8 great ways...

Content Creation
Challenges to the ownership of media as users can now create their own content that would not have been seen in media before. This allows new sub-cultures to form that cater to diverse tastes of contemporary society

Accelerates global culture
The interconnectedness of society through internet and social media means that messages about global culture spread. You tube trailers for blockbuster films and music videos gain tens of millions of views globally, spreading cultural messages worldwide

Challenges Dominant ideologies
The New media allows for a variety of different viewpoints to be heard that may have been suppressed in the past. However, this has lead to accusations of fake news – a lack of trust in media as an institution follows

Revitalising Democracy
New Media has utilised online petitions to challenge government policies. Petitions on EU Referendum, Trump visit etc are a sign of a generation that has used new media to make their voice heard

Surveillance
The creation of social media has led to identities being broadcast to the world. This leads to increased surveillance of individuals, who are subject to judgement over the views they express publicly – often views that are no longer held by them as internet is a permanent record

Digitalisation creates more content
The ability to store data in digital format means more content can be created that caters to a range of tastes. This has led to fragmentation of popular culture as people pick and mix what they want

Changing Representations of Social Groups
Social Media campaigns have changed the way in which different social groups are perceived. From gender pronouns on twitter bios to #metoo and the normalisation of disability, including mental health, new media has helped to change perceptions of groups that were once marginalised or stereotyped in society

Accelerates the movement to Post-Modernity
Globalisation and Media saturation are key elements of post-modern society, however the impersonal interactions of social media are typical of late modernity (Giddens) whilst views of intolerance are also prominent online (Rise of Alt-Right)

New Media has influenced Society