

An Innovative Use of Multidisciplinary Applications Between Information Technology and Socially Digital Media for Connecting People

Chutisant Kerdvibulvech^(✉)

Graduate School of Communication Arts and Management Innovation,
National Institute of Development Administration, 118 SeriThai Rd., Klongchan,
Bangkapi, Bangkok 10240, Thailand
chutisant.ker@nida.ac.th

Abstract. Although digital media, social media and new media were found for a while, an overview of integrated multidisciplinary research of new, social and digital media with information technology, such as augmented reality, virtual reality and interactive applications has not been yet presented. This paper discusses the current development of the socially digital media work applying augmented reality for advertising, marketing and display research. These are a very important issue for developing some new social networks, i.e. to connect people through various senses of human (i.e., vision, hearing, somatosensation, olfactory and gustatory). In other words, a literature review of the recent new media and augmented reality works is discussed also. Rather than only augmented reality, this paper also provides a brief concept for future new media research when utilizing and using some other innovative technologies into every human sense. By tackling these complex problems, we can find advanced solutions breeding novel trends in socially digital media and information technology in an integrated and multidisciplinary manner.

Keywords: Socially digital media · Social media · New media · Augmented reality · Interactive experience · Multidisciplinary · Innovative use · Information technology

1 Introduction

In this current digital age, media consumption is not anymore restricted only to radios, books, newspapers, magazines, and television screens. It is now enjoying broader, wider and more interestingly use every year, from computers and smartphones to social media and multiscreen environments. Furthermore, with the rise of social media websites such as Facebook, Instagram, YouTube, Twitter and the emergence of digital television, the way people, especially young people [1], learn and obtain information has been obviously revolutionized over time. The conventional way of media has now become automatically digital media, sometimes known as new media or multimedia in some cases [2]. Some of examples of digital media are video, audio, and blogs. Zigmond and Stipp mentioned well in Harvard Business Review [3] about