MEDIA NOW!
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2ND ANNUAL REPORT ON MEDIA/TECHNOLOGY

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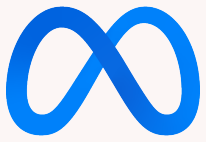
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Presented by CM331

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THE METAVERSE

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In late October, CEO Mark Zuckerberg announced that Facebook would be changing its name to "Meta" to reflect the company's role in building the "metaverse." The company has already invested $10 billion in this endeavor. Shortly after this news, other media and tech giants like Microsoft and Disney also unveiled plans to create their own metaverse. But what is this digital world?

The metaverse connects our real and virtual worlds, enabling people to interact digitally as if they are in the same room. As it exists today, the metaverse is made up of unconnected digital worlds, such as Roblox, NeosVR, and VRChat. Anyone can put on a virtual reality headset and enter the three-dimensional metaverse, where you can play games, exercise, attend concerts, and meet people - all as a digital avatar of yourself. The metaverse is already affecting how companies conduct business. For example, Meta recently launched Horizon Workrooms, a VR platform that allows users to have meetings with avatars of their colleagues, creating the perception that they are all in the same conference room. Similarly, Microsoft is preparing to release "Mesh" for Microsoft Teams, a platform that allows users' avatars to join virtual meetings and work together on shared documents.

The metaverse is the next big thing in the world of technology. It is one of the most significant developments since the rise of the Internet. This virtual world is growing rapidly and will continue to do so in the coming years.

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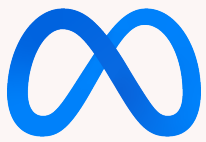
Entertainment

The metaverse is already impacting film, gaming and music landscapes. Many concert-goers are listening to live musical performances from artists — such as Billie Eilish, Marshmello, and Ariana Grande — through VR headgear with spatial audio and imaging. In 2020, Fortnite hosted a Travis Scott concert within the video game, which generated a record-breaking 12.3 million concurrent attendees. In the film and television industry, the metaverse is drawing in considerable investment in the areas of distribution, funding, and production. Movie fans can now purchase digital merchandise from films such as James Bond's "No Time To Die" (2021), which are virtually produced using photo-real 3D stills and videos. We have also seen the arrival of immersive storytelling recently with Netflix's interactive film "Bandersnatch" (2018).

Fashion
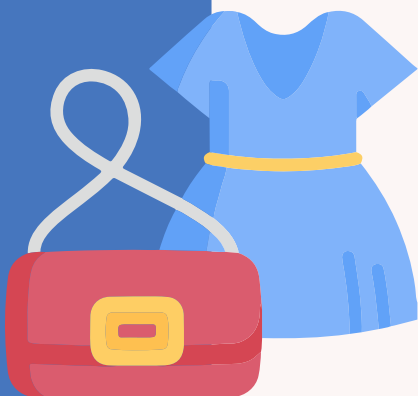
The fashion industry is also taking part in the metaverse. Companies such as Nike and Gucci have partnered with Roblox to create their own metaverses. In November, Nikeland was launched and allowed users to play minigames such as tag, dodgeball, and "the floor is lava." The virtual world includes Nike buildings, fields, and arenas modeled after the company's real-life headquarters. Users can use past-launched products and the newest-offering fashions on their avatar. In May, Gucci Garden was opened on Roblox for two weeks. Limited Gucci collections were available only through the platform, which 42 million users could spend $1.20 to $9 for to dress their avatars. However, some exclusive items, such as Gucci Dionysus Bag with Bee was resold for over $4,100 in the marketplace on Roblox.
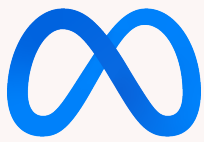
News & Information

The metaverse extends the boundary for people to interact with others and their surroundings. However, it creates more ways for companies to acquire user data. The augmented presence and engagement with the world might exacerbate misinformation and lead to privacy abuses. Facebook's algorithm has promoted misinformation, hateful speech and caused severe harm to people and society. This problematic algorithm is only used on its platform for news feeds now. It is hard to imagine the extent of the damage if the metaverse fails to protect users across various virtual reality applications and platforms.

Although companies understand increasingly daunting responsibilities and tasks, they seem unsure on how to build a safe virtual reality environment. In an internal memo Keeping People Safe in VR and Beyond, Meta CTO Andrew Bosworth said they understand "the challenges we face and the potential outcomes of our work." In the meantime, he also expressed that policing user behavior "at any meaningful scale is practically impossible." The metaverse, without doubt, brings more opportunities to the world of media and technologies, but companies will likely encounter a new series of issues.

Public Perception of the News

The concept of the metaverse may not have been on most people's radars until a few weeks ago. Ever since, some have been championing it, and others have immersed themselves in it without even knowing. Scrolling through news outlets or social media, you are likely to find a number of op-eds and columns railing against the very idea of a metaverse, let alone Zuckerberg having a hand in it. Take Katie Canales' piece in Business Insider, saying the metaverse could "fracture the world as we know it," for example.. On the other hand, you may be just as likely to come across pieces, such as Kenneth Rapoza's latest in Forbes, calling it a slam dunk that folks simply must invest in. Many young people, ranging from children to 20 or 30-somethings, have been heavily invested in video games like Roblox, Fortnite, Minecraft and more. All of those are examples of a metaverse, which people have consumed without even realizing. On another hand, ask someone without skin in the game, someone over 45, or someone who has never played any of those video games, and they will say they have no idea about it or simply do not care. While the metaverse may already be here in a limited capacity, public opinion is mixed. We may not know what most people truly think of it until it is fully mainstream.

Internet of Things

and More Businesses Leveraging the Technology

Research

Lining Bao, Sam Chen, Thalia Lauzon, Sharon Lu, Jack Tong, Corrine Zhang

What is "IoT"?

The Internet of Things (IoT) is an extension of the internet's use and connection, which can also be referred to as internet-connected or "smart." A traditional medium for an internet connection is a PC or phone. However, all the programs we run are data processing and transmitting in a network. The essence of IoT connects devices that all use the internet, which is no longer just a traditional terminal. Anything with an embedded computer system or sensor that uses the internet falls under IoT. Through the result of computer science and technology development, internet-connected devices include wearable devices, environmental monitors, virtual reality systems, laundry machines, smart monitors, vehicles and more. The network of all these devices is able to share data through their internet connection.

Why "IoT"?

Transportation

IoT helps provide smart transportation and device connections to decrease the amount of energy used and save people time. For example, vehicle consumption lowers when clear and accurate information is exchanged between public transit systems, people's personal devices, GPS and traffic reports and lights. IoT ensures a safer and smarter environment for people to move about the world.

Customer Personalization

IoT's fast and constant exchange of information allows for a consolidation of a user's data to effectively target what that person is interested in. It helps companies to personalize a consumer's experience and provide appropriate ads and services to customers, which enhances the customer's experience and life quality.

Healthcare

IoT also continues to advance our healthcare system through remote safe monitoring and technological advancements. While patients are sick at home or across a hospital, doctors can monitor their vitals or see alerts in real time from anywhere. IoT's accuracy and interconnection allows for patients to get the help they need. In addition, advancements in robotic or robotic-assisted surgeries, which are procedures that include the use of a robot that processes instructions from other internet-connected devices, allows doctors to get precise, flexible and controlled help through the data given to the robot. IoT also creates a way for patients to explore safety and insurance information quickly.

Processing Power

The Internet of Things manages massive amounts of data quickly, precisely and in real time for better time management and preemptive information at one's fingertips. The automated process takes away complicated, repetitive tasks that would take a person much more time to complete, and does it in a fraction of the time. It allows humans to focus efforts elsewhere and simplify their work by having once large, complicated data available to them simply and quickly.

Multitasking

With only a smart device and internet connection, IoT makes it simple to find data in real time from anywhere. It enables mobility of information, like directions from your location or vehicle, for the user. A single device can gather data for communication and education from other devices and organizations to keep you up to date all at once. The user can connect with their friend at the same time as reading a news blast from The New York Times. IoT connects all tech and allows for everything to work on a single network.

Budget Friendly

Without IoT processing data and operations would need more labor hours from humans. For example, monitoring and counting annual budgets would cause huge amounts of manpower to consolidate all reports from different sectors, businesses or people to create an answer. IoT creates one network and allows devices to communicate under a single system as efficiently as possible to save time and limit errors. Optimization of these processes conserves energy and money users would need to spend otherwise. In fact, 75% of workplaces found that IoT increases profitability through its effectiveness.

Connectivity and Compatibility

As of today, there is no international standard of compatibility for the IoT, which can make it difficult for devices from different brands to communicate with each other and exchange information in the same network. Many companies purposely make it impossible to transfer specific data and files to another brand's device to promote its brand and profits. IoT can be a vast, diverse network, but a single failure or incompatibility can crash the network of devices. Also a variety of wired & wireless standards are required to enable different application needs and create a cohesive system.
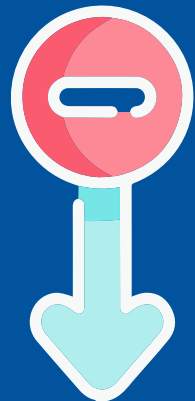
Privacy and Security

While the IoT has made machines and services interconnected through the internet, more information is readily available about a user in a single network. It makes it harder to keep confidential information out of the hands of hackers, buyers and sellers of personal data and other unauthorized users.

Power

The connection for information between devices depends on an internet connection, as IoT states. However, if there is not an internet connection or continuous power source to run the system and multiple devices, IoT can't function properly. When either goes down, so does the device and anything connected to it.

Current Application

Personal Devices
There's been a rise in tech companies trying to lure customers to buy "family bucket" plans that unlock more features, which is another name for more devices and applications connected to each other. For example, Apple makes products that connect and exchange data seamlessly through iCloud, bluetooth, location services, etc. When a user wears an Apple Watch, its data synchronizes with an iPhone, and allows her to access information such as their daily calories burned, distance traveled and steps taken.

Supply Chain Management
Many businesses utilize IoT technologies to monitor and improve the efficiency of their supply chain. For example, Coca Cola put monitors and sensors in vending machines to monitor sales, find which hours are the busiest and what flavor is most often purchased. It's trucks are also packed with sensors that enable real-time vehicle tracking, informed maintenance schedule, temperature monitoring regulation in the cold chains and more.

Manufacturing
Manufacturing firms employ IoT technology in factories. Each production section is equipped with different sensors, which gather data and consolidate the information into a cloud. The data yields insights about the production cycle's performance and efficiency, which helps reduce operating costs and finds weak areas within a system. In 2016, Siemens introduced a new operating system named Mindsphere, the cloud-based IoT unit that aggregates data from all vital production sections and processes them to optimize the production process. The program is also commercially available, and it's continuously growing client list already includes Volkswagen and Estée Lauder.

Future Developments

"The advance of technology is based on making it fit in so that you don't really even notice it, so it's part of everyday life." - Bill Gates, co-founder of Microsoft

TRANSPARENCY of INFORMATION
As Evanhoe explains, since IoT involves interrelating computing devices and objects, it would eventually reach the transparency of information to the public with access to data. From the research "A simple and inexpensive way to document simple husbandry in animal care facilities using QR code scanning" created by Tyler Green, Terry Smith, Richard Hodges, W Mark Fry, the husbandry company can track the status of the animals by scanning the QR code attached to each animal's holding home. Due to the simple operation and the low cost, more organizations have applied the IoT to track animal migration and animal rescue. Hence, it is predictable that meat companies may attach QR codes to their products. When a customer is purchasing meat in a market, the customer can scan the QR code to know the animal's production process from breeding to packaging and selling, which further ensures food safety.

The Link
It's "like a Fitbit in your skull with tiny wires," Elon Musk said. In 2019, Musk first introduced and presented Nerualink's research of implanting a microchip to the human brain. The integration of IoT would radically improve work and life efficiency in the future since the user could receive information by thinking in the head. "Theoretically, such a brain-computer interface could reveal entirely new methods for humans to communicate with different parts of the human body," Carolyn Fortuna said in "Our Future Will Be Controlled By 'Combined Will Of The People Of Earth' — Musk's Neuralink." Applying IoT to human nature could also eliminate the language barrier or culture difference, which promotes communication systems.

INFLUENCE OF FILM & TELEVISION

Two growing sources of news, information and social Impact.

**Research: Yadira Cabrera, Lina Shaker, Enni Lyu, Lavinia Lin**

"**Movies can and do have tremendous influence in shaping young lives in the realm of entertainment towards the ideals and objectives of normal adulthood.**"   —— **Walt Disney**

As the power of streaming services emerge, more and more people are exposed to the world of film and television, including TV series, movies, documentaries and reality shows. While people have more access to these entertainment channels, the content's influence shows through people's behaviors and subconscious minds.

The influence of film and television content impacts people's decisions and actions that lead to current events and issues. While some people believe that the online world is separate from real life, many are influenced by the content that they view repeatedly.

The world is now a big tank that mixes online creative content and real-life experiences into one. It is not hard to see that the physical world and people's behaviors are the reflections of film and television content. The influence is slowly, yet significantly, permeating into the world.
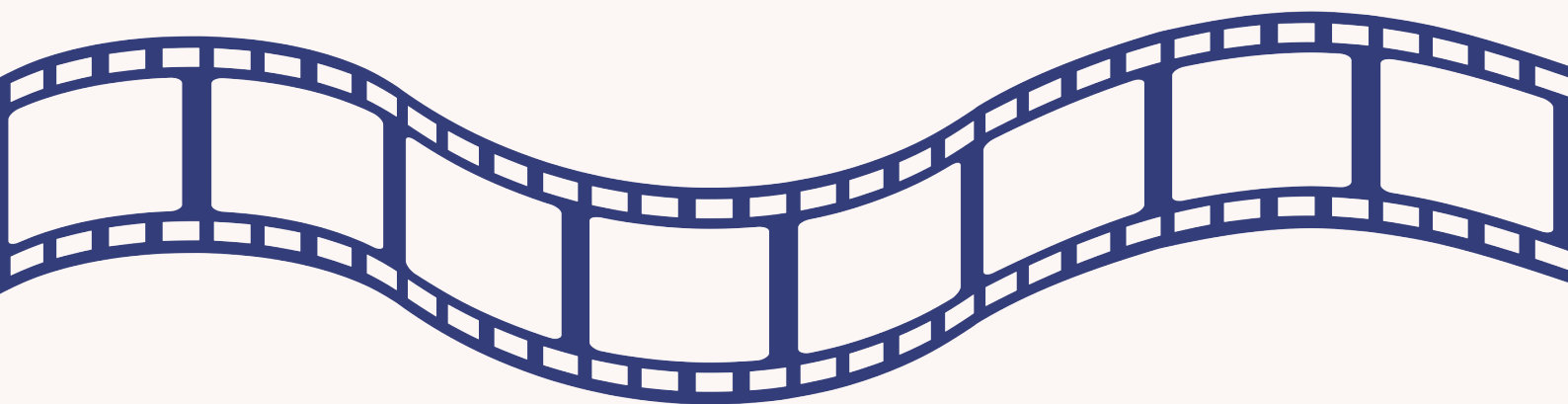
Film and TV
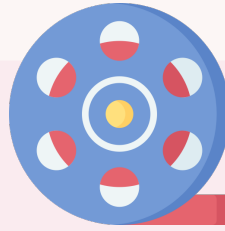
Since the creation and development of film and television over the past century, many have criticized how "accurate" or "realistic" film and television is. Although this form of media has aimed to constantly shape the way individuals and societies view certain topics, perspectives, and cultures, it did not always have a positive reputation. Many believed that film and television was a waste of time. The ways many people perceive concepts are influenced by surrounding media, specifically film and television, and more recently that has been reflected. There has been a shift in the way others interact with the media. More historical and important issues, such as an indepth look into the civil rights movement shown in Selma as well as sexual harassment in the workforce discussed in The Bombshell, have been coming to light, simply due to the power of film and television. These examples and more, not only bring to light societal issues but as well as influence the audience on how to think about and perceive certain topics. This establishes personalized and underlying influences on society showing and elaborating what they should care and have knowledge about.

Media News and Information

Movies and TV shows are not only crucial sources of news and information, but they also reflect social issues and current events. Documentary films based on real events, including "Four Hours at The Capitol," "When They See Us," and many more, serve as powerful tools to bring important topics to the table and spark meaningful conversations. Streaming services that display these films and movies are also important platforms for people, especially young generations, to stay updated, follow trends and connect with the global community.

Positioning

Film and television continue to be a growing economy for individuals every day to increase their basic knowledge. Film and television have numerous effects on society and are two-fold. The industry serves as an everyday exposure of the world to the people, an endless media influence of content that serves to transmit information electronically. Streaming services are now influencing the behavior and attitudes of people and help cope with real-world situations in the media. They also continue to provide a creative outlet for the media to transform ideas into content.

Impactful Film & TV Examples

The Post
Depicts the true story of the journalists at the Washington Post attempting to publish the infamous Pentagon Papers.

When They See Us
Explores the five Black male suspects falsely accused and charged of rape and assault of a woman in Central Park.

The Social Dilemma
Dives into how social media fuels addiction, manipulates behavior, and amplifies misinformation.

Bombshell
Accounts the women at Fox News who set to expose CEO Roger Ailes' sexual harassment.

12 Years A Slave
Tells the story of a free black man from upstate New York, is kidnapped and sold into slavery in the South. It portrays the cruelty of slavery in the south.

Selma
Shows the leadership and journey Martin Luther King took on March 7, 1965, as voting-rights protesters attempted to cross the bridge in Selma, Alamba, during the march to the state capital in Montgomery.

The Pursuit of Happyness
Examines the struggles and difficulties of homelessness. Based on the true story of Chris Gardner, a homeless father who raised his son while aspiring to be a stock broker.

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