AWARENESS THROUGH AUDIO DISSEMINATION IN THE NEW MEDIA

TECHNOLOGY

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ABSTRACT

This paper investigates the use of new media technology for audio dissemination that able to raise awareness among community in the YouTube and Facebook. It also discusses the responses or comments from users of the new media technology. The audio specified was on the new song created and the tools involved were the new technologies via YouTube and Facebook. The new song was written and created specifically for the purpose of this study and the duration of the song is 4 minutes and 27 seconds. There was no video clip involved as the main purpose was to concentrate on the audio. The audio was being 'shared' and 'tagged' in the YouTube and Facebook for four months. The purpose of the 'Like' and 'Dislike' buttons in the YouTube and Facebook was to investigate the first objective of the study. The responses or comments from the Youtube and Facebook were taken to fulfil the second objective of the study. The use of the new media technology were hoped to create awareness among users of YouTube and Facebook.

Keywords: Awareness, Audio, New media technology, Dissemination, Responses

INTRODUCTION

New media technology is defined as any type of application meant to transfer information

via digital techniques, computerized systems or data networks (Wisegeek, 2011). The

new media technology was first established in the 20th century, where it is most readily associated with information transfers and meant to be manipulated in some way. In order to be accessed in a variety of markets, most forms of this technology are interactive and contain compressed data designed (Wisegeek, 2011). Hence, the most prevalent examples of new media technologies include Internet-based concepts like websites or digital mediums such as CD-ROMs and DVDs and at present the blog, Twitter, Facebook and YouTube, etc. Thus, the new media technology has played a major role in dissemination of new ideas, products and same goes to the music industry where music has to be disseminated worldwide and with the new media technology booming, it can be done easily (Norris, 2000).

Awareness according to Lovett (2010) is a concept that encompasses the totality of life. Awareness is part of the life force within us that created our individual self and since it is multi-dimensional in the sense that it is recognized by the mind on many different levels of understanding, it is also the bridge between our understanding of the physical world of form and the unseen dimensions of the spirit world (Lovett, 2010). Koch (2005) ascertains the types of awareness developed by means of specific technological features where there are two types of awareness: private and public whether behaviour is more in by personal standards or social standards is partially determined by what aspect of the self is salient (private or public) or temporary state of being aware of one's public self.

The new media technology and awareness play an important role in our everyday lives. According to Riemer and Haines (2008) technology enables and constrains awareness

creation, but in and by itself does not create awareness; rather, technology features must be embedded into user practices. Awareness creation is contingent on the volume of communication, which is influenced by media selection. A person can increase the speed of awareness creation by selecting richer media. Mediating technologies that do not suitably convey presence, identity, and activity information will lead to the emergence of user practices that convey and/or coordinate such information. Gregor (2006) states that the dynamic awareness theory qualifies as a type II theory. In other words the theory explains how and why things are. The theory contributes to enhance the understanding of awareness via mediated communication. Accordingly, Reimer and Haimes (2008) proclaim the four elemental aims of this theory will be explain the nature of awareness, introduce the idea of fundamental types of awareness and depict the situation-depentent nature of awareness needs, explain the mechanisms of awareness creation and clarify the role of technology in the process of awareness creation. Reimer and Haimes (2008) explain that this nature of awareness underlines one of the most important aspects of dynamic awareness theory, which is the awareness develops gradually over time, meaning of different levels of awareness can exist. Also, awareness requires active maintenance because it diminishes over time and awareness is an individual and not a group-level or workspace-level construct. Frößler (2006) argued that the predominant technology-centric view of awareness fails to appreciate the role of human actors in appropriating technologies and in creatively inventing new ways of communicating that facilitate awareness creation, even in settings where technologies are not targeted at creating awareness.

There were research done on awareness where the new media technology took place. Research by Reiner and Haimes (2009) showed that awareness is important for the community who needed to be reminded that they were new things in hand. A large number of respondents were happy with the existence of the new technology. Another research done by Song et al, (2007) stated that new information technology was able to triggers a large number of adults users to use the technology. The dissemination of knowledge through the new information technology had made the adults users learned and attended the classes or order not to be left behind in terms of new knowledge. The study by Song et al. (2007) seemed to make the adults users content with the new knowledge that they achieved for the new information technology.

Hundley and Shyles (2010) study on 'US teenagers' perceptions and awareness of digital technology: a focus group approach' involved the four themes emerged from 11 focus group interviews. An awareness of digital devices, a sense of temporal displacement, social functions and a palpable sense of risk associated with using them. The study investigated the teenagers' perceptions of digital devices and awareness of the functions they serve in their lives. This study aligned with research on adolescents' uses of digital media devices by conducting focus groups with 80 middle- and high-school teenagers.

In medical science, Sully (2010) in his article entitled **'**Utilizing Technology to Spread Awareness**',** suggested the three main technology, facebook, twitter and blog were able to promote awareness among the society. The event was hoped to spread information about multiple sclerosis to the general public. The use of the facebook, twitter and blog were

able to educate the public about this chronic, often disabling disease will help bring in new volunteers, donations and eventually a cure for multiple sclerosis. Through his article, he explored the ways in the using technology to send a message and provide with any feedback and/or ideas. The feedbacks were interesting and enlightening that the focus was on using social media to spread the word. The discussions and meetings were filled with terms like social media, networking, YouTube, Facebook, Twitter, etc. Hence, these tools provide a valuable way of spreading information in a fun, engaging way. Alexander (2010) agreed with the article by Sully (2010) where his research was utilizing the technology in order to disseminate cancer news and information to minority communities in the United States. The program by Alexander (2010) was implemented the evidence-based media-focus approaches. The findings stated that the multicultural Media Outreach team were able to reach out to the Hispanic/Latino, African American, American Indian, and Asian American communities by using both traditional and social media approaches and through key partnerships.

There were other different types of research on awareness that were related to technology, for instance, awareness is seen as provided by technology and specialized awareness applications are developed to address awareness problems (Ljungstrand and Segerstad, 2000) and IT artifacts provide certain awareness functions (Scupelli et al., 2005).

Therefore, this study concentrates on the awareness through audio dissemination in the new media technology.

OBJECTIVES

The objectives of the study were to investigate the use of audio dissemination to raise awareness among users of Youtube and Facebook towards the new media technology and to discuss the feedbacks due to awareness raising through audio dissemination in the new media technology.

METHODOLOGY

A new song was written by the author and created by a professional music arranger for the purpose of the study. The song entitled 'Light, Smile and Missing You' (BMG Publication) with slow pop genre. The lyrics of the song were written according to a storyline of a brother and a sister who lived together abroad. The little brother has Obsessive Compulsive Disorder and tries to cope with the new environment as the siblings parents died years before. The sister has been taking care of the brother and later dies in a car accident. The new song was uploaded in the YouTube and 'shared' in the Facebook on the same day in order to investigate the use of the new media technology to disseminate the new song. The YouTube and Facebook users were to click on the 'like' or 'dislike' button in the YouTube or Facebook. The 'comments' in YouTube and Facebook were to ensure the discussion on the responses based on their opinions on the new song that they heard. The study was carried out in four months where in the Facebook, the song will be shared again in every three days. The reason for the four month study was to make sure that the song was well disseminated in the new media technology. The 'comments' from the YouTube and Facebook were copied and pasted everyday in order not to miss any comments from the users. Here, the study had sought

help from ten friends/users to 'share' the song among their community of friends. The 'comments' from the ten friends/users' Facebook were copied and pasted for the purpose of the study. The ten friends/users were chosen by looking at the criteria as in age, gender and occupation. The criteria stated were to ensure that the circle of friends was different. For example, a seventeen year old girl user would have different circle of friends compared to a 45 year old woman.

Awareness via YouTube and Facebook: The 'Like' and 'Dislike'

After four months, there were approximately 254 responses of 'Like' for the new song. The large numbers were seen in Facebook where 201 of 'shared' were seen in fourth months. The numbers were counted from ten users and their community of friends who helped to make sure the numbers were not missed to be counted every day. The community of friends among the ten users were not the same as the users obtained their names by adding randomly from the search name button. The pages on the Facebook were also 'copied' and 'pasted' in a folder in order fothe researcher to check the validity amount of the responses. Accordingly, the numbers kept on increasing from day one until the fourth month of study. Moreover, the song was 'shared'among friends and family members and later were 'shared' among their friends and family members. It went on until the 'shared' came back to the researcher. That made it clear that the responses of 'Like' were important for the purpose of the study. On the other hand, responses of 'Like' in the YouTube were lesser than the Facebook. In YouTube, there were 189 responses of 'Like' and 89 responses of 'Dislike'. The reason by having 89 responses of 'Dislike' might be they were not on YouTube all the time compared to the Facebook that

they used frequently. The use of YouTube was only for video clips and rarely for audio or listening to songs. Further, in accordance to this study, more responses from the Facebook compared to the YouTube.

The audio dissemination seemed to be a success in terms of awareness among the Facebook users. Usually, when the audio via new song was being 'shared', the person who has the Facebook account would want to open and listen to the audio. This was because they were curious on what was 'shared' to them. After listening to the audio via new song, they would sometimes 'clicked' on the 'Like' button and they would 'share' among their friend from the friends' list. On the other hand, the YouTube has the 'Like' and 'Dislike' buttons where the user of YouTube will 'click' on either one of the button. Therefore, as for this audio via new song, it was obvious that the number of 'Like' were more than the number of 'Dislike'. Although, there were no video clip and just the lyrics of the song were shown, viewers were happy to listen to the song. They also 'shared' the audio via new song, from YouTube to their Facebook account. Therefore, it was obvious that the viewers of Facebook were aware of the audio dissemination in the new media technology via YouTube and Facebook.

The Responses via YouTube and Facebook

The responses showed that readers from the new media technology via YouTube and Facebook were aware of the existence of the new song. There were a large number of responses who gave positive comments and appreciated the song. This was proven when the feedbacks were written 'This song is fantastic!', 'Is this a new song. The melody is

excellent'; 'I love this song. It made me cry.', 'I love it'. The positive comments were seen and also they 'shared' the song in their wall in the Facebook. In the first week, there were no responses as nobody was interested to 'click' on the audio. The audio was put on the wall in every three days in order for other viewers to be able to see and listen to it. According to Reimer and Haimes (2008 awareness develops gradually over time, meaning different levels of awareness can exist. This statement is true when over time, there were responses on the wall. The viewers were later aware of the existence of the audio and were able to leave comments. The dissemination through YouTube was a bit slow. No comments or responses were seen until one week where a number of responses were seen. There were also negative responses due to slow uploading from the YouTube and also at the same time, there was no video and this would make the viewers not interested to continue with the uploading. The audio was put together with only the lyrics of the song and this might not interest the viewers.

On the other hand, the dissemination has shown that the viewers were aware of the song and with the good melody and lyrics, the viewers were able to leave comments like, 'This is new right! I haven't heard this song before!', 'I love this song. Who sang this song?', 'Wow', 'Cool', 'How to upload this song? Please tell me', 'I want this song', 'I am sure this is a sad song. But I love it!', 'The lyrics are good', 'Anybody dies at the end of the song!', 'Two languages, good!', 'Is this a love song!', 'Really good!', 'I love this so much. I have listened to this song for so many time now!', 'My friends love this song!', 'Who wrote this song? Can anyone tell me!' and 'A good one!'. Although there were 67 responses but most of the responses were nearly the same (3 responses from YouTube

and 64 responses from the Facebook). Hence, there were also negative responses like, 'I don't like the rhythm. I want rock music!', 'Give me a good song', 'What?', 'I hate slow music!', 'I don't understand the lyrics', 'Ask this person to write a new song. I don't like it!', 'Hate it!', 'Change please!', 'Yuukkkkkk!' and others. There were also emoticons where the sad faces popped up in the YouTube. This might be the reason that they did not understand the lyrics of the song where some of the comments obviously stated that they did not understand the lyrics. Also, as stated in the comments they were not interested in pop song. On the other hand, although there were negative responses, the paper showed that viewers were aware of the song through audio dissemination via YouTube and Facebook. Simultaneously, the responses were not only came from the author's circle of friends but also among the circle of friends from the ten friends selected for the purpose of the study. It was therefore, has gone beyond the circle of friends of the author since the author did not know the people from the ten circle of friends responded in the YouTube and Facebook. Therefore, it was clearly discussed that in the dissemination of audio via song in the new media technology, ought to be with the circle of the same community, for instance, awareness among music lovers, education, politics, art, creative, and so forth.

Summary of the Findings

According to the data above, it was clearly seen that there was awareness through audio dissemination in the new media technology via YouTube and Facebook. The number of responses was still increased until this paper was written that was two weeks after the study. In spite of having to check on the YouTube and Facebook everyday and kept in touch with the ten people who helped with the study, it was clear that there were

awareness through audio dissemination in the new media technology. The other reason was according to the comments, the song has good melody and had made them love to listen to it and hence made them felt very happy to leave comments. For instance, 'I love the melody', 'I love this song so much', 'The melody is different from the other songs that I heard', and 'I was so happy to listen to this song'. Other than the good melody, the lyrics of the song were well suited with the melody as stated in the findings above for example, 'The lyrics are good', ' Two languages, good!', 'Who wrote this song? Can anyone tell me!' and 'A good one! and therefore, the dissemination had been a good idea and 'shared' with users of YouTube and Facebook.

CONCLUSION

The dissemination through the new media technology via YouTube and Facebook had been a success provided the audio or in this case the new song, has good melody, meaningful lyrics and high standard of music accompaniment. On the other hand, the effort and helped from the ten people for the dissemination of the song has been a good promotion towards the new song. The findings of the study has the same outcome where the new technology via YouTube and Facebook from the findings of Reimer and Haines (2009) where awareness creation in mediated communication play an important role in disseminating any audio product. Although, this study did not state on mediated communication but the new media technology via YouTube and Facebook were the means of mediation towards awareness dissemination. The findings of this study also have the same results as the research done by Song et al. (2007) where according to Song et al., the effect of using information technology on knowledge dissemination. As for

audio via new song, the findings were supported by the findings from the research done

by Petti (2006) where the control and dissemination of music were important for

marketing. Therefore, awareness among users of the new media technology via YouTube

and Facebook would be crucial in terms of disseminating new songs. It is hoped that the

dissemination through the new media technology via YouTube and Facebook would be

useful for future products.

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