

The modern world is constantly evolving and so is the media landscape. The landscape is allowing for a more personalized media experience based on the consumer's tastes and desires. Today, consumers use the internet to seek out any media they desire as the gatekeepers are removed. Previously, creating media was a costly venture with the high barriers to entry. Thierer states that as media and technological changes continue to take root and impact people's learning, morality, and culture, a fresh crop of both optimists and pessimists emerges. This is a continuously repeated cycle that follows the appearance of new technologies and newer inventions. As newer and better technologies continue to stream in, techno-pessimists view such technologies as sticking time bombs which should not be embraced as they pose a significant threat on the old order of things. Surprisingly, the old order of things including the beliefs, traditions, values, institutions, and models that the techno-pessimists fear will be overthrown by the new hot technologies were a result of the previous generation's hotly-debated technology.

Techno-pessimists look into any disruption of their sacred routines as chaotic and unnecessary. One of the most important technological developments of the modern world is the advent of the information age including the internet. People today can access numerous information sources that could not be as quickly and conveniently accessed through traditional means. However, despite the benefits and convenience brought about by such advancements in information technologies, techno-pessimists find it very difficult to embrace such new ways. Majority of techno-pessimists to the information age are individuals who hail from the pre-digitization period. Many became used to traditional informational sources such as reading printed newspapers, and magazines that came into the mail on a monthly basis or watching mainstream media for news and entertainment. However, the increased cost-effectiveness of digitized media including the utilization of the internet made majority of media companies to

adopt these new platforms and the techno-pessimists have to slowly adopt to these new rules of engagement.

Many people took to the internet to avoid the fairness doctrine that used to be commonplace for media outlets regulated by the Federal Communications Commission (FCC) that required equal time regardless of the costs (Creech, 2014). If a popular conservative talk show host aired on a station that was profitable for the business, the station would be required to air liberal commentator despite no audience or business demand for such. As stations looked at programming decisions, many found their voices being left out due to ‘business decisions’ and thus the internet allowed them to have their say. Anderson and Thierer (2008) noted a study by think that concluded contending that the popularity of conservative voices on the airwaves results not from listener preferences but instead a structural imbalance by tightening ownership regulations and ensuring greater local accountability over radio airwaves. The internet has allowed media outlets to access newer ways of interacting with the populations without traditional barriers.

The internet has allowed a shift of power and control from the elite to the ordinary person who has something to say. Naughton writes that fluid knowledge is the ability to find meaning in confusion and to solve new problems, independent of acquired knowledge. The concept of information overload refers to when individuals face information levels that are greater than their information processing abilities thereby leading to unhappiness, dampened creativity, and reduced productivity (Roetzel, 2018). As noted by Naughton that tools are needed to manage the variety and abundance of information that is now available to the public. Looking at this concept, Naughton yields the way for innovation for discussion of topics about various topics that could be deemed as controversial. The internet is allowing concepts that are taboo to

become user funded and supported. There are websites today that allow consumers to sponsor similar to how public television receives non-commercial funding to support their message. The gatekeepers are now eliminated along with the middleman of controlling the dialogue and narrative. The Internet is not damaging journalism but opening up new opportunities.

Naughton states that the printing industry opened up new doors and opportunities for various individuals through printing, advertising, marketing, and other newly created occupations. The same logic can be applied to the internet where we are seeing a new wave of podcasters, writers, news publishers, app creators, graphic designers, social media marketers and more. The disruption is allowing new opportunities for those who feel they are not allowed in the public square to speak about their issues. Each niche market needs content that represents their interests--from LGBT, the black community, women, millennials, business owners, and beyond. One outlet cannot service everyone, but these underserved markets have presented a new business opportunity. The silenced voices are given a chance to have their say, and their views heard and known. The media monopoly is being broken up, and the narrative is no longer what controlling interests say it is. The damage is already happening to traditional models. Millennials are not relying on the mainstream media for content anymore.

Duca and Saving (2017) explained a common view expressed during the 1950s was that American families watched the news--an ostensibly neutral portrayal of the day's developments on one of the three major networks. With the more recent explosion of news outlets, Duca and Saving, report the standard frame of reference has diminished. Increased media choices enable households to self-select into watching channels that reinforced their pre-existing biases rather than challenge their preconceptions, which causes individuals to sort themselves into ideological silos across which little debate or dialogue occurs. As now, people are not relying on the three

significant outlets or the one major newspaper; the news is based on whatever the consumer is essential. The content is centered on storytelling from the niche market's point of view. A story can be told from various angles. A press conference can attract various media outlets to cover the event, and everyone pulls out what is important to them. This is an excellent concept as we need more stories to be told. If these new media entrepreneurs can build an audience that can captive individuals to listen or watch, then they can attract sponsors and donors. The new ventures are looking at continuing to ensure that all points of view are heard without the use of the draconian fairness doctrine.

All in all, Thierer is correct on the techno-pessimists as for now, monetizing and building independent outlets is easier said than done. So many have attempted and failed, but it comes of how to build a viable business using an industry that is continuously changing and evolving daily. Each year, consumers are expecting more of their media and want to see their stories told. Media creators are also wanting to ensure they are getting paid for the work they are doing. Creating content is not an easy job as the material must be interesting to attract audiences and maintain such. The new day is allowing voices previously silent due to barriers to entry or gatekeepers pushing them away. Now, anyone with a smartphone, internet access, and a voice can become a content producer and inform the audiences he or she wants to capture.

## References

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