

New Media: The Digital Revolution

An R093 Revision Guide to Understanding, Analysing, and Applying New Media



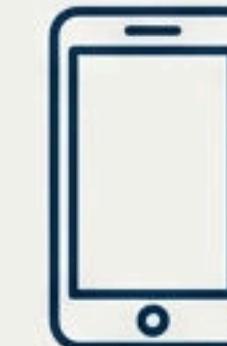
The Old World vs. The New: Media's Great Divide

Traditional Media: The One-Way Street



- Broadcast
- Passive Audience
- Fixed Schedule

New Media: The Conversation



- Interactive
- Active Users
- On-Demand

What Exactly is New Media?

New media refers to digital forms of media that rely on computers, mobile devices and the internet. It is interactive, on-demand and highly targeted.

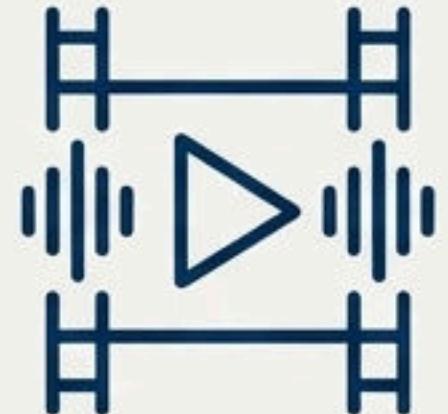
Core Examples Include:



Websites



Social Media Platforms



Streaming Services



Podcasts



Apps & Online Games

The 5 Defining Features of New Media



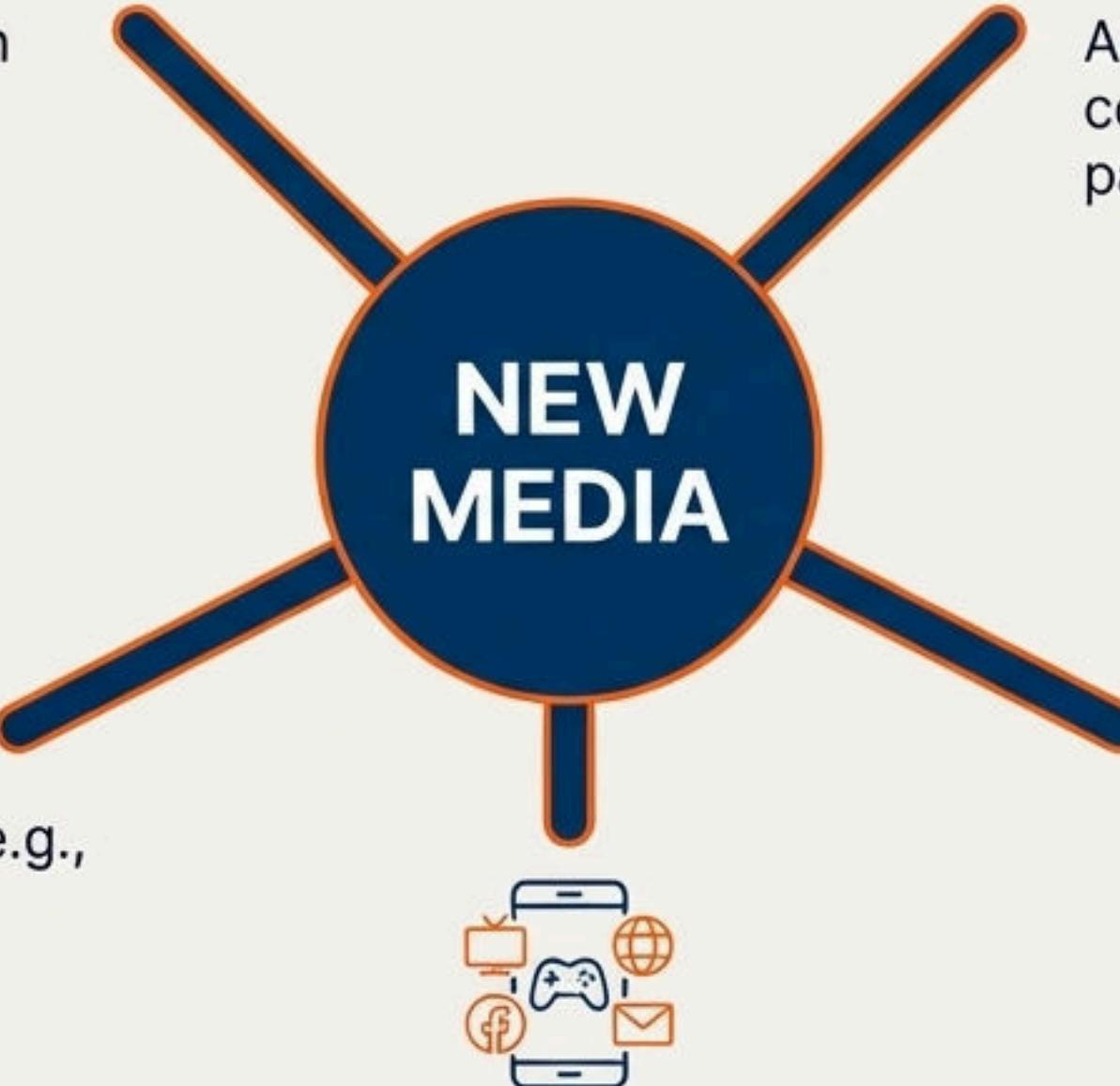
Digital Delivery

Content accessed through the internet and digital devices.



On-Demand

Users choose when and where to access content (e.g., catch-up TV, streaming).



Convergence

One device can access TV, games, web, social, and messaging.

Interactivity

Audiences can like, share, comment, vote, and participate.



Exam Link

Remember to compare new media with traditional media in terms of *reach* and *interactivity*.

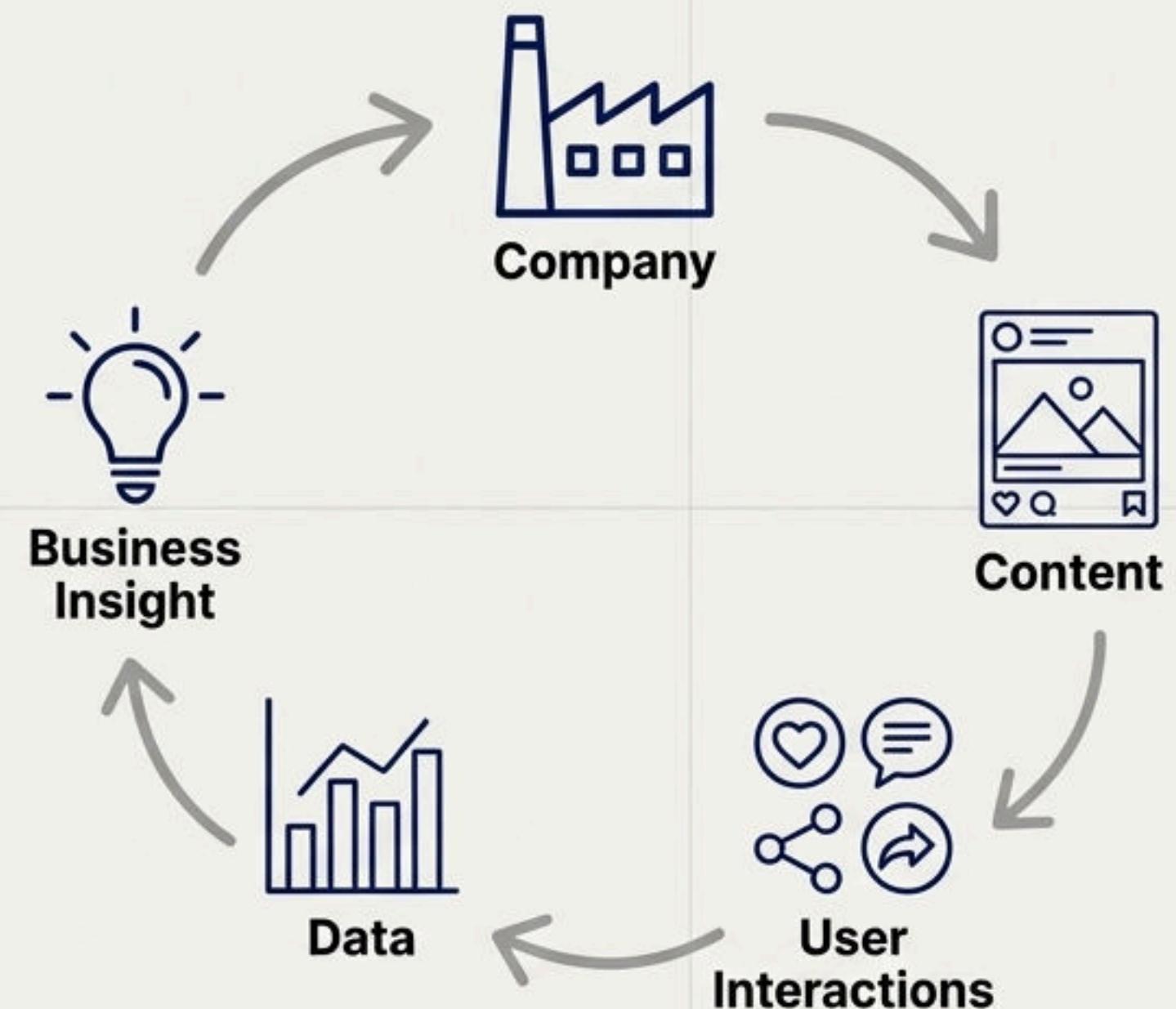
Personalisation

Content and adverts can be targeted to individuals.



From Passive Audience to Active Community

New Media transforms viewers into participants. Users actively shape their experience by liking, sharing, commenting, and even creating their own content. This two-way communication is the key difference from traditional media.



Exam Tip

Always state how new media allows for *two-way communication* and crucial *data collection*.

The Campaign Toolkit: New Media in Action



Websites & Microsites

Central hubs for detailed product information, articles, and clear calls-to-action (e.g., "Buy Now", "Sign Up").



Social Media

Building communities through posts, stories, and shorts. Leverages influencer partnerships for authentic reach.



Video Platforms

Engaging audiences with pre-roll adverts, sponsored content from creators, and dedicated branded channels.

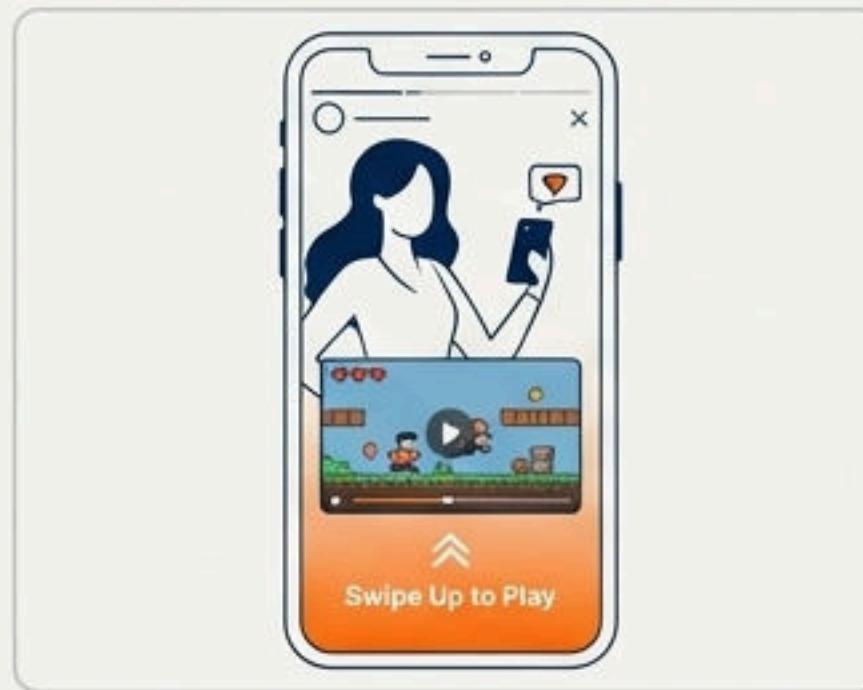
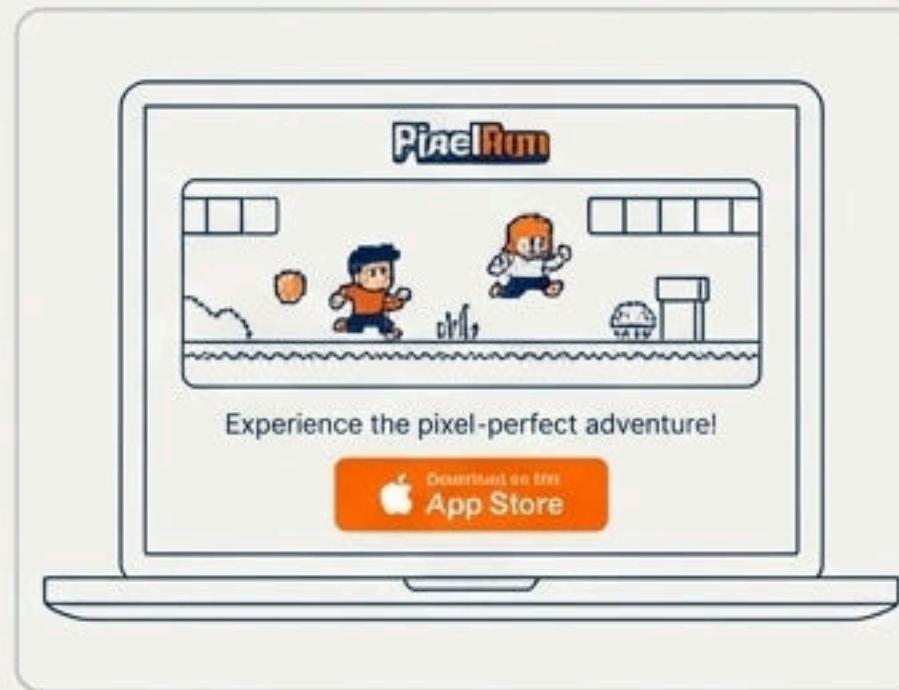


Apps & Games

Creating immersive experiences via branded apps, 'advergames', and targeted in-game advertising banners.

One Message, Many Channels

How a cross-platform campaign for the mobile game "PixelRun" would work



The Strategic Advantage: Why Creators Choose New Media



Precision Targeting

User data and analytics allow campaigns to reach specific demographics, interests, and behaviours, reducing wasted ad spend and increasing impact.



Global Reach

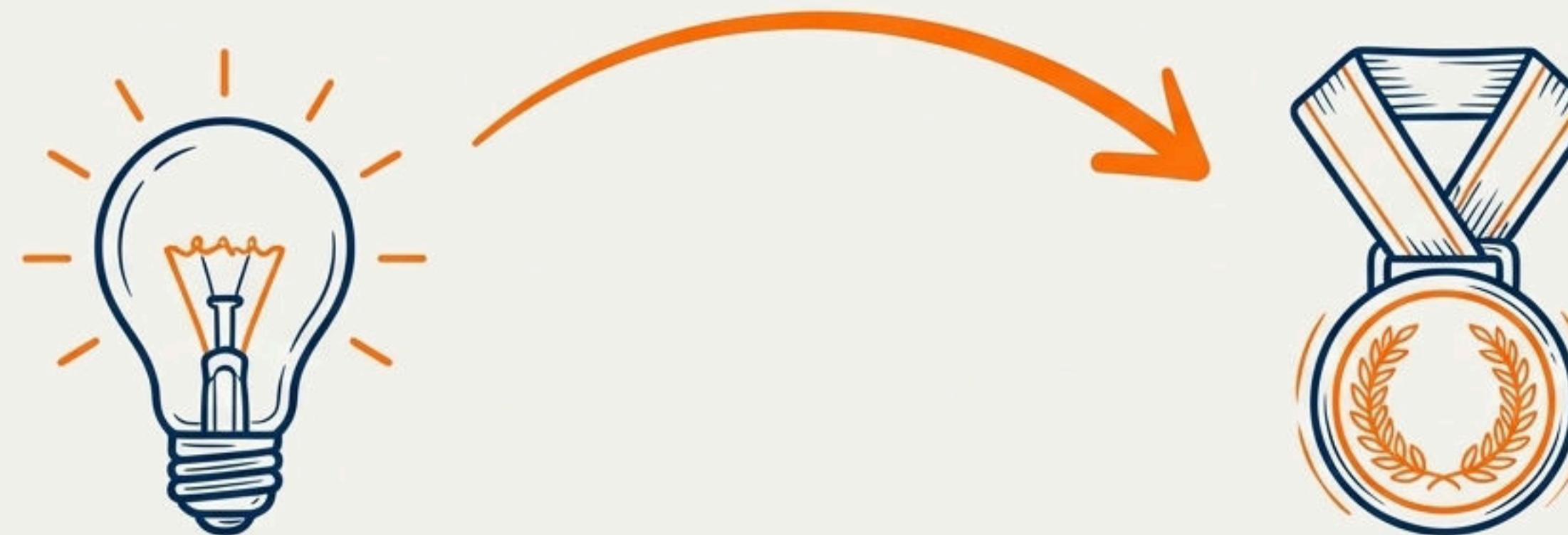
Digital distribution is significantly cheaper than traditional methods, enabling content and campaigns to reach a worldwide audience almost instantly.



Measurable Analytics

Every click, view, share, and comment can be tracked. This provides clear data on what works, allowing for campaigns to be refined in real-time for better results.

From Knowledge to Marks



Understanding the features of New Media is the first step. The second is applying that knowledge precisely to answer exam questions. This section shows you how.

Nailing the Short-Answer Questions (1-3 Marks)



Q1 (1 Mark): State one example of new media.

Technique: Be specific. Avoid vague answers like “the internet.”

Model Snippet: “A video streaming service” or “A social media platform.”



Q2 (2 Marks): Explain one way that audiences can interact with new media.

Technique: Point + Impact. Describe the interaction, then explain its effect.

Model Structure: ‘One way audiences can interact is by **commenting**. This means that they can **build communities** around content.’



Q3 (3 Marks): Describe one advantage of using social media instead of posters...

Technique: Make a clear point about targeting, interactivity, or cost, then develop it with detail.

Excelling at Analysis Questions (4 Marks)

Q4. Explain **two** ways that data and analytics can help a company improve its new media campaign.

****Technique**:** Build Your Argument. For a 4-mark question requiring two points, you need a two-part structure for each point.



Part 1: State how data is used. (e.g., "Analytics show that video ads perform best with 18-24 year olds.")



Part 2: Explain how this improves the campaign. (e.g., "This allows the company to focus its budget on video content for that specific demographic, increasing effectiveness.")

= 2 Marks



Part 1:
State how data is used.
(e.g., "Analytics show that video ads perform best with 18-24 year olds.")



Part 2: Explain how this improves the campaign.
(e.g., "This allows the company to focus its budget on video content for that specific demographic, increasing effectiveness.")

= 2 Marks

Repeat this structure for your second point to secure all 4 marks.

Mastering the 9-Mark Question: Your Essay Blueprint

Q5. Discuss the advantages and disadvantages of using new media instead of traditional media for a charity campaign on cyberbullying.



Paragraphs 1-2: Advantages of New Media

Discuss precision targeting (reaching teens), interactivity (sharing stories), viral potential, and lower cost.



Paragraph 3: Limitations of New Media

Discuss the digital divide (not all young people have access), reliability of information, and the risk of the message being lost in online 'noise' and distraction.



Paragraph 4: Comparison with Traditional Media

Briefly contrast with the broad but less targeted reach of TV, the credibility of radio, or the local impact of posters.



Final Paragraph: Justified Conclusion

Recommend the best approach for the charity (likely a mixed-media strategy) and justify *why* it is the most effective choice.

Your Interactive Revision Toolkit

Test your understanding with these games and tools from the iMedia Genius hub.

Sector Sorter

Drag-and-drop game sorting traditional vs. new media. Perfect for media industry questions.



Play Now

Distribution Dash

Match campaign scenarios to the best **platforms** and **file formats** for mobile, web, and print.



Play Now

Escape Room: R093

Answer questions on the whole specification to escape each room. A true revision challenge.



Play Now

Flashcards & Mind Maps

Directing students to 'Open NotebookLM for New Media' for quick-fire revision prompts.

Final Checklist: Are You Exam Ready?

Before you finish, check if you can confidently do the following:

- Give at least three specific examples of new media. (e.g., social media platforms, streaming services, online games)
- Explain *how** new media allows audiences to interact with content. (e.g., commenting, sharing, creating)
- Compare how new media and traditional media can be used in a campaign, discussing their different strengths. (e.g., reach, targeting, cost, interactivity)