

Public Communication: The New Imperatives Future Directions For Media Research

Marjorie Ferguson

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Social media are quickly becoming the channel of choice for disseminating emergency warning messages. However, relatively little data-driven research exists to inform effective message design when using these media. The present study addresses that void by examining terse health-related warning messages sent by public safety agencies over Twitter during the 2013 Boulder, CO, floods. An examination of 5,100 tweets from 52 Twitter accounts over the course of the 5-day flood period yielded several key conclusions and implications. First, public health messages posted by local emergency management New media is often characterized as highly interactive digital technology. New media is "every easily processed, stored, transformed, retrieved, hyper-linked and, perhaps most radical of all, easily searched for and accessed," Robert Logan writes in his book *Understanding New Media*. Conceptually, new media can be viewed as a cultural process that reflects societal values and societal transformation. These and other considerations help define new media and explain its significance. Only 56 percent of newspaper readership takes place exclusively in print, according to the Pew Research Center. Newspaper ad revenue from print dropped to \$16.4 billion in 2014 from \$44.9 billion in 2003, while digital ad revenue increased to \$3.5 billion in 2014 from \$1.2 billion in 2003.

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The Future of Work is not only a technology revolution, but also fundamentally a cultural and organizational transformation with "employees" at its heart. While many technologies are playing a part in the concept of the Future of Work, mobility and collaboration solutions are the most empowering at present. Mobility is taking center stage in the new working environment, as employees are transforming any available space into a WorkSpace. FoW readiness is at the early stages of maturity across most regions. IDC research indicates that U.S. companies are ahead, thanks to their entrepreneurial mindset, technology acumen, and cultural agility, while Asia/Pacific (excluding Japan) and EMEA follow, with adoption growing rapidly. The Future of WorkSpace. Old media models everywhere are breaking down in the new environment characterised by user-generated content, collaborative production and editing, and multiple distribution alternatives. Keywords. Radio Research Consortium (2008) "Public Radio Nationwide Trend 2008", <http://www.rrconline.org/reports/pdfCPBHistoryMSu6-12m2008.pdf>, accessed 27 February 2009. Rosen, J. (2006) "The people formerly known as the audience", Pressthink, 27 June, http://journalism.nyu.edu/pubzone/weblogs/pressthink/2006/06/27/ppl_frmr.html, accessed 27 February 2009. Cite this chapter as: Baer W.S. (2010) Future Directions for US Public Service Media. In: Iosifidis P. (eds) Reinventing Public Service Communication. Public Communication: The New Imperatives "Future Directions for Media Research, Thousand Oaks, CA: Sage, 101-113. Blumler, J. G. (1998) "Wrestling with the Public Interest in Organized Communications" in Brants, K., Hermes, J. and Zoonen, L. (eds.) The Media in Question: Popular Cultures and Public Interests, London: Sage, 51-63. Blumler, J. G. (1999) "The Third Age of Political Communication", Journal of Public Affairs, 1(3): 201-9. Blumler, J. G. and Coleman, S. (2001) Realising Democracy Online: A Civic Commons in Cyberspace, London: Institute of Public Policy Research. Blumler, J. G. and

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