately, cannot bear to live without any form of the medium, at least, a mobile phone is necessary. In such a concept, new media has fostered a vivid medium for users to communicate for it possesses multiple functions that are equal to the integration of individual conventional mediums. Discussed above, it is clear that the most specific feature of new media is its carrying hyper-text, of which media content can be words, sounds, pictures, videos, numbers, GIFs, emotional icons and so on. That is to say that the feature of new media corresponds to Daft and Lengel's four dimensions of media richness.

In addition to media richness, the social presence of a medium is another indication that seems to have a decisive effect on contemporary communication. Social Presence Theory was initially developed based on computer-mediated communication studies ([Short, Williams, & Christie, 1976](#)). The theory foregrounds the sense of proximity between communication via medium and face-to-face communication. In other words, a medium could function as an intimate interaction, capable of feeling the existence of the communicator. Since the proposal of the theory, it has developed and derived to explain more related to social and interpersonal relationships. According to [Baidu \(2019\)](#), a social presence can be connected with the experience of the media user who is able to perceive being present with others as real. Nowadays, new media has greatly and rapidly advanced in its application software. Portability of Smartphone reinforces the users' social presence, activating social media networking with anytime and anywhere. Innovative APPs combining with social media and the Internet become the users' intimate connection with the friend circle and the public. Consequently, Social Presence Theory is more capable to illustrate contemporary media's on-line and off-line simultaneity, of that the senses of virtual and real worlds are tightly connected.

Social function is the most significant trait of new media. In particular, the rise of social media leads to the trend that people are more closely connected like interwoven nets. Facebook, for example, provides an easy spot to connect to another. The early Social Psychologist, ([Knoblauch, 2014](#)) put forward Six Degree Separation to argue that ordinary people need only five persons to extend to a small world. Its hypothesis was to express that any two strangers would be able to connect with each other through no more than five people. Although the theory was demonstrated by an experiment conducted by Milgram with delivering mails, it now seems able to be associated with McLuhan's global village ([Dixon, 2009](#)), of that the concept originated from the advancement of electronic media. In McLuhan's viewpoint, the global village is like an imaginary community where people are brought together in accelerated progress along with communication technology. Particularly, the internet plays a vital role in connecting all social groups and communities, and new media serves as the function of interactivity. As the largest scale of international social media, Facebook has become one of the most popular forms of new media in the world. Its subtle design of social networking is essentially open. For instance, the clicks of like disclose the users' friend circles, where the users' friends have chances to link with one another even they are unfamiliar mutually. Moreover, the comments are displayed and sub-comments are hung under each of them. This means through one person's post on Facebook, the likes and comments with sub-comments can be netted as a small world.



Discussed thus far, the three theories emanated from a range of disciplines, Media Richness Theory, Social Presence Theory and Six Degrees of Separation apparently have their essence partially involved in contemporary media and communication studies. As highlighted as the most characteristics of new media previously in this article, UGC and portability enhance ordinary peoples participatory communication, media users involvement, and social networking. These are the changes that of conventional communication studies are unpredictable. Yet, the richness of new media provides us a new experience of the world and based on it, multiple trends in media research should be considered.

## CONCLUSION, RECOMMENDATIONS AND IMPLICATIONS

New media, as a rising mass medium in communication, is undergoing the process of being legitimized and ensuring its position in society. Nevertheless, prior to its not-yet fully legitimation, emerging as an alternative media institution as the TV industry, new media has been able to concenter most social materials and resources based on its distinctive features from conventional media. It is precisely because of this featurethe extraordinariness of new medias physics and functions that the existence of new media has broken the established social status that the conventional media has influenced in the mode of operation. Further, it possesses closeness to ordinary people. UGC plus portability energizes social members to connect themselves to the media community. According to [Couldry \(2002\)](#), at the present time, advanced technological facilities enable the media to transform messages into an imagined discourse which excels any other languages used in the ordinary world (p. 20). Furthermore, [Couldry \(2003\)](#) proposes that media plays a privileged role in framing our experiences of the social (p. 14), and acting as sources of social knowledge (p. 4). In this sense, when new media have advanced in its physical innovation, UGC plus portability as an instance, the function of participative communication is added to the new media, urging the media users especially ordinary people to become the social agents who are able to place themselves in social practice. For this situation, audiences become active in the communication model.

In summary, it is obvious that new media is undeniably capable of fastening the relationship with social practice. This point of view indicates that media power can be sustained as media are taken a complementary apparatus reinforced by new media functions. As mentioned previously, media has privileges in informing ordinary people of social events and telling stories. Couldry maintains that media power the massive concentration of symbolic power in media institutions is the complex outcome of practice at every level of social interaction [it is] reproduced through the details of what social actors (including audience members) do and say (p. 4). In such a condition, UGC plus portability may be seen as the agent mechanism to be together with the conventional media to convey preferred cultural meanings, mediating social reality. Therefore, future communication studies should be improved by a range of disciplinary theories to examine the close relationship between the media and the social.

Academics are on the threshold of a breakthrough in the solution of that complicated and arduous media issues. This research outcome seeks to contribute to future possibilities of interdisciplinary advancement. In particular, as the development of socialized media, digital new media is inseparable from social integration. However, not only new media play a vital role in social impact, but resources at all levels of society tend to focus on new media. The media-saturated environment makes new media not merely be another emerging medium in communication, but a convergent field, that this paper prefers to term it. That is to say, functioning as a symbolic platform of social knowledge, the new media brings together most of the materials and connects the public with the understanding of the world reality horizontally and vertically with points, lines, and then dimensions.

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