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BY Snighdo Chakravarty  
Vipin Kumar , Mike Masiye, Sindhu Punnoose

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To Dr Robert Davis

# Mass Media: Fostering social Change

Trade me is a mass media which provides a platform to People from all backgrounds with limited or no association to come together to pursue individual/shared interests in buying, selling, travel and community. It has created a decentralization of power in market forces and equal access to all market players regardless of size and location. As a result following are evident:

- Increased Communication
- Anonymity
- Trading across cultures, ages and geographical location
- Access to information

Trademe's efficacy in bringing about this social change has been dependent on three variables:

1. Content: Information/commodities/services in terms of Trade, Jobs, Motor Vehicles, Property, Services, travel and Community
2. Influence: Extent and intensity of impact by the content on audiences. As a medium to auction/advertise information on listed content, accepted across society and practiced.
3. Power: relationship with other institutions such as Find Someone (Dating), Holiday houses (Accommodations), Travel bug (Hotels and Motels), Treat me (Local deals), Old friends and Stuff (News and entertainment)

# Fostering social Change: McCormack (1963)

## Emblematic quotes:

“the mass media can act as a counterforce to the totalitarian tendencies of mass society”

“In mass society the vehicle of social protest is typically the mass movement in which people from all backgrounds ... are brought together out of a sense of frustration”

## The Trademe folklore

According to folklore, the year was 1999, and a young university drop-out, then computer consultant named Sam Morgan after a frustrating experience buying a heater for his chilly flat; fed up with websites that didn't cater well to Kiwis; and Kiwis sending money to sellers they've never met, for goods they've never seen.

Sam single-handedly built the site and ran it out of his small Wellington flat and, within two days, Trade Me had its first twenty registered users. Going on to destroy the newspapers' classifieds businesses and become an iconic kiwi brand.

*(Trademe: The Inside Story, 2010)*

# Internet Empowerment

## 1. Empowering through Social perspective :

- Individual Empowerment: Where an individual expresses his objectives and rights through the medium
- Community Empowerment: Where an entire community comes to recognize their objectives and rights through the medium
- Self Empowerment : Where a person self-realizes the content through the media in order to improve on his present state

## 2. Empowering through Global perspective :

- International appeal
- Aid in recruitment, Acquiring visibility
- Linking Diverse groups
- Image makeover

# Empowerment through "Trademe"

## **D/deaf people case study: (Hamill & Stein, 2011)**

Categories of empowerment findings:

1. Keeping community informed
2. Call to action on community issues and activities
3. Disquiet/ action to address injustices towards individuals & group
4. Power to the people voicing and support of community members

## **Citing of categories within Trademe:**

- Number 1 in terms of Classifieds and Auction website in NewZeland.
- Empowering world knowledge through "stuff.co.nz"
- Empowering links between groups as well as individuals through "Fine Someone" and "Old Friends"
- Empowering Recruitment and visibility through "Jobs", "Real Estate" and "Stores" Section.

# Defining Ideation

## **Definition:**

Ideation is the capacity for or the act of forming or entertaining a thought or idea whether internally or externally conceived

## **Internet and Suicide Ideation: (Dunlop, More & Romer, 2011)**

### Findings:

- Participation in online discussion forums can catalyse ideation
- Internet interactions are sources of information -transmitting information.
- Like interpersonal communication, traditional media outlets, online forums and Social media also helps in ideation
- Anonymous discussion across wide range of topics

# Role of Trade me in Ideation

- One attractive Feature of trade me -Auction
- Classified ads- Brings different people together to a common platform .  
Exchanges ideas/ interests.
- Community –Announcements , Message board ( online discussion platforms ) ,  
Help ( cure kids ) .
- Find friends /jobs /vehicles etc.
- Stuff.co.nz- Provides news and entertainment