**Sociology Topic Front Page**

**Sub Topic: The New Media**

**Main Sociological ideas:**

* **Main characteristics of the New Media –**
* **Digitalisation**
* **Convergence**
* **Interactivity**
* **Choice**
* **Collective intelligence**
* **Participatory culture**
* **Digital Divides (generation, class, gender, global)**
* **Debates –**
* **Neophiliac Perspective**
* **Cultural Pessimists**

**Name the Sociologists with their key idea to memorise**

**Summarise what each perspective says**

**Key Sociological concepts and terms to memorise**