



NL Agency
Ministry of Economic Affairs

Creating a message?

Communication in a
new media era

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>> *Focus on energy
and climate change*



Introduction & content

- New media and Digital Culture
- Research
- Communication and new media
- Network society
- Communication strategy
- Issues and opportunities
- Discussion



New Media and Digital Culture

Studying new media?

“Develop a well defined vocabulary about the meaning and impact of new media and digital cultures in order to become critical citizens, journalists, researchers, teachers, writers, and policy-makers of the future.”

- Goal internship
- Background
- Research





Research

- Theoretical framework (about communication in a network society/organization)
- Analysis about the current communication strategy of DSM
- An answer to the main question: What actions should the DSM programme of the International Energy Agency take to achieve a (new) communication strategy?



Communication and new media

New Media is social media?

- Examples impact ‘new’ media in society
- How to deal with new media?

Jensen in *Media Convergence* (2010)

*"The very idea of communication is contestable, but it is mostly not contested in either research or ordinary conversation. **It is, not least, when new media are introduced that the concept of communication comes to be contested**". (Jensen 2010:7)*



Communication and new media

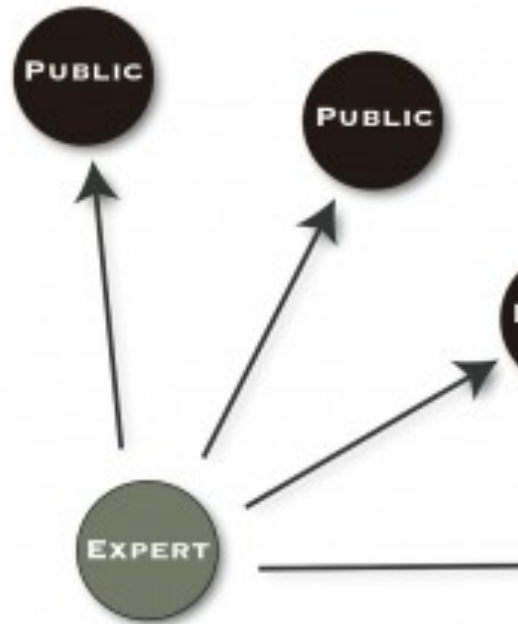
ONE TO MANY

The role of communication

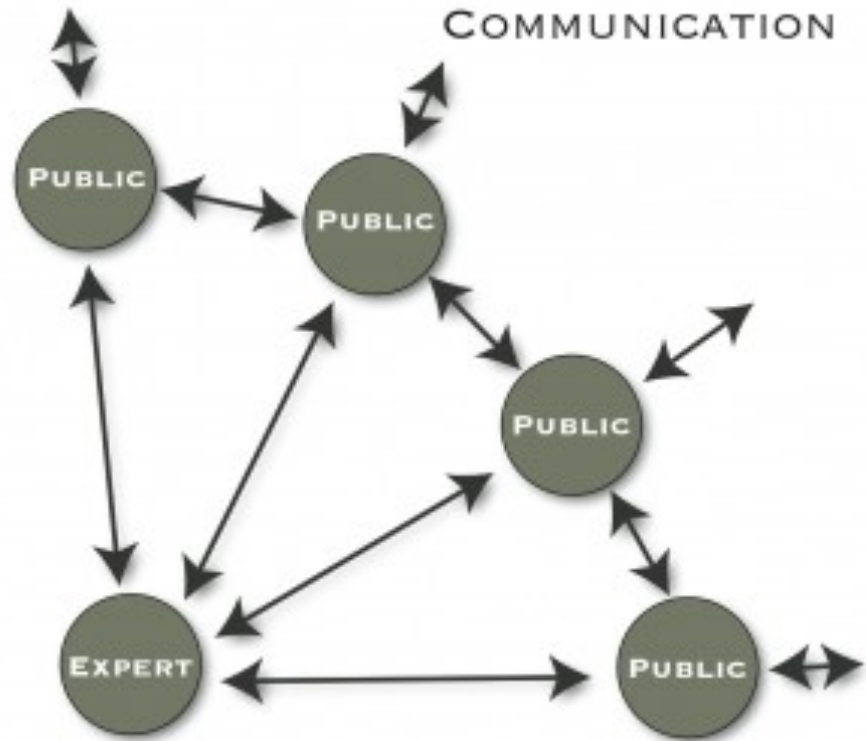
"The **stakes** of the communication addresses alternative mass of people and heartfelt

Manuel Castells

- the character of the media
- interaction in the network of the way, communication



MANY TO MANY COMMUNICATION





Network society

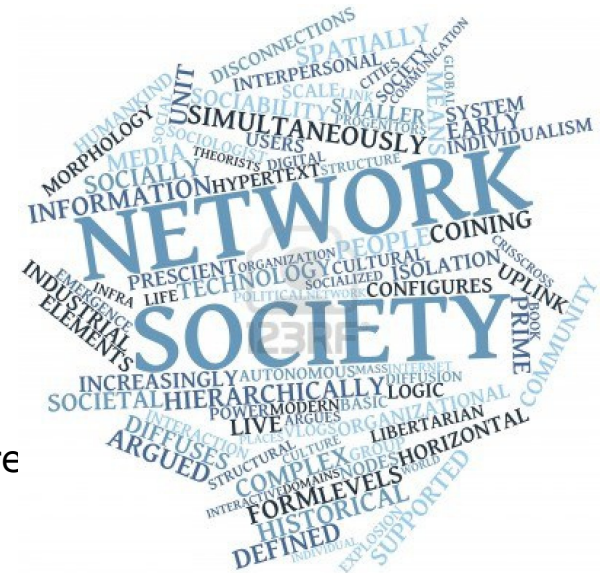
Power in networks? Sender?

1. *Networking Power*: the power of the actors and organizations included in the networks that constitute the core of the global network society over human collectives and individuals who are not included in these global networks.

2. *Network Power*: the power resulting from the standards require to coordinate social interaction in the networks.

3. *Networked Power*: the power of social actors over other social actors in the network. The forms and processes of networked power are specific to each network.

4. *Network-making Power*: the power to program specific networks according to the interests and values of the programmers, and the power to switch different networks following the strategic alliances between the dominant actors of various networks.





Network society

“The question of power as traditionally formulated does not make sense in the network society, but new forms of domination and determination are critical in shaping peoples’ lives regardless of their will”.

“There are power relationships at work; in new forms and with new kinds of actors”. (Castells 2010: 776)

What is power? Power in networks elaborated in two mechanisms:

1. Programmers
2. Switchers





Network society

1. Programmers

- > constitute networks
- > program/reprogram networks
- > (in terms of the goals formulated)

2. Switchers

- > ability to connect
- > ensure the cooperation of different networks (by sharing common goals)
- > combining resources
- > fending off competition from other networks



Network society

Communication in a network society

- To force participants into compliance, or
- How participants/people think and related

Important: mental processing is conditioned by the communication environment

(mental processing: interpreting communication materials on its own terms)

Issue: there are only a few instances of simultaneous mass sharing media.
Instead: sharing messages from multiple senders-receivers in a new communication system; versatile, diversified, and openended, it integrates messages and codes from all sources.



Communication strategy

Communication strategy: why?

“Apparently, **standards are diminished** as a source of network power”. (Jensen 2010:780)

Everything can be digitized. It's a potential *viral diffusion*.

- positive or negative?

Lesson: network power, exercised by digital networks assumes a new form: the removal of control over message distribution...



Communication strategy

- Reformats the message?
- Suitable for audience?

Communication strategy is a way not to make it 'suitable for your'

Channel	Audience	Statistics	Goal
Website www.leadsm.org	Not measurable	3.000 hits per day	General information
New Media (Facebook)	Open Group	85 members	Interaction and student contact
New Media (Twitter)	Open account	129 followers	Short updates
New Media (YouTube)	Everyone	0 videos – 12 subscribers	Give visual insight
Concept: DSM University	Policy and decision makers	unknown	Stimulate debate
Spotlight	People with interest	unknown	News updates
Intern documents	IEA or DSM members		Internal information

1. Goal

Eg. To enliven the DSM programme and make the **dissemination** of **our results** engaging and interesting to **our audience**

2. Analysis

3. Issues and opportunities ->



Issues and opportunities

Content

- Scope of the programme: it is wide/divers
- The programme is policy rated

Communication/tone of voice

- People communicate in task numbers
- DSM has no elevator pitch
- + Share complex story's in short terms

Audience

- People perceiving issues on their own way
- We don't know our audience (!)
- + Cater our communication to the diversity of our audience

Reputation

- Experiences are not sufficiently disseminated
- + Make the website the 'go-to' place for DSM information
- + Publishing long-term knowledge and expertise and ensure it is *shared*





Discussion

Communication goal

Ideal situation

Issues

Audience