



**Social & Online Media Virtual Learning**

# **HS/Introduction to Social and Online Media**

**April 22, 2020**



Lesson: [Media & Advertising Lesson 1 (4/22/20)]

**Objective/Learning Target:**

**Examine the relationship between advertising and journalistic media. Be able to explain the evolution of that relationship. Describe the differences between traditional advertising and more modern social media advertising.**

## Video Option

Link: <https://youtu.be/ITWtb7W5hSw>

# Bell Ringer

1. How do you believe media pays for its existence?



# Advertising & Media

1.

# The Relationship

How traditional media & advertising co-exist

# Most media **exists** due to advertising

- Newspapers, Magazines, Broadcast tv stations, and radio traditionally make most of their money from advertisers.
- Advertisers promote their products through commercials that use the reach of a media to stretch their message.
- This leads to media competition as papers with larger circulation or stations with better ratings can charge more for advertising.

# For many years it **worked** for both

- For a large part of the last century newspapers and then broadcast journalism provided advertisers with a large audience, so they happily spent money to have commercials in papers and over airwaves.
- Advertisers had the largest reach possible and journalism was well funded and could pay its employees to cover vital news.



# Always a **tricky** relationship

- The relationship wasn't always completely smooth
- If a big advertiser was found out to be unethical and the journalist reported on it advertisers would pull money. This created a problematic incentive for unethical people in journalism to try and protect advertisers.
- This also made advertisers sometimes weary of advertising with outlets that feature great investigative reporters.

2.

# The Rise of the Internet

The internet changes the math for advertisers

# The **personal ads** start the decline

- Traditionally newspapers big money maker was their Sunday edition which many people purchased for coupons and the personal ads section.
- Craigslist was the first blow as people could start posting those personal ads there and reach a larger audience while not paying anything whereas they had to pay for placement in the paper.

# Audience **shifts** to the internet

- As the internet continued to grow traditional media starts to lose their grip on a captive audience.
- Suddenly audiences could time shift their viewing and read or watch things at their leisure and not be forced to see advertising.
- As audiences changed viewing and reading habits advertisers started following them.

3.

# Social Media & Big Data

The rise of social media changes everything

# Data tracking **fuels** a new age

- Google's popular search engine begins tracking the data of its users to better filter their searches.
- Then they figure out they can use that data to help advertisers target specific users of their search engine.
- Advertisers find this much more helpful than commercials in media programs.

# Social media becomes **big data**

- Facebook turns their popular social media platform into the largest data trafficking site on the planet.
- Suddenly advertisers have a way to target specific groups and post things in their interactions.
- And they can even create their own social media accounts to advertise to users of the platform in general.

# Advertisers' priority changes

- Advertisers begin dumping the bulk of their money into places like Google or Facebook and use data tracking to figure out the customers buying patterns more clearly.
- They begin tailoring their ads for more specific audiences.
- Wide servicing media like journalism becomes less appealing, so they spend less money with that media.



4.

# The Results

A massive landscape change in major media

# Journalism **funding** disappears

- For journalism this shift in advertising has been catastrophic.
- Local newspapers and television stations have went out of business creating news deserts across the country.
- Larger journalistic outlets have had to cut staff to make budget.
- Journalism is in search of a new funding model for survival.

# Free is not really free

- Many sites on the internet (like social media) are 100% free to use. No subscription is required.
- That's because the product isn't social media but the users themselves.
- They sell data to advertisers to make money, so essentially signing up for these free sites is signing up to have your data sold to companies.

# Advertisers **engage** differently

- Brands use to be just something that you buy to wear or use.
- Brands engaged with their audience through commercials they hoped appealed to a specific audience.
- Now, brands attempt to engage on a personal level. They have their own social media accounts. They want to be seen as good users of new media that people want to engage with and hopefully buy their products.

# Assignment

For today's assignment we'll take a look at how advertising campaigns look different on social media. Think of a two different brands. For each brand find a commercial or advertisement that runs on traditional media (newspaper or television). Then go to the social media accounts (twitter, facebook, instagram, etc.) and see how they are interacting there. Then write a couple paragraphs about the differences and similarities between their traditional advertising and their interactions on social media.