

# Technology Science Information Networks Computing



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# New Media Product Design and Development

## Lecture 1. Introduction

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# Part 01

Media? New Media?  
New Media Product?

## An English test

Which one is correct?

The media \_\_\_\_\_ controlled by the rich people.  
(A). is (B). are

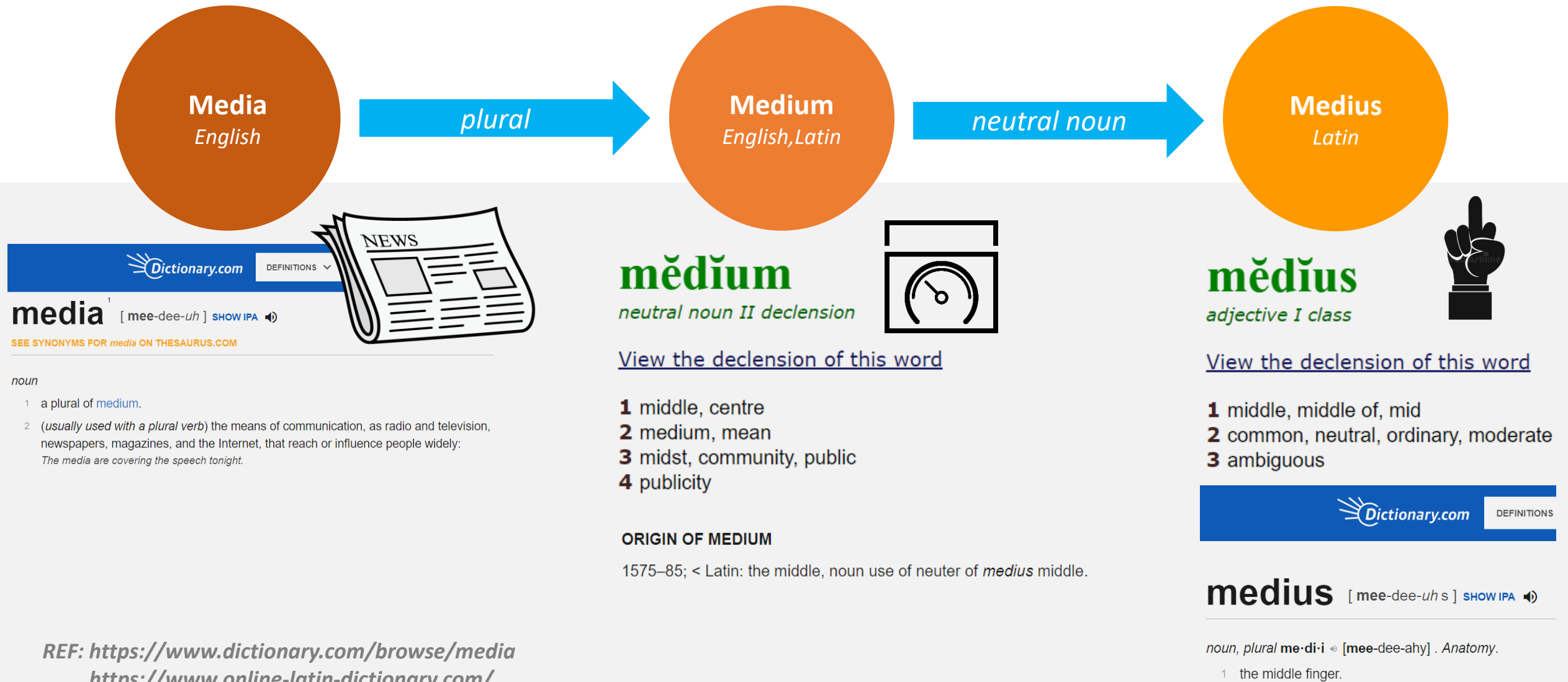
What \_\_\_\_\_ new media?  
(A). is (B). are

What \_\_\_\_\_ old media?  
(A). is (B). are



# Language is moving

Where is the word "*MEDIA*" from?



## Usage note for “*MEDIA*”



### USAGE NOTE FOR MEDIA

**MEDIA**, like *data*, is the plural form of a word borrowed directly from Latin. The singular, **MEDIUM**, early developed the meaning “an intervening agency, means, or instrument” and was first applied to newspapers two centuries ago. In the 1920s **MEDIA** began to appear as a singular collective noun, sometimes with the plural **MEDIAS**. This singular use is now common in the fields of mass communication and advertising, but it is not frequently found outside them: *The media is (or are ) not antibusiness*.

**1800 A.D.**  
**THE INDUSTRIAL REVOLUTION**



# The history of media

## ≡ Reference\*



The newspaper was invented in Rome in the year 59 B.C. The first newspaper, "Acta Diurna," was a daily account of senate proceedings that was published for the citizens.

The first regular, weekly newspaper was published in Antwerp in the year 1605. The oldest continuously operating newspaper in the world as of 2014 is Sweden's "Post-och Inrikes Tidningar," which has been in print since 1645. The first newspaper to be published in America was "Publick Occurrences," which began in 1690. At the height of the industry in the late 19th century, there were more than 5,000 newspapers in circulation throughout the country. Today, there are just under 1,500 newspapers in the United States, with a total circulation of about 55 million.

REF: <https://www.reference.com/history/year-newspaper-invented-9b4163190860a3ac>

<https://www.soubct.com/info/80.html>

## 邸报才是世界上最早的报纸

🕒 时间: 2018-03-02 11:55 📖 阅读量: 206

据调查, 我国的邸报是世界上最早的报纸。

然而以前西方有不少人都认为最早的报纸是罗马帝国凯撒大帝在公元前59年所创建的《每日纪闻》, 那是一种传递紧急军情的官报, 但是报纸的寿命不长, 不久就停办了。就办报年代而言, 我国的 晒要比《每日纪闻》早得多。



西汉实行郡县制, 全国分成若干郡, 郡下再分若干县。各郡在京 城长安设立驻京办事处(那时叫"邸"), 派有常驻代表, 相当于皇 帝和各郡首长之间的联络官。"邸报"就是那些联络官定期把皇帝谕旨、臣僚奏议等官方文书以及宫廷大事等有关的政治情报, 写在竹简 或绢帛上, 然后派遣信使, 通过驿道, 传送给各郡长官。最早的"邸 报"出现在西汉初年公元前2世纪左右, 比罗马帝国的《每日纪闻》 大约要早一百年。


# The history of media

## A conclusion

bizfluent.com/info-8576575-functions-newspaper.html

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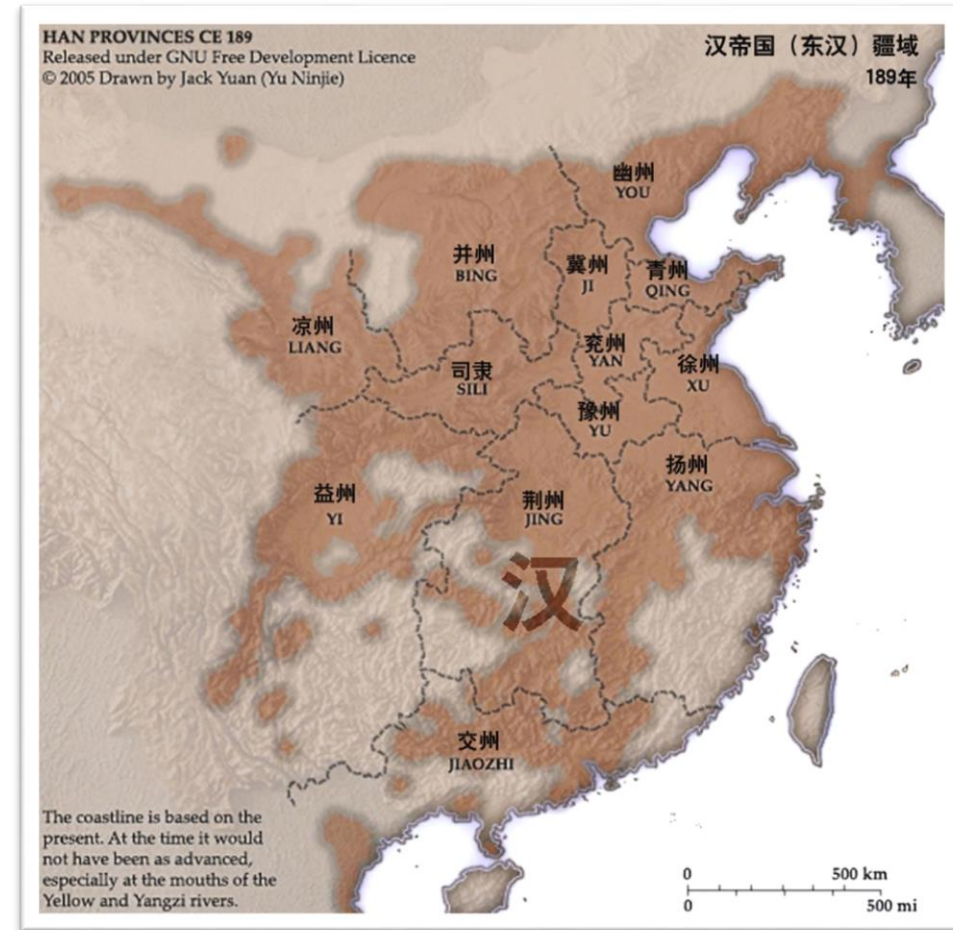
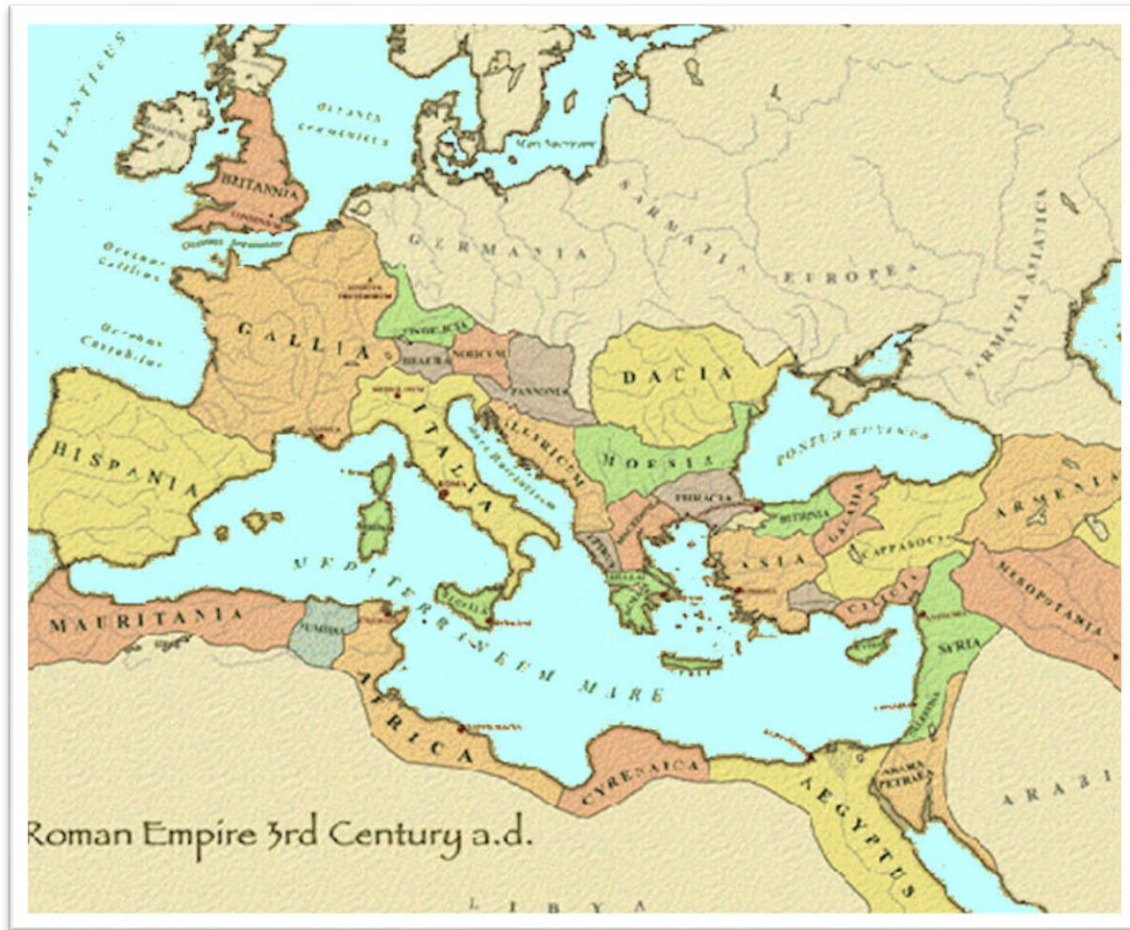
Newspapers are publications that come out at regular intervals -- usually daily -- and provide news and information to the readers. They are printed on cheap paper known as newsprint and are normally relatively inexpensive. They are funded by the price of purchase, paid subscriptions and advertising that is printed within its pages. The earliest ancestors of newspapers were governmental bulletins and information sheets or notices from ancient Roman and Chinese times. However, the modern newspaper did not appear until the 19th century with the onset of the industrial revolution.



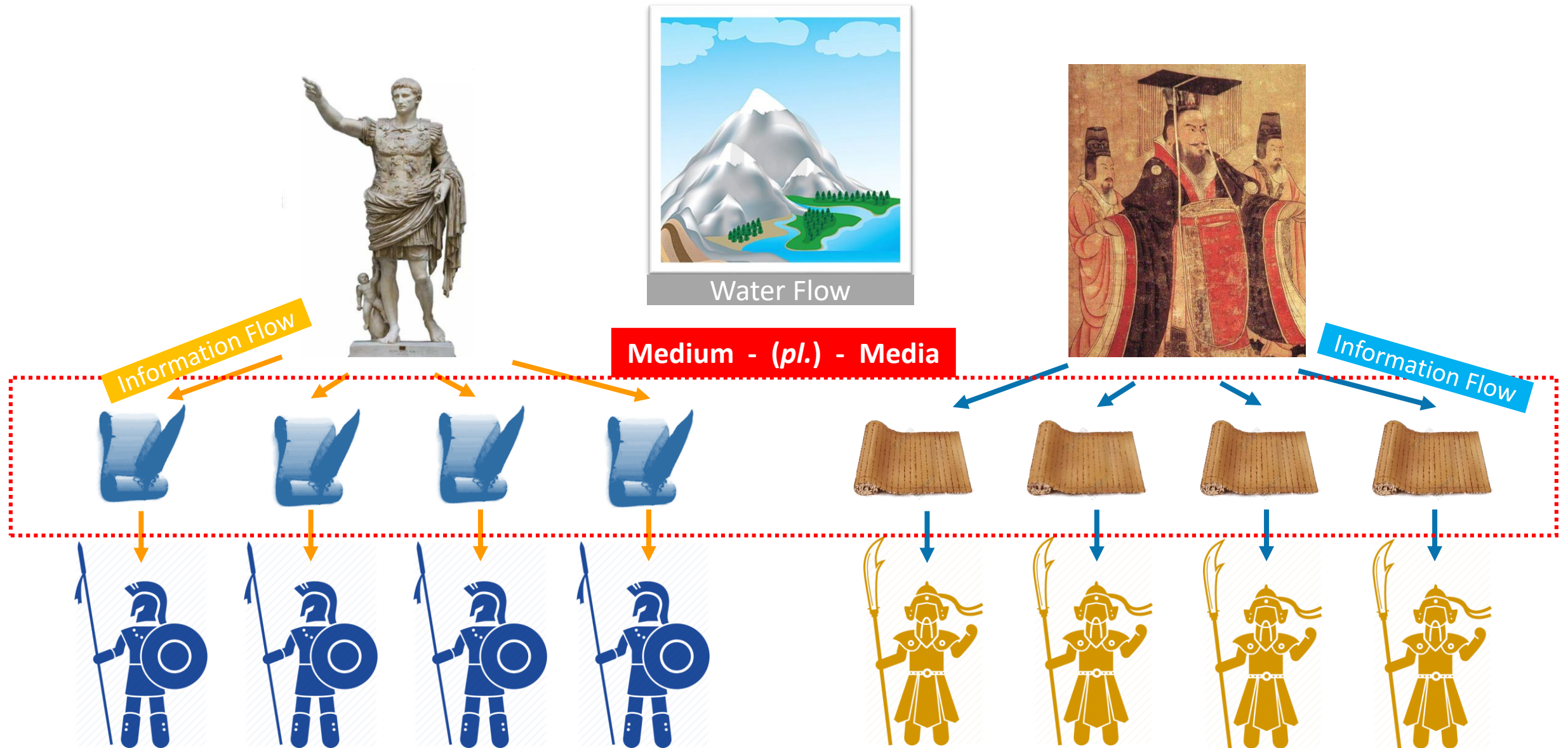
# Why both Roman and Han need newspaper?

A requirement from central government:

To control every part of the empire, central governments need to inform the officials to follow their command.



# Medium and Information Flow





# The emperors are the first media product manager

## SIMILARITIES

## Business Requirements

order the officials to  
follow the commands  
from central  
government

## Product Design

goat skin

bamboo

## Produce

goat skin  
→ parchments

bamboo  
→ bamboo slips

## Quality Assurance

anti-fake

royal-made

# Release

## implement system

deliver system

## DIFFERENCE

## Cost

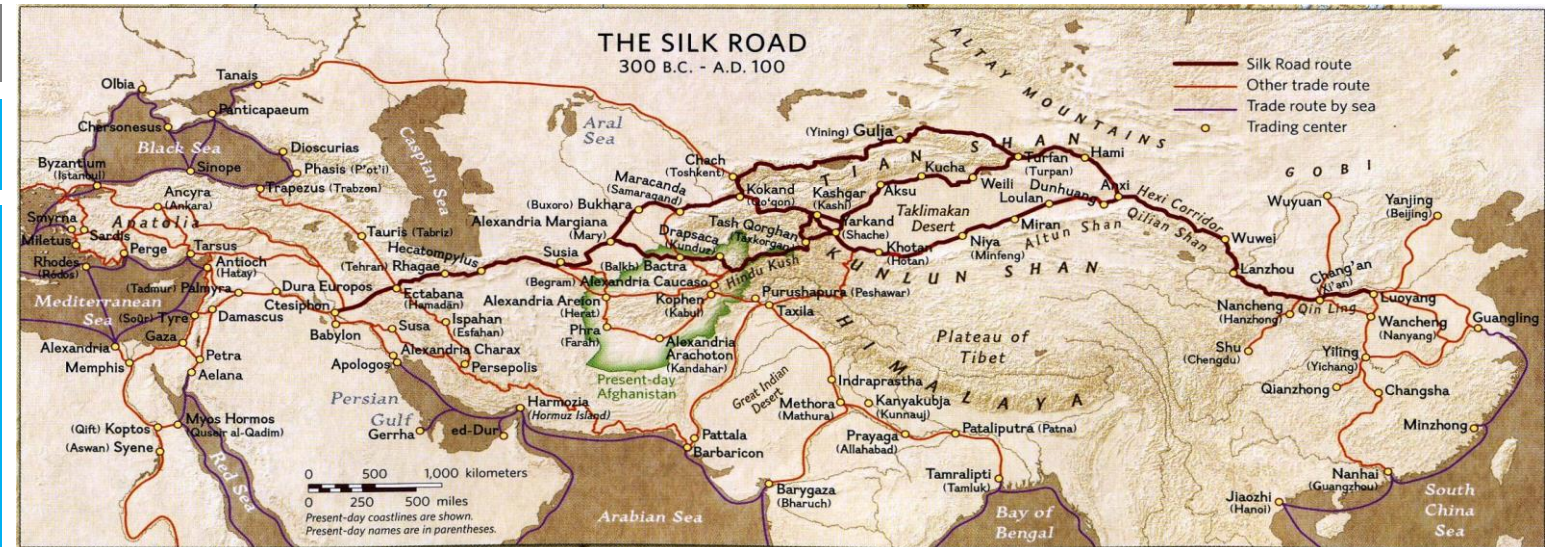
parchments: expensive

bamboo: cheap

## Reuse

parchments: wash,  
bleach, scrape

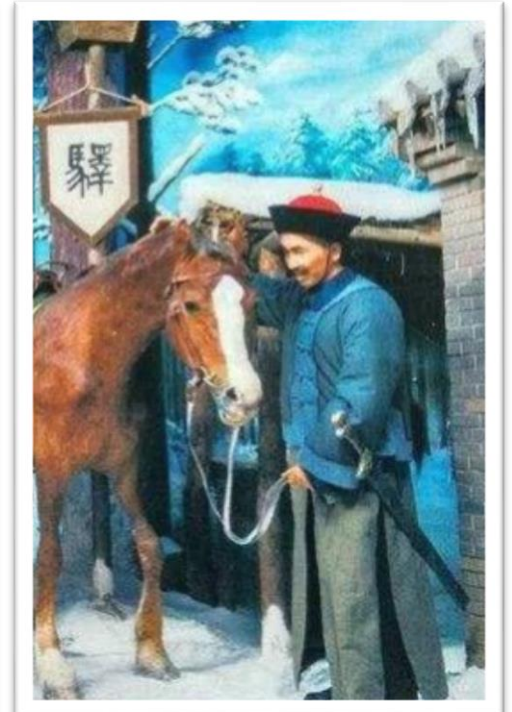
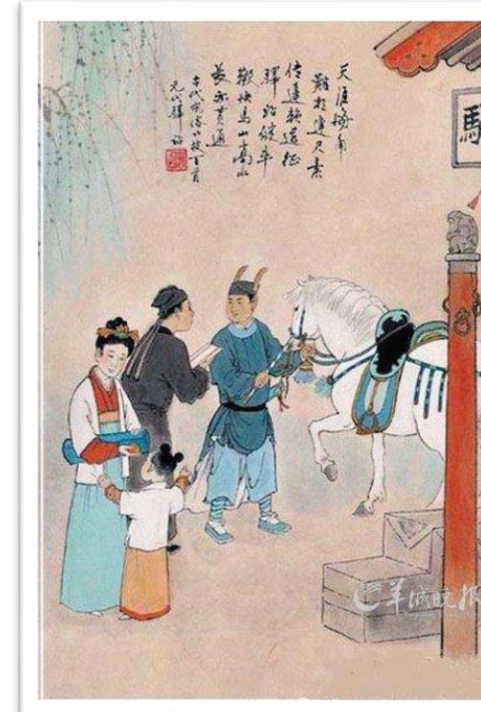
## Bamboo: scrape



# Information release 1: courier station

Ancient media: horse-based media  
(~1853 Crimean War)

	Ancient Media
Media Types	Horse-based media
Media Owner	Government
Writer	Emperor, Officials
User Interface	Parchments; Bamboo slips; Paper
Information Carrier	Horse
Response Time	Several days/months/years
Propagation mode	Point to point
Technical Skills	Parchments/Bamboo slips/Paper making; Horse breeding; Write/Scrape/Print
Business Flow	Sending messages by riding a horse





# Information release 2: from telegraph to television

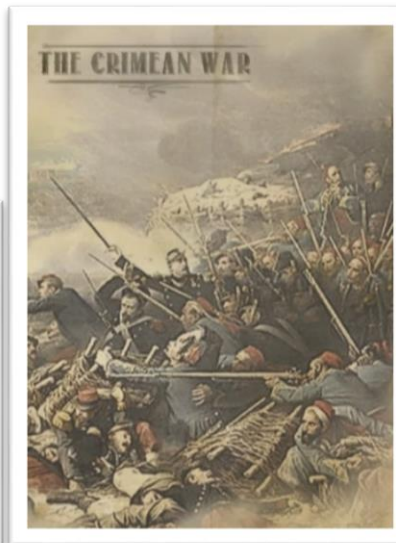
Traditional media: electricity-based media

(1853 Crimean War ~ 1994 Internet Commercial Use)

	Traditional Media
Media Types	Electricity-based media
Media Owner	News agency
Writer	Journalist
User Interface	Telegraph-based newspaper, film, radio, television
Information Carrier	Cable, wireless
Response Time	Hours, weeks
Propagation mode	Point to point / point to all
Technical Skills	Electronics, machine, write, camera
Business Flow	message-telegram-news-newspaper Photo-fax-news-newspaper Message, audio-telegram, telephone-news-radio Video-transport-news-film, television

*The term “New Media” was firstly mentioned in 1960s, obviously for TV, which is not accepted as a “New Media” today.*

REUTERS



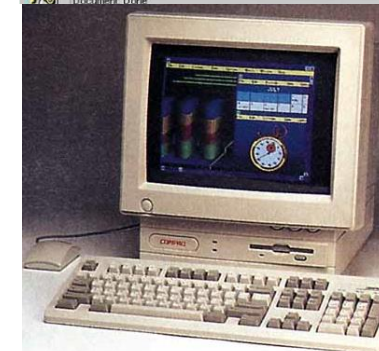


# Information release 3: Web pages

Digital media: web-based media

(1994 Internet Commercial Use ~ 2007 iPhone)

	Digital Media
Media Types	Web-based media
Media Owner	Internet company
Writer	Staff
User Interface	Webpages
Information Carrier	Internet
Response Time	minutes
Propagation mode	point to all, many to many
Technical Skills	Computer science, networks
Business Flow	information-email/content system-webpages BBS, Chatrooms, ICQ, QQ, MSN



A client-client communication software is not a media at that time.  
But websites are definitely treated as new media platforms.



# Information release 4: apps

Smart media: algorithm-based media

(2007 iPhone~)

	Smart Media
Media Types	Algorithm-based media
Media Owner	Individual
Writer	Everyone
User Interface	Apps
Information Carrier	Mobile phone, Internet of things
Response Time	seconds
Propagation mode	All to all
Technical Skills	Artificial intelligence, big data, block chains
Business Flow	Client – Internet- client Sensor – Internet- client

Since social media becomes a new type of new media, interactions between users have been treated as an fundamental feature of new media.



Sensor kit components from air quality project. Photo by Amy Schmitz Weiss.

"Sensor journalism can be defined as the as the act in which sensors are used as part of the newsgathering and reporting process for a specific kind of story that requires a sensor to gather and report data."

写稿机器人日产稿件2000篇，未来的记者怎么办？

文汇报客户端 2019-11-03 11:34:08

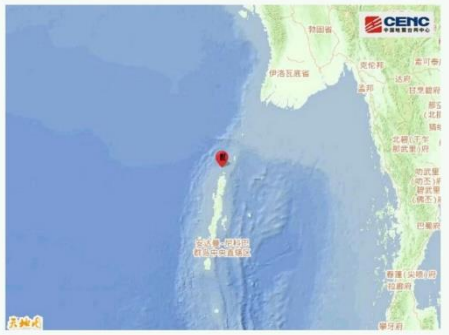


“今天，不少人都通过新闻客户端获取信息。可能大部分人根本分不清楚，自己接受到的信息究竟是记者写的，还是机器写的。因为，一些商业客户端目前的AI（人工智能）写作已经达到了日产2000多条。”昨天，在复旦大学新闻学院举行的“转型与创新：媒体融合背景下的新闻传播教育共同体构建”国际高峰论坛上，中国社会科学院新闻与传播研究所所长唐绪军分享的这则案例，是当下从事新闻传播教育的学者们最关心的话题之一。

2.34K/s 4G 86% 23:19

中国地震台网

震中地形：震中5公里范围内平均海拔约-52米。



以上信息由地震信息播报机器人于2019年5月22日9时0分18秒自动产出，用时18秒，公测阶段仅供参考。

# Current New Media Industry

Article:

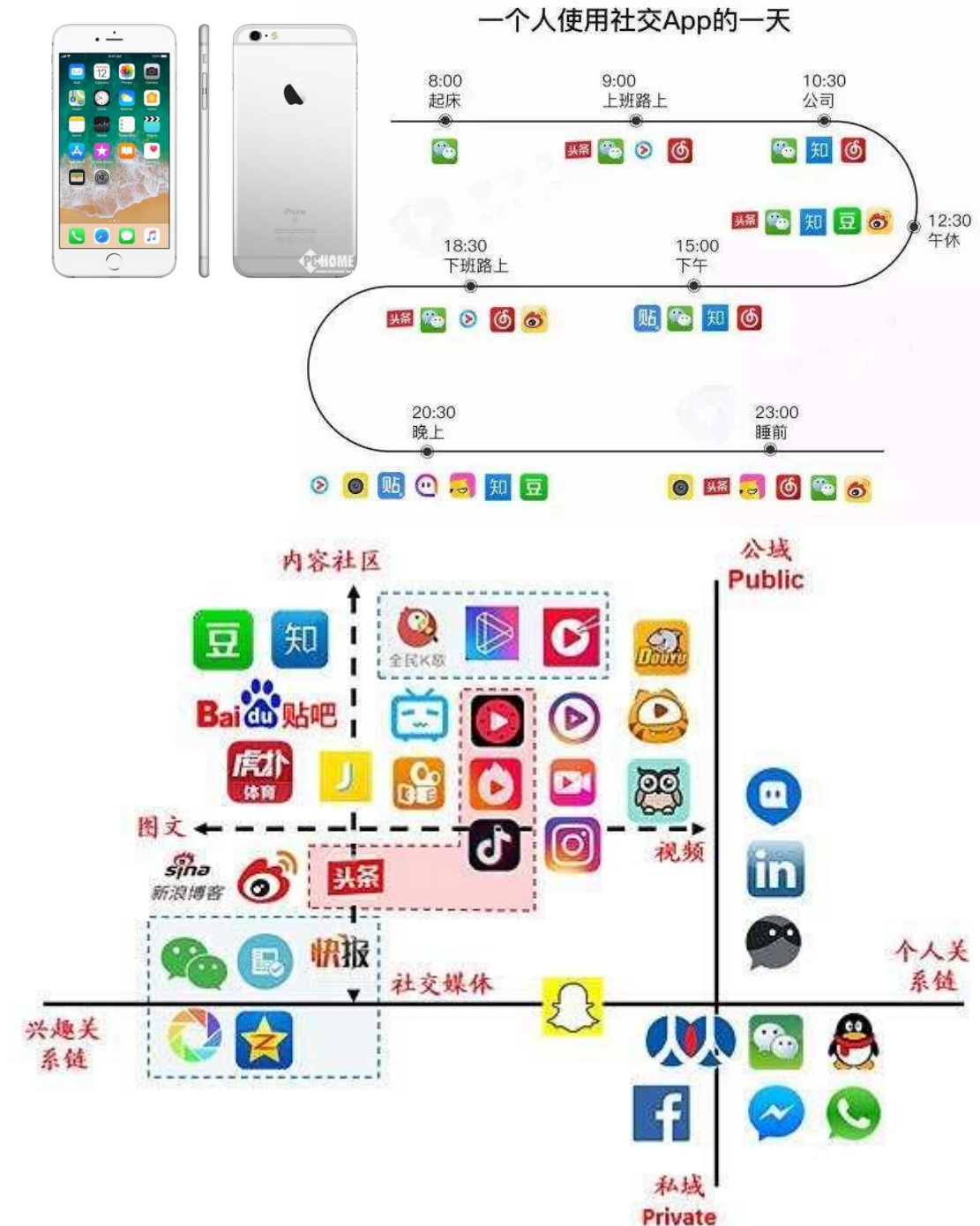
- Shorter is better
- Video is better
- Robots can write

Time spending:

- People spend more and more time on apps
- few people still read newspaper, listen to the radio, and watch TV

What is the next New Media Product?

We need a breakthrough.



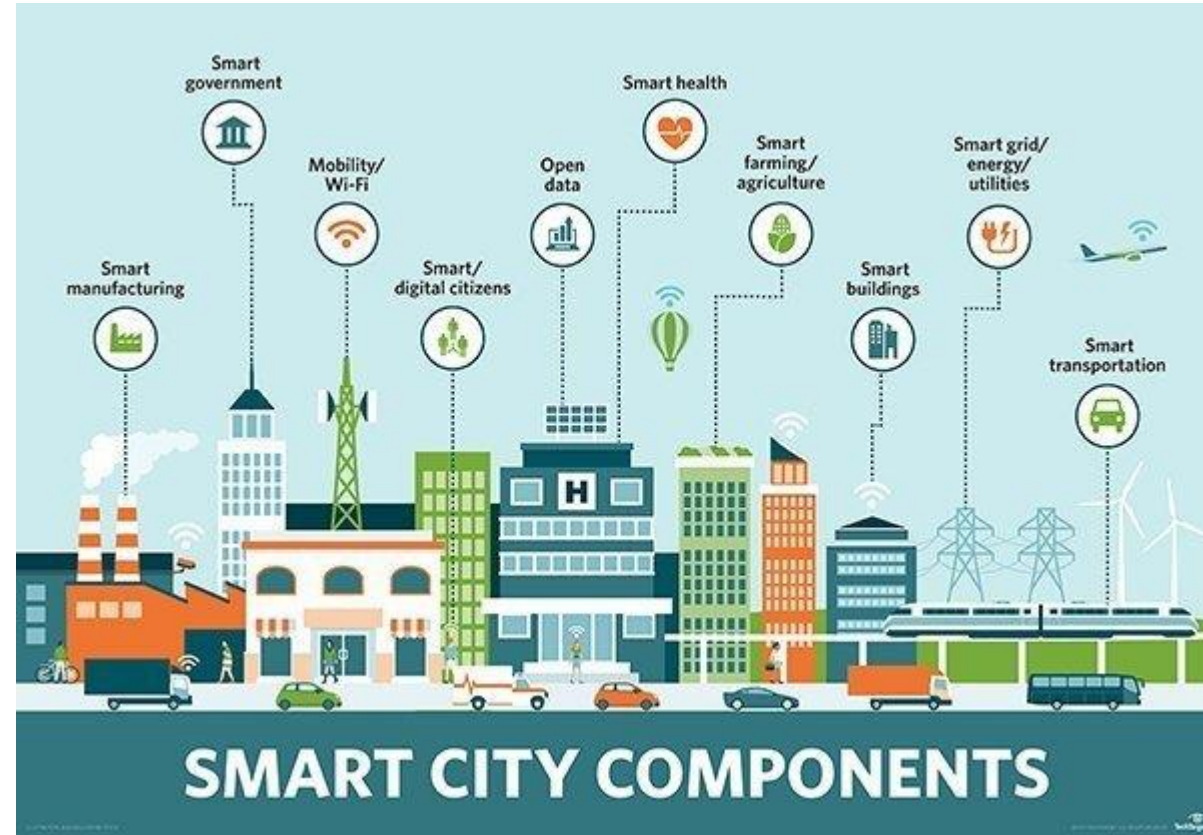
# "News" and "New Media" should be redefined



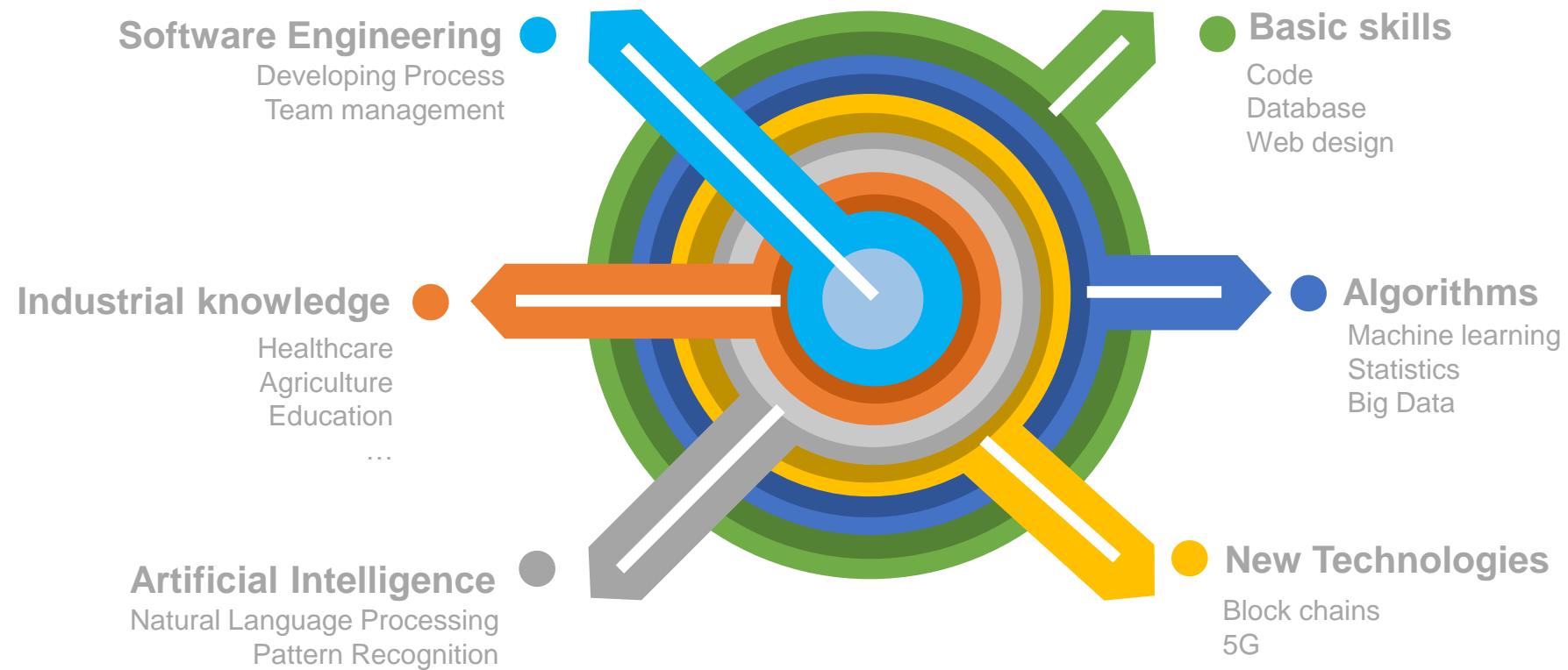
The only true headlines are the things you care about

**What is News? What is New Media? You should define it by yourself.**

# Hints: smart city, smart media



# Technologies, you must know!



# Conclusion

**As a product manager, you should know technologies.**



# New Media Product Design and Development

Lecture 1-1. The End

# THANK YOU

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