

# The Future of Media, Social Media, and Sports Media

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### The Future of Media, Social Media, Sports Media

Social media demographics target audiences are based on demographic data such as age, gender, location, and past posts interacted with. How many times have you gone through any social media site, or really any site that tracks your data and the feed brings up something so relevant to your recent life that it is borderline scary? Almost everyone has had some experience like that. Demographic segmentation is important because it creates a highly effective and relevant experience. Social media is a significant aspect of the world (Luttrell, 3), It is an interactive channel that enables people to communicate instantly and is differentiated from conventional media, such as television. The user can not only access content but produce content and interact with it. News organizations have been trying to synergize their brands with social media but it's usually a sort of clunky fit. As someone who is currently working on the web side of a TV station, there is next to no one who does it perfectly. Using the station I'm currently at as an example (KSEE/KGPE in Fresno) we're great at utilizing Facebook to direct web traffic to our website, but Twitter, something we put just as much time and effort into...not so much. Now

sports media are absolutely no exception, and one could argue, they might be the worst. Sports media gets hit with a bevy of problems when it comes to online content. Most sports media that has been around for a while tends to have a trusted, legacy brand tend to have a certain tried way of doing things, and while that's great it can conflict with the fast-paced, often changing online landscape. When they try to appeal to younger audiences or even use some language that some younger athletes do, it seems disingenuous at best.

Most individuals, particularly younger people, utilize social media platforms as their primary source of news. It is clear that there is a link between social media and young people's views of the world. Not only that but it can impact behaviors both physical and emotional (Watts, 5). The physical impacts of social media manifest as a type of health deterioration, whereas the emotional repercussions of media indicate behavioral changes (Luttrell, 6). One of the most glaring is ever-shrinking attention spans. It is no secret younger generations have smaller and smaller attention spans. This especially is where media falls short, especially sports media. They're faced with a challenge not unlike other news where they have to take a lot of input information and break it down. Sports usually can be a little more clunky to break down because some sports can be hours long creating a natural clash with keeping young audiences' quick attention spans.

Young people are primarily driven by progress and enjoyment in their daily lives, translating into what they look for in new media. Over the last few years, it is strikingly evident that the youth are shifting their media time away from traditional scheduled television while opting to access other services like Netflix, live streaming on social platforms, YouTube, and google (Watts, 19). These services allow the user to watch what they want and when they want it. The world has also become a global village meaning that the new media have dramatically

reduced distance and isolation. There are a variety of advantages connected to social media, including the opportunity for entertainment, personality, and artistic expression 81% of teenagers claim that social media helps them feel at home. Here are some advantages of social media among young people.

New media has enhanced information sharing among youth worldwide, allowing them to access facts, figures, and statistics; the information given is easy to understand and access since they have videos or photos telling more about the story. While television has been focusing more on informing the public and focusing public attention on specific topics or subjects, new media gives the young people a voice to be heard and air their views on what they feel about a specific topic. New media also facilitates social interactions and empowers young people; it helps connect people worldwide, enabling users to maintain friendship across time and distance. It also helps reduce the cost of traveling since one can communicate using gadgets anytime. It also helps socially isolated people to connect with other individuals, helping them build their confidence.

The increased convergence of communication technologies has created the boundary between traditional media like television. New media almost invisible stated that new media bring new approaches to production and entertainment. The youth are using social media as a form of entertainment. For example, one can play video games online, watch movies and sports, download music, interact with friends using video calls, and get access to the latest news anytime they want to (Carvalho, 21). Information production is no longer just for the elites. Anyone with an internet connection can now access information they want when they can. Someone can also air their beliefs and opinions broadcast to anyone who wants to listen (Luttrell, 21). The removal of gatekeepers has allowed young people not only to become informed consumers but also

information producers. As technology has rapidly grown over the years and everything has become online young people have to adapt to the growing technology. Everything has to be available on the internet. Most people have products themselves. This plays a huge role in promoting an online business.

Social media helps to provide accurate pictures and live telecasts of various events, whether sports, presidential debates, areas affected by floods or death incidents; media helps us see actual live happenings by providing live and record of important events around the world they bring events close to us. Social media also plays a vital role in educating society about people's rights and ability to connect and relay messages of much greater concern and importance than sports, as much as it hurts me to say (Watts, 20).. When people give their stances on issues on social media, they come together, and give their opinions, communicate and share ideas. By presenting these issues, the public becomes aware, and the necessary steps are taken for resolving the issues. Media also plays a significant role since it helps reach the voices of the masses to concerned authorities. Social media plays a huge role in advertising and young people use this platform to spread the word for free. Young entrepreneurs can find contacts through online groups and use the platform for marketing their products and services. Here, one can also get feedback on the products and find a way to make them better. Social media platforms play a huge role when connecting with other people, which can be potential customers and hence build a brand (Carvalho, 21).

While all this is mostly a net positive, there are substantial downsides. Initially in my research my main point was going to be addressing how young people's attention spans have gravely diminished since social media and constant internet access have become commonplace. While there are countless research papers pointing to that younger generations lack the ability to

focus on long drawn out forms of communication, something became much more evident that loosely ties into the dwindling attention spans, that being all the much more negative aspects that are sitting just below the surface.

It is evident that there is a relation between social media and their negative impact on young people's behaviors; social media negatively affects young people on two levels, physical and emotional. Physical effects of social media appear as a form of health deterioration where emotional effects of media reflect lousy behavior of the youth. Social media has a significant impact on young people in various ways. For example, when it comes to exposure and inappropriate material, the internet has changed the way of consumption of pornography people have a greater possibility of accessing pornographic content through their initiative, or accidentally, there are no restrictions given (Luttrell, 22)

Social media disengages the audience from the real world, providing them with a fake sense of engagement with the virtual world. Excessive use of new media among young people has led to mental health problems and sleep deprivation because most of the time, people spend so many hours on social media. One also develops eyesight problems due to the excess light on the gadget being used. Lack of sleep leads to problems like depression (Carvalho, 31). These people engage so much in fake programs that it becomes almost impossible for them to find pleasure in real-life activities, anxiety, attention deficit, and poor performance in school. There was fierce media competition in the past. People used to watch the news, but in the 21st century, there are diverse and numerous sources for news. The small news websites with fresh takes for niche audiences show up crowding the market with information, which leads to competition, and every brand needs to have a fresh take to get attention from the audience and increase the number of viewership.

Personal data and privacy on new media are unsafe and can easily be hacked and shared on other social media platforms. This can lead to financial losses and death; this indicates that it is not safe to share details online. Excessive use of social media can lead to addiction among young people. When they extensively get involved, they are cut off from society.

One growing problem that has dramatically captured the interests of young people is body dissatisfaction. Low self-esteem refers to unwelcome and negative thoughts and feelings about one's beauty that tends to rise in young people; however, social networking promotes the image of a perfect body as seen in all social media channels (Carvalho, 31). Social media harms in-person social interactions, and can make it harder for people to meet and communicate physically because everyone is accustomed to not communicating with people in person. Phones and other social media platforms are the only way out. This also leads to poor writing skills. Individuals are used to sending short quick messages and shortened words, and they get used to the norm (Luttrell, 27).

Social media influences people, especially younger audiences whose moral compasses aren't fully developed. As an example, specific media platforms advertise alcohol or other drugs illustrating how someone looks and is perceived when using it/them ; when people watch this, they purchase the product in the hopes of experiencing the same feeling they saw on the advert. Social media has led to the development of dangerous online behaviors (Carvalho, 22). The exposition of unwanted materials has been a serious risk and the participation and ability to become members of controversial groups, such as conspiracy theory groups. Some individuals believe and identify with the material and may feel validated and encouraged to practice it. Social media usage can lead to loss of motivation of students since they only rely on the virtual environment instead of gaining practical knowledge on this world; students also focus and rely

on information that is accessible quickly they do not want to read books and research more on the assignment. This reduces learning research capabilities. They also suffer from addiction. They spend quality time on these sites and it affects their performance ("NBA").

There has been a rise of mobile phone users, and social media has changed people's perspectives today, which includes even the engagement of people with sports. Some of the social media platforms involved include Facebook, Twitter, Instagram, and YouTube. Through the involvement of social media platforms in sports, people can now engage with sports and even follow the athletes they desire. Sports organizations benefit from sports as they use the platforms to build relationships with the general public, which has helped reduce the cost of marketing while still making profits in the large sales they make. The social media platforms have provided the fans with a base where they can connect. For the individual fans, social media provides a platform for them to share information with other individuals, which helps engage them in two-way communication with the organization. The athletes can also benefit from the social media platforms as they can connect with the fans, which helps them build a personal brand, promoting themselves (Carvalho, 34).

Most people, especially young people, use these social media platforms to distribute content that attracts users and engages more people. Even though there are many benefits associated with social media in sports, some negative impacts are experienced in the football arena, such as the spread of harmful content is quicker than before, and the players may not know of using social media platforms. Several cases indicate that so many athletes need to be trained since one lousy post can significantly impact the life of an athlete and the organization as a whole ("NBA"). Social media platforms remain to be essential tools in sports since the fans, the athletes, and the organizations continue to embrace the platforms (Schmidt, 27).



In conclusion, Demographic data such as age, gender, and geography are used to segment the target audience on social media. Demographic segmentation is critical since it allows for the development of a highly successful and culturally relevant strategy. Social media has become an essential part of our lives. It is a digitally interactive channel that differs from traditional media such as television in that it allows individuals to converse online (Schmidt, 23). The user has access to and may create material. The established legacy media companies are no longer the only ones who produce information. Anyone with an internet connection now has access to whatever information they choose. Anyone who wishes to listen can likewise broadcast their beliefs and thoughts. The absence of gatekeepers has enabled young people to become knowledgeable consumers and creators of information. Young people must adapt to the changing landscape because technology has advanced so quickly over the years, and everything has moved online. It is clear that there is a link between social media and harmful effects on young people's behaviors; social media has a detrimental influence on adolescents' physical and emotional levels. The physical impacts of social media manifest as a type of health deterioration, whereas the emotional repercussions of media indicate poor audience behavior. In a variety of ways, social media has a significant influence on young people (Luttrell, 36).

## **Proposal**

Necessity is the mother of all inventions and sports media has been no exception. The industry as a whole had to make sweeping changes during the Coronavirus Pandemic to accommodate health and safety rules.

Cal Poly being situated in California was one of the hot spots of the pandemic and thus was also under the strictest health and safety guidelines. Which were great for slowing the spread, not nearly as effective for people who want to use video and multimedia for storytelling, well at least in traditional means.

When live Cal Poly sports finally returned during the winter quarter of 2021 it was all but foreign, here were some but not all of the added requirements to cover live sports:

1. Working media members must notify Chris Giovannetti (men's basketball) or Donovan Aird (women's basketball) at least 72 hours prior to an event if you plan to cover or work the event. We have to submit a list of names to Sports Medicine. No day-of-game requests will be honored. And please, working media members only. No fans.
2. Enter Mott Athletics Center through the door at the southwest corner (closest to the pool). Athletic trainers will be there to administer a temperature check and attestation. Must arrive at least 20 minutes prior to tip-off.
3. Once inside Mott Athletics Center, media members should reach out to an SID to obtain location of your agency for the game. Media will work from the bleachers on the far side (opposite of press row) and each agency will be assigned to one of the five sections. You will be allowed up to two people per agency, normally a reporter and a photographer.

4. Photographers will be allowed to move from one end of the bleachers to the other, but only during media timeouts and halftime. No shooting while on the floor, please. Photographers must shoot from the bleachers only. Please maintain at least 12 feet of distance from any players.
5. All media and event staff must wear legitimate face coverings at all times. No bandannas, neck gaiters, etc.
6. It is suggested for reporters that, if they wish to obtain statistics during the game, bring an iPad or laptop to gain access to live stats. Fully charge your devices prior to arriving. Boxes will not be printed during the game, per NCAA protocols. Any postgame stats book requests will be fulfilled via email shortly after the conclusion of each game and requests for such must be made prior to the start of the game.
7. All postgame interviews will be conducted via Zoom or phone. Mott Athletics Center will be cleared immediately after each game. No one will be allowed to file stories or send photos from Mott Athletics Center at the conclusion of the event. Please make other arrangements to complete your assignment.
8. All media attendees must be self-sufficient during games. No drinks will be provided nor will you be allowed to access the water located behind team benches. All press materials — game notes, rosters, preview info, stats, etc., will be available via [GoPoly.com](http://GoPoly.com) or the opposing school's website.
9. Credentials will be available at the check in desk Friday, if we have someone there to cover.

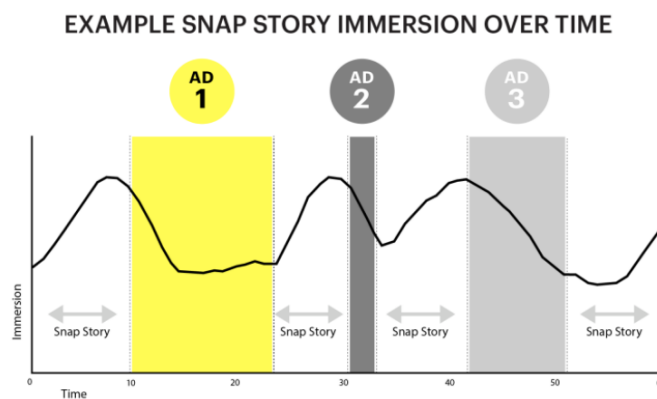
On top of that, with restrictions to campus, continuous use of the on-campus studio became impractical and difficult to gain access to on a weekly basis. Naturally, the next logical move was to turn to some sort of format that could be produced, written, edited and shot remotely.

Originally there were two former shows that the new show could be somewhat modeled after.

The roundup was also born during the pandemic, a long-form interview show meant to fill the void of “Mustang Gameday.” The show was a long-form interview streamed live on Facebook. While successful, there was a desire to make something with more production value.

“Poly Playbook” was my first real prolonged broadcasting experience at Cal Poly, roughly a 15-20 minute show shot in the Journalism Department’s studio. With the studio off limits, I began examining the shortcomings of both shows. In the case of “Playbook,” it was a good starting place but I felt the amount of content needed per episode was of course appreciated, but unnecessary.

Both of these shows had some shortcomings. Both felt like they aired a bit on the long run time side, which isn’t ideal for college athletics shows, whose biggest target audience would, and should be college students.



Source: 2021 Alter Agents study commissioned by Snap Inc.  
Immersion (Attention + Emotional Response) is shown as a value between 0-10 with higher scores indicating higher engagement and future action.

This diagram, from a Forbes Business Report on Snapchat investments for advertisers on when to run ads on Snapchat, specifically Snapchat stories so they’ll get the most viewership numbers based on retention metrics.

So where to go from here? I found myself somewhat pinned into a corner and frustrated. Not only were there challenges in finding content but also finding help. Due to this all taking place during the peak of the pandemic. After much planning and deliberation, a video game to shoot a show remotely via green screen and filled with simple camera equipment that anyone

could get access to via the Journalism Department. The use of the green screen, and similar video assets such as the same style lower thirds and style of editing ensure continuity between the episodes. I myself as well as people on the Mustang News staff that I'd consulted with came to the conclusion that the remote means of distribution social media would be the best because YouTube had been hit or miss at best.

So with the idea of a web series in hand it came time to execute. The original first episode was inevitably scrapped, it was meant solely for YouTube and it was scrapped for a number of reasons. That original video had a number of shortcomings. One, it was about 10 minutes long because I was originally making it close to the style of Poly Playbook, so longer form and ultimately that was the downfall of that original style. For web videos, it was way too long to get and maintain people's attention. On top of that when I would complete a video numerous people within Mustang Media Group would have to approve it and at that point some of the information in the video could be outdated or just flat out old and not worth reporting. Also, most personal computers that are not specifically geared towards video editing like mine could have hard times editing long form videos with many layers/graphics and really struggled with rendering videos of that size.

Second and more importantly, 10 minutes was simply too much to ask for one full time college student to edit on a weekly or bi-weekly basis. I often found myself being pulled away or having other priorities pop up. This was especially concerning since the plan was to eventually pass this show along and slowly become less involved. So that format was eventually scrapped.

What I eventually landed on was a short format, two and a half to three minutes max preferably shorter. In my formatting outline that I gave to some other members of the Mustang sports section, align this new format with a standard introduction, how to introduce new stories

and how to tag out. At that point it was just a matter of creating the individual assets for the backgrounds and graphics and writing individual scripts.

One of the key aspects of the script outline was an emphasis on the casual tone I was trying to emulate from the Sportscenter show this was loosely based on. To achieve this when possible with the anchors I wanted to have notes or bullets as opposed to a traditional script. As an example here is the “script” I used for a segment I anchored.

- **BASEBALL - BROOKS LEE HAS BEEN NAMED TO THE NCAA MIDSEASON WATCHLIST FOR THE GOLDEN SPIKES AWARD (WHICH GOES TO THE TOP AMATEUR BASEBALL PLAYER IN THE COUNTRY)**
- **LEE CURRENTLY IS HITTING .357 AND LEADS THE MUSTANGS WITH 16 DOUBLES, SEVEN HOME RUNS AND 36 RBIS IN 34 GAMES PLAYED.**
- **BASEBALL IS 19-17 WITH A FOUR GAME SERIES WITH BIG WEST OPPONENT**

I went ahead and left it highlighted like how it was in the original scripts, which was done intentionally to make it easier for anchors to read quickly on the fly. I will find a means to include one of the scripts somewhere in my submission so someone reading it could get a better understanding of how they were constructed.

## **Abstract**

I hope that the findings of this project helps guide and propel student media on how to create content tailored for social media. In my experience at times it can seem like student media tends to throw everything at the wall and will just see what sticks. While that is sort of the nature of the business that doesn't mean smarter methods can't be taken. Also it specifically gives guidelines to sports coverage, again, in my experience it seems to me colligate sports coverage seems to be very stuck in their ways, which is not necessarily bad but at the same time social media can be an effective tool to connect with their audiences if put to use correctly.

## **In Summary**

Much like the entirety of this project, I've worked on this paper off and on. The new school year has begun at Cal Poly and that means a new Mustang News team, plus my leaving San Luis Obispo. As of now, the new sports team has played around with making new episodes of "SLO Center," but that hasn't happened yet in part because I haven't been available to consult them on

it with my career taking off, and also “Gameday” was thankfully making its triumphant return. While this show might slip into becoming a pandemic relic (I hope it doesn’t but that remains to be seen) in the end I hope myself, as well as Mustang Media was able to get some takeaways about how to create creative and different sports content that breaks the mold of what has traditionally been the way of handling things.

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