Communication Research: Past, Present and Future

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The paradox of innovation

- It is enormously difficult for those who currently dominate the market to innovate because the rewards aren’t worth the risks.
Past

- Based on traditional mass media
- Tends to be limited to one country and one type of media
- Traditional studies: news production, content and audience but not well-integrated
- Propaganda model after World War II
- Lost idea that information is power
Present

• Vast excitement, but not from former communications researchers
• A lot of disciplines looking at digital sphere
• Traditional model of academic research not helpful as it can’t keep up – not fit for purpose?
Future

• Need to analyze rather than try to shape human behavior (as it relates to technology and just in general)
• Need agile methods and prototypes
• Need to understand that information is still power
Shameless plug