



What Else Have We Learned from the Media During the Pandemic?

Fernando Gutiérrez

fgutierr@tec.mx

Pontifical Catholic University of Rio de Janeiro, Brazil

July 7–10, 2022



www.fergut.com

fgutierr@tec.mx

Fernando Gutiérrez

is Dean of the School of Social Sciences and Humanities at the Monterrey Institute of Technology and Higher Education; Member of the Board of directors of the Media Ecology Association (MEA); Head of the World Internet Project in Mexico (WIP); Member of the Internet Association in Mexico (AMIPCI); Member of the Mexican Academy of Communication (AMDC). Member of the National System of Researchers in Mexico (SNI-1).

His research focuses on the Exploration of Flows to Predict Shapes: A Constructal Approach to Understand the New Media Ecology in the Digital Age.

He is the coordinator of the Alfaomega collection “Ciudadan@ de Internet” (Internet Citizen) and author and associate editor of the following Spanish titles:

- La comprensión de los medios en la era digital. Un nuevo análisis de la obra de Marshall McLuhan
- Internet como herramienta para la investigación
- Explorando el ciberperiodismo Iberoamericano
- .com probado Modelos exitosos de Internet en México
- Internet el Medio Inteligente

He holds the following degrees;

- Doctorate degree in Design and Data Visualization (UAM, Mexico)
- Advanced Studies Diploma in Private Law (University of Salamanca, Spain)
- Master degree in Electronic Commerce (Monterrey Tech, Mexico)
- Master degree in Information Technologies Management (Monterrey Tech, Mexico)

He teaches Communications Law, as well as Design and Interactive Media Production.

Abstract

Title: What else have we learned from the media during the pandemic?

Abstract: In this presentation, I explore some of the effects observed by the excessive use of media due –in part– to the restrictions imposed by the Health Authorities as a consequence of an uncontrolled pandemic.

The great diversity of media; the almost null control of them by the government; the strong dependence we show on them; and the limited understanding of their structure and syntax; generate a complex and adverse panorama for people who cannot assimilate everything they receive through these channels.

Media

Overview

1.

COVID

Lockdown

We faced a COVID confinement of almost 2 years. (uncertainty)

2.

Fatigue

Emotional, physical, intellectual and psychological exhaustion.

3.

Call-out Culture

Like any other tool, callouts also can be used for destructive purposes. The illusion of same opinions. The spiral of silence. The false dominant ideologies...

4.

Fast Culture

Like fast food, knowledge has to be fast. Everything has to be quick and short.

5.

Education as Spectacle

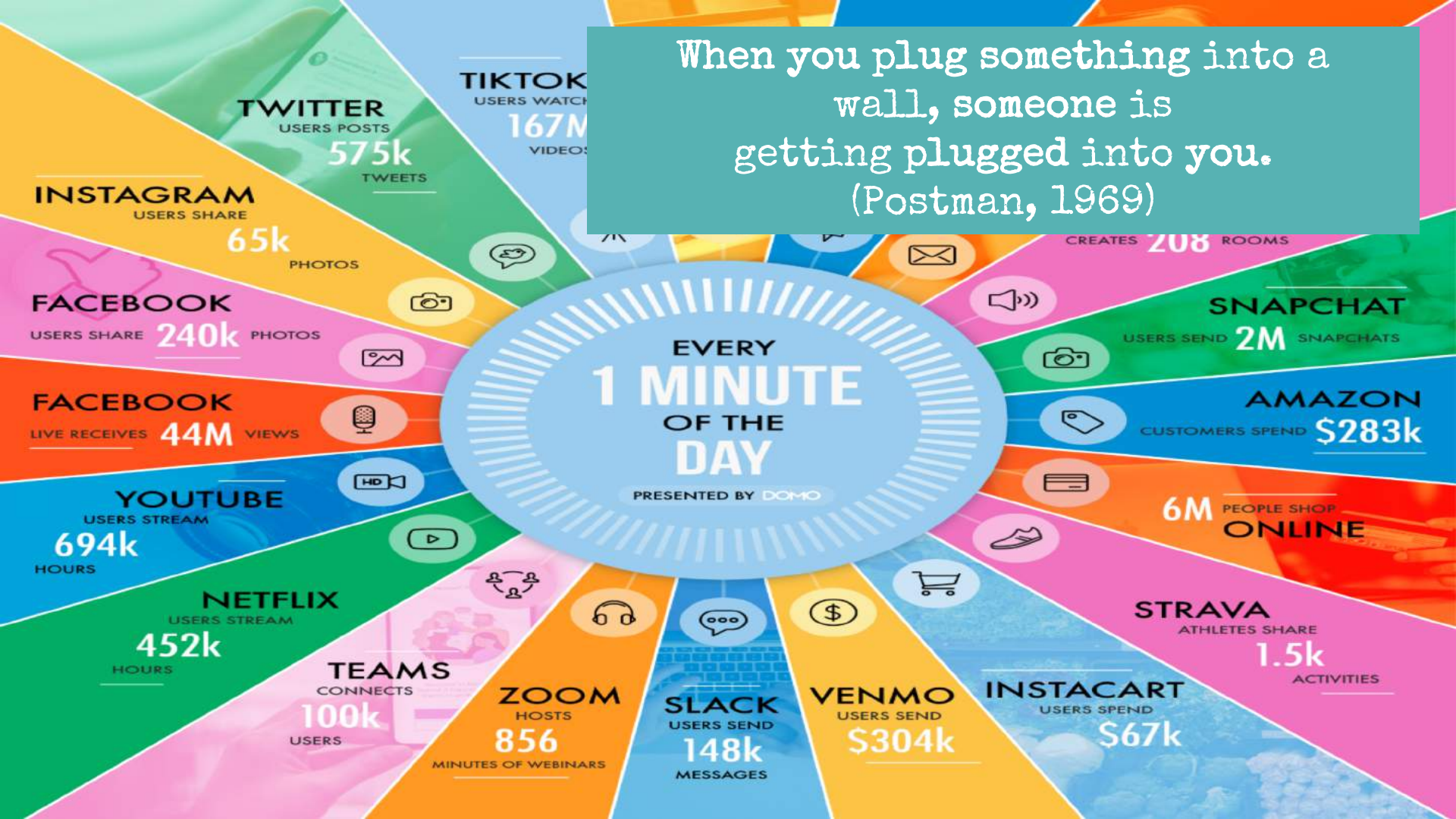
The professor as an entertainer. Some teachers are under pressure to entertain students. They have to do “edutainment”.

Why media ecology is becoming more and more important?



As time evolves, the environment requires new skills to face the different challenges of a new global social dynamic driven by the constant introduction of new communication technologies. Media ecology, as a field of research dealing with the study of media as environments, seeks to understand how various technologies affect the conditions that define us as human beings, shape human history, and determine the prospects for our survival as human beings.

When you plug something into a wall, someone is getting plugged into you.
(Postman, 1969)

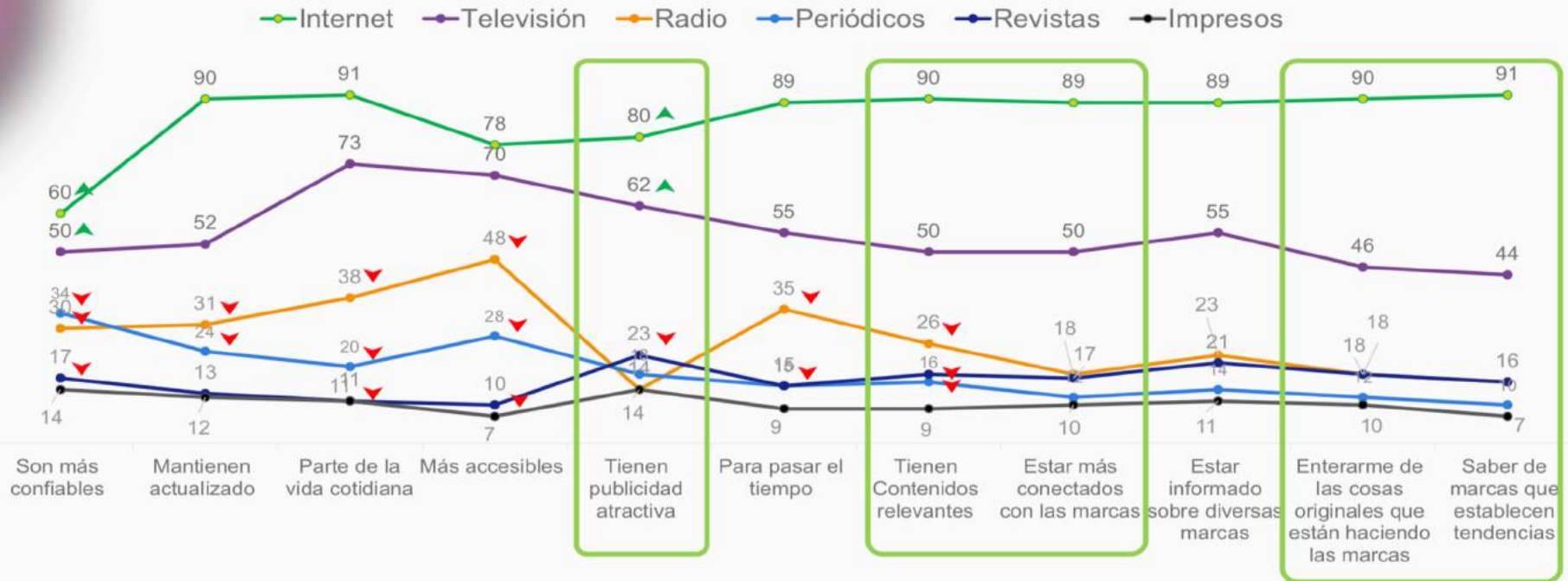


Trust in media (The case of Mexico)

Trust in new media is increasing

Trust in traditional media is declining

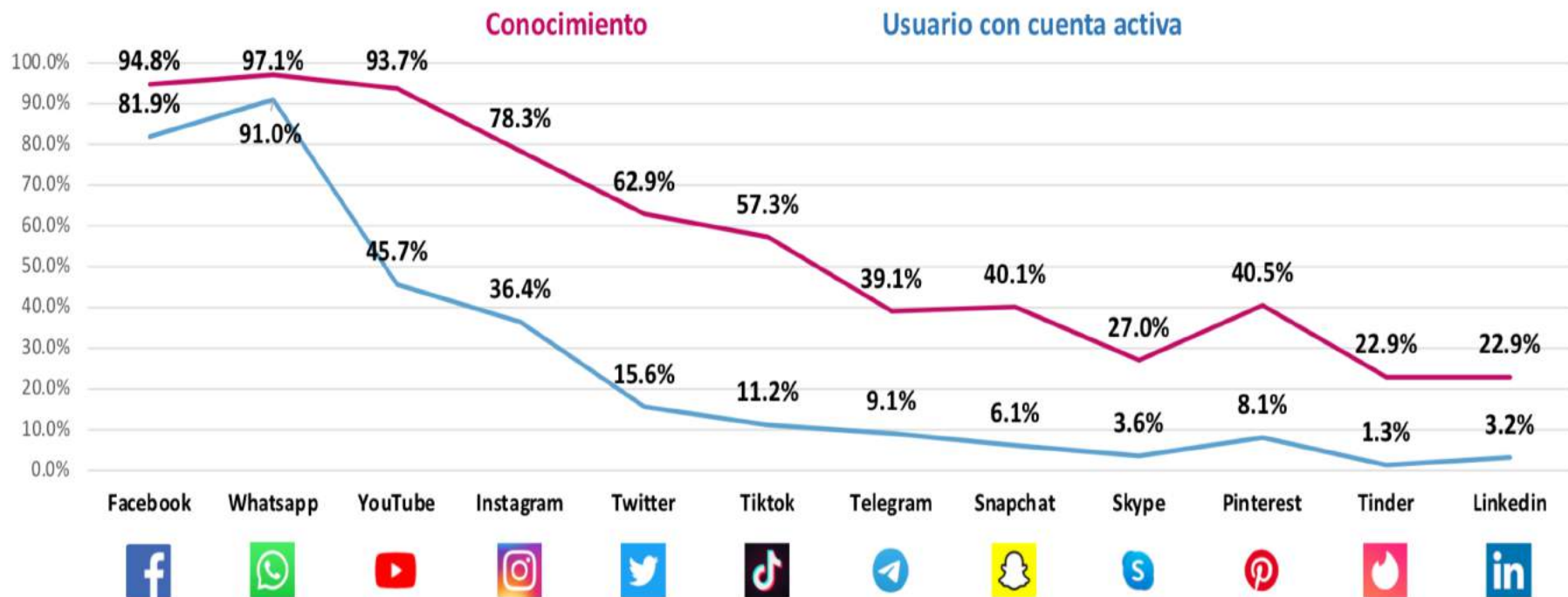
RELACIÓN CON LOS MEDIOS DE COMUNICACIÓN



Diferencias significativas al 95% de confianza contra periodo anterior:

P60. ¿Cuál de los siguientes medios de comunicación se relacionan con cada una de las siguientes frases?

Use of Social Media (The case of Mexico)



What are some of the problems?



Treatioeu-UK

Publicidad · 🌐

Conjunto de sofás al aire libre

- ✅ 2 sillones individuales + 1 sillón de 3 plazas
- ✅ Tejido a mano para un asiento cómodo
- ✅ Mesa de café de mármol

Consíguelo 👉👉 <https://bit.ly/3LUIUjn>



Scam!

Renta y Venta

Renta semanal 1,200 pesos

Renta mensual 3,000 pesos

Venta 24,500 pesos

...
una taza de café con sus seres queridos mientras ve la televisión o lee un libro a solas en una tarde soleada y libre, esta es la mejor opción para satisfacer sus necesidades y ajustarse a su presupuesto.

venta de liquidación



Remembering Neil Postman

- “I doubt that the 21st century will pose for us problems that are more stunning, disorienting or complex than those we faced in this century, or the 19th, 18th, 17th, or for that matter, many of the centuries before that”.
(Postman, 1998)
- Media tend to become mythic. All technologies (TV, cellphones, newspapers) are perceived as gifts of nature, not as artifacts produced in a specific political and historical context. Because technology is so valuable to our society, we never question its validity or think about how it changes our view of the world **(Postman, 1998)**
- "Science" and "technology" are cultural human products that influence and are influenced by the social context. However, we treat them with excessive respect.

Some effects of a prolonged lockdown


- During the long quarantine, people engaged in some less healthy behaviors, smoking and drinking excessively. Vices and aggressive behaviors increased.
- Virtual education was rejected by the majority of university students. Online courses work in certain cases, for certain subjects and for certain students
- Telecommuting was experienced as a highly attractive alternative, although it was recognized that the home is not an ideal space to work. However, most people prefer not to return to their offices and continue working from home.

In the field of education, the effects of the prolonged quarantine generated significant changes in the perception of teachers and students. For most students, virtual classes meant "more work" and "less learning."

Global Agenda COVID-19 Education and Skills Future of Media, Entertainment and Sport

The COVID-19 pandemic has changed education forever. This is how

WORLD ECONOMIC FORUM



With schools shut across the world, billions of children have had to adapt to new types of learning. Image: Shutterstock.com/Fantini

News Coronavirus

Go Home? For Some Students It's Not Easy

Student advocates say coronavirus-related directives to move off campus threaten to reinforce existing inequalities and put disproportionate burdens on low-income and international students, among others.

By Elizabeth Redden // March 12, 2020



Conectar con el audio	Fernando Gutiérrez	Marisol Ugalde	NANCY ZAMORA	José Ramón Salgado	Adafa Sánchez Alemán
Emiliano Spindola	Daniela Karina Vallada...	IRLANDA Chavez salas	María Fernanda Ausin...	Alf Mondragon	Kevin S. Garcia R.
Omar Ramirez Garnica	marisol nava	Mariana Guadalupe A...	Natalia Rodriguez	Karina Gonzalez	Paolo Lastiri A
Brandon Cruz Rendón	Óscar Galván	Georgina Mendoza Igl...	Ana Alvarado Negrete	Belén Hernández	Vanessa Morán Burgos
Sebastián Cruz	Jahaziel Galicia	Gael López Gutiérrez	Xime Irazaba	Isabella Rincón Moya	Karla Valencia
Diego Bejarano	Regina Romero Sánch...	Ana Sofia Mejicanos C...	Fernando Caratachea	Vanessa Zamora Alegre	Viviane Mejía
Rodrigo Iván Ramírez...	Vali Morales A01748074	Fátima Carolina Rivera...	Jiménez Aldhara	Carlos Espinosa Rodrí...	Jessica Denise Vázqu...

1/3

1/3

The new challenge

Both teachers and students changed their classes to virtual spaces, based on the technology available by their institutions. Both had to develop new digital skills for distance education. However, the most important challenge was concentrated on the teacher, who had **to design effective virtual learning environments in a short time**, which meant doing much more than simply teaching the face-to-face class online.



Some Effects on Politics

Social media demonstrated their qualities as effective tools of influence in different elections in different countries, which will be remembered for a long time, due to the proliferation of fake news, bot activism, and the intense proselytism carried out by various political actors in the digital environment.

The new spectacle of politics

The governor of Nuevo Leon:

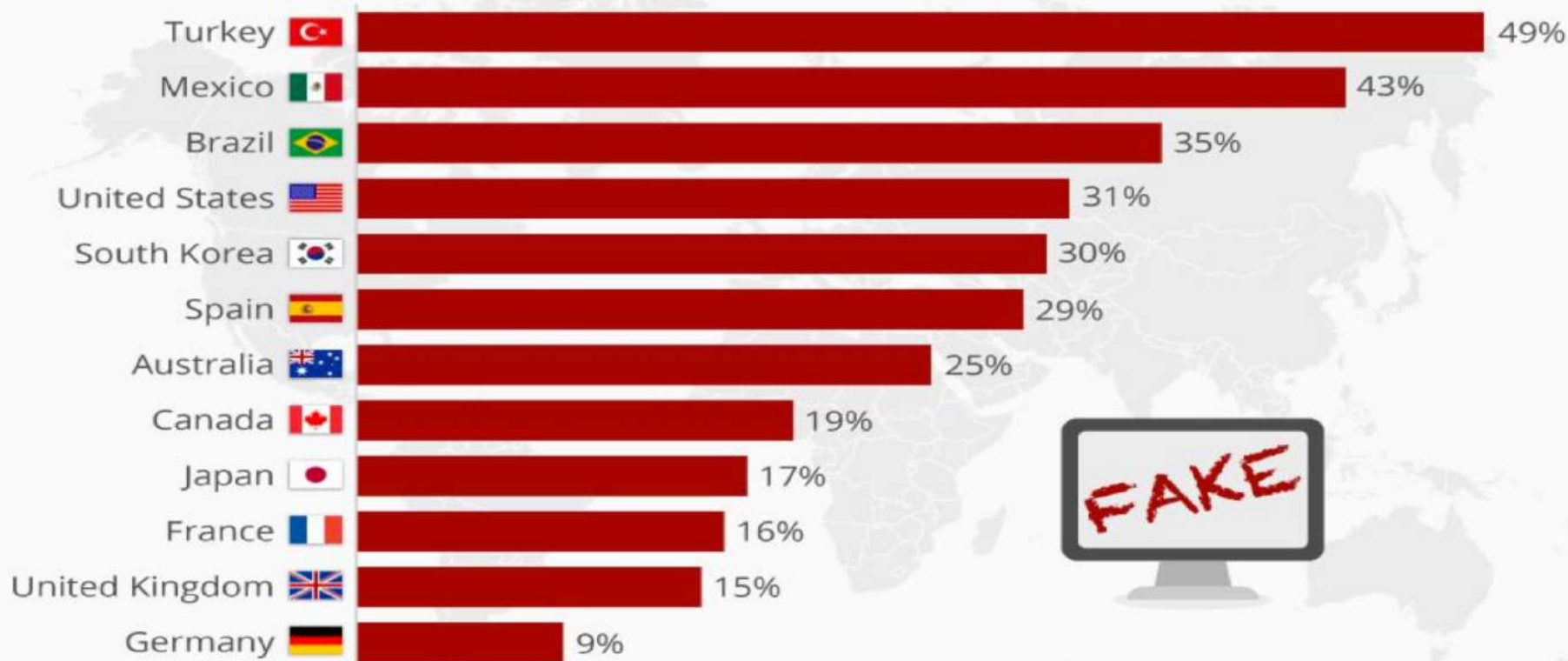


The problem of assimilation of information

- In this new digital environment, people faced the great problem of information glut and mistrust of sources. The information was difficult or almost impossible to assimilate.
- The Mexican media did not act responsibly in the face of COVID-19. They did not follow the WHO guidelines. Rather, they privileged a dynamic of immediacy, the search for clicks and likes, as well as the politicization of the virus; In addition, the comments of the population were guided to issues of little relevance to overcoming the pandemic, and contributed to the spread of the disinfodemic (Ampudia, 2020).

Where Exposure To Fake News Is Highest (2018)

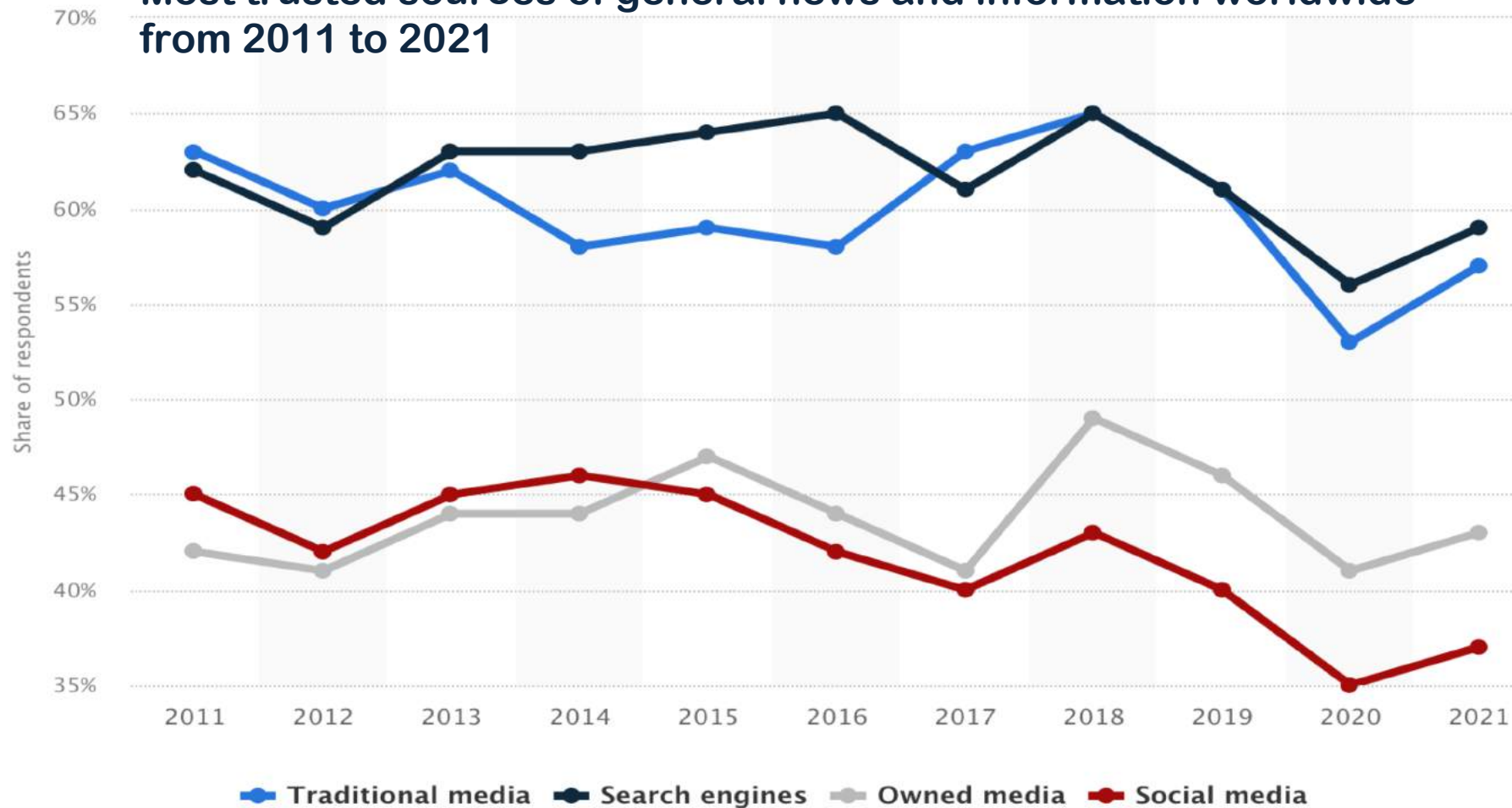
% who say they were exposed to completely made-up news in the past week*



* Selected countries
n=74,000 respondents in 37 markets (Jan/Feb 2018)

Source: Reuters Institute Digital News Report 2018

Most trusted sources of general news and information worldwide from 2011 to 2021



Conclusion

- Technological change always implies positive and negative effects on culture. Prolonged confinement has produced sensory biases of all kinds, as well as sensory changes in the abstraction of the environment. The spread of COVID-19 and the prolonged quarantine have imposed profound transformations on the lives of millions of people, as well as on the cultural ecology of societies.
- The current ecosystem of media, technologies or instruments is vast, complex and dynamic. Each technology that evolves or appears on the scene is added to the previous ones, and contributes to the generation of a new vision of the environment. As the population grows and the world becomes a more complicated space – thus development that cannot be assimilated – the planning and amplification of human skills supported by tools becomes more and more necessary. That is why today more than ever the study of the media is essential, because they influence our perception, understanding, feeling, value and action.