

## **Balance needed between traditional and new media for diversity**

**Channel NewsAsia**, 13 January 2007

SINGAPORE: Speakers at the Singapore Perspectives Conference brought up the issue of new media.

There was a call for a balance to be created between traditional media and new media.

Dr Cherian George from the Wee Kim Wee School of Communication and Information warned that the wide gap between the two could create two different worlds with two different experiences for Singaporeans.

He says this could result in the creation of a schizophrenic nation.

Bridging the gap between traditional media like print and television news and alternative media found online was one challenge raised at the conference.

Speakers raised concerns about the differences between traditional media sources which tend to be regulated, and what goes on the internet which is largely unregulated.

Many called for the public to be more critical of information found on the internet.

"It is really quite challenging to be a media consumer today where we are exposed to so much media of such a wide variety. And the bad news is that it is going to be even more challenging of the trends in the new media landscape," said Dr Lim Sun Sun, Assistant Professor, Comms and New Media, NUS.

Privacy laws on the internet was also another concern.

"One of the new challenges that regulators may face is how to cope with intrusions of privacy that are now becoming more rampant. More Singaporeans are becoming more concerned about the ease with which their fellow Singaporeans are able to surreptitiously record them, take pictures of them and perhaps misrepresent them in their blogs and even their videos," said Dr Cherian George, Acting Head, Div of Journalism and Publishing, Nanyang Technological University.

Summing up, The Institute of Policy Studies said the conference was a huge success and many pertinent issues were raised.

More than 700 people, including several policymakers, attended the day-long conference.