

Outlooks to the media monitoring world in 10 years

# 7 Communication Megatrends 2017

Academic Research by Gudrun Reimerth, Ana Lager and Christina Klammer – FH Joanneum

Findings presented by Florian Laszlo, FIBEP Secretary General & CEO »OBSERVER«

Gudrun Reimerth

@reimerth

Ana Lager

FH Joanneum – Journalismus und Public Relations

@ana\_lagger

Christina Klammer

@klammerchrissy



WORLD MEDIA INTELLIGENCE  
CONGRESS

BERLIN \_\_\_\_\_ 4-6 October 2017

@\_FIBEP

#FIBEP

#WMIC17

**FH | JOANNEUM**  
Journalismus  
und Public Relations (PR)

# Definition Megatrend

Megatrends do not need to be predicted, most likely they are already there as changes in ways of behaviour, that impress for a long period of time.

No matter if Economics and Politics, Science, Technology or Culture - megatrends operate slowly, but are sustainable.

# 1. Personalization and Digital Natives

Personalization is one of the top three investment goals for businesses.

Digital Natives have a shift in mindset. Organizations need to understand that social media is not simply another channel, but a fundamentally new and different way in which people organize and live their lives..

## 2. From Micro to Mega - and Back

18<sup>th</sup> and 19<sup>th</sup> century communication were super local

19<sup>th</sup> to 20<sup>th</sup> century brought mass media and mass communication

total internationalization through the World Wide Web

Total fragmentation of communities

Targetable on a micro level by many demographic characteristics

Communications turn hyper local with slim international part as in 19<sup>th</sup> century



WORLD MEDIA INTELLIGENCE  
CONGRESS

BERLIN \_\_\_\_\_ 4-6 October 2017

@\_FIBEP

#FIBEP

#WMIC17

**FH | JOANNEUM**  
Journalismus  
und Public Relations (PR)

### 3. From B2C to 'All2All'

Mass Communications knew a customer

User Generated Content and Opinion rose to eye level of corporations

Sharing as a trend

Evaporated the clear differentiation between B & C, so All2All

Turned into a business model, but with a highly independent customer

Those businesses are highly dependent on partner valuation

## 4. Mobile Everywhere

Responsive Design led to the domination of mobile devices, changing the “landscape” for media design

Mobile Marketing targets immobile people, harming newly found revenue streams for media (e.g. online ads)

## 5. The “un”social net

Politicized Media – media reporting about media events “Latest Trump tweet”

Communications turn away from the usual paths – direct link from politician/public figure to the people without medium as controlling intermediary

Social-Media-Fakes and -wars

Digital Loneliness: Lack of human interaction and reduction of social capabilities

## 6. Force of data processing

Big Data

Algorithms

Steps to Artificial Intelligence

(Chat)Bots shape public communication



## 7. Crisis of Journalism and Old Media

After “Waldsterben” comes “Mediensterben”

Riepl-Law: No medium is fully supplanted by the a new medium.

So Video did not kill the radio star, but does the rule still apply in Internet Age?

Total convergance? Internet everything?

Many thanks to FH Joanneum for providing the academic research on the 7 Communication Megatrends 2017.

Authors:

Gudrun Reimerth

Ana Lagger

Christina Klammer