
MEDIAMORPHOSIS: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Mediamorphosis took place long before this term was conceptualized, and it continues to evolve with the development of communication and information technology. Based on a systematic literature review of selected articles, it is known that media metamorphosis has led to adaptation, updates, and innovations in research methodology, digital media development, communication message packaging, and the mechanisms related to media. Based on previous research, the concept of mediamorphosis provides a broad space for in-depth interdisciplinary studies on technology-mediated communication and its impact on human transformation. The review also suggests that mediamorphosis presents both challenges and opportunities for media practitioners, requiring a focus on ethics, the humanization of media, and critical thinking skills. Further research is needed to explore the impact of mediamorphosis on society and to develop strategies for navigating the evolving media landscape.

Keywords: mediamorphosis, digital technology, communication, new media.

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INTRODUCTION

Mediamorphosis by Roger Fidler describes the changes that occur in media production, distribution, and consumption. According to Fidler, these changes reflect changes in the broader structure of modern society, which uses new electronic technologies that change how we think about media and information. He identified six principles of mediamorphosis, namely the coexistence and coevolution of media forms, the gradual mediamorphosis of new media forms from old ones, the spread of dominant traits in media forms, the survival of media forms and companies in a changing environment, the advantages and necessity of adopting new media, and the widespread adoption of new media (Fidler, 2003).

Fidler further revealed that there are three major morphoses in human communication: spoken language, written language, and digital language. Spoken language led to the formation of social groups, problem-solving skills, and the development of broadcast forms of communication such as storytelling and ritual performances. The written language led to the development of physical documents, mechanical printing, and the mass media (Fidler, 2003). At first, a new technology will create excitement and confusion, so penetration will not occur much. In the next stage, he will find the 'flux,' and there is penetration among users. Ultimately, new technology will bring innovation to produce new standards (Fidler, 2003).

Fidler considers mediamorphosis as a method of unifying technological developments in the media so that the media stays away from obsolescence. This theory introduces a framework for

assessing change and evaluating new technologies. Fidler also emphasized that communications systems will continue to change unpredictably; some may even conflict with current technology. Users will also be willing to adopt new technology that is affordable, user-friendly, useful and easy to obtain/access because it is widespread (Fidler, 2003).

Mediamorphosis is important to research because media will continue to develop, and evolution is inevitable (Sousa, 2022). Change is not something most people expect, and not all are adept at predicting it. Even researchers and innovators who participate in technological and social change may still be mistaken in visualizing a future full of uncertainty (Fidler, 2003).

Mediamorphosis also considers the impact of technology on communication practices in society. By exploring these changes, we will better understand how new technologies shape culture and what implications this phenomenon may have (Ernst et al., 2021).

Systematic literature review are expected to answer research questions by combining observations and perspectives from empirical findings (Snyder, 2019). By systematically reviewing relevant literature, the scope and depth of the concept can be understood, as well as the identification of gaps in the concept under study. By summarizing, analyzing, and synthesizing a wide range of related literature, we can find answers to research questions and develop new theories. This literature review can also evaluate existing conceptual criteria to reveal weaknesses, inconsistencies, and contradictions (Paré et al., 2015). Systematically reviewing the literature on mediamorphosis can provide insight into media and its development, which can shape communication behavior patterns in the future because mediamorphosis is an option for maintaining the media industry's existence (Asyir & Nurbaya, 2019). Based on the background above, this research aims to discover and analyze mediamorphosis.

METHOD

A literature review is a selection of available documents (both published and unpublished) on a topic that contains information, ideas, data, and evidence written from a particular perspective to serve a particular purpose or express a particular view on a topic to be researched and assessed. Effectiveness of these documents about the proposed research (Hart, 2018). A literature review is a data collection tool that includes identifying, recording, understanding, creating meaning, and conveying information comprehensively (Onwuegbuzie & Frels, 2016).

Election Process

This systematic report was reviewed using the 2020 Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) standards to identify eligibility criteria, information sources, search strategies, selection processes, data collection processes, and data sets. PRISMA 2020 includes updated guidance on methods for identifying, evaluating, and synthesizing studies (Paré et al., 2015). The systematic review process that has been applied in this study consists of different phases (Al-Jinini et al., 2019) :

- 1) Phase 1: Develop research questions (RQ). They are organized into three main scopes, namely: first, analysis of keyword relationships identified in the literature (RQ1); second, document characteristics to identify the ranking level of the journal as well as the year of publication at the data center; the field of knowledge of the journal that published it, the research location and the research methodology used (RQ2-RQ5); and the three scientific dimensions (RQ6-RQ8), namely

- the gap between the advantages and disadvantages of keywords between research, the form of keywords in research, and solutions to research challenges.
- 2) Phase 2: Eligibility criteria and sources of information. This includes English language articles published in international journal databases that contain the word mediamorphosis in the abstract or keywords. Theoretical and empirical studies with quantitative or qualitative methods are also included. The exclusion criteria applied were sources of information from books, book reviews, and proceedings.
 - 3) Phase 3: Search strategy. A search through the Scopus-indexed journal database was conducted for article selection by entering the keyword "mediamorphosis" The next step is to summarize the literacy results into the coding sheet.
 - 4) Phase 4: Literacy selection process. An initial search with the keyword mediamorphosis yielded 24 articles, 1 of which was a duplication. After analyzing the 23 articles based on the title and abstract as well as the exclusion criteria, the results were then consolidated, which found that 11 articles were excluded considering that three were not in English (two were in Spanish and one was in Italian), three were books, three were conference proceedings, and the other two are book reviews. So that leaves 12 deemed feasible articles to be analyzed in full text for systematic review.
 - 5) Phase 5: Categorization and synthesis of data by filling in the coding sheet according to the research questions. In the analysis section, findings about mediamorphosis are compiled.

Table 1. Coverage, Research Questions, and Categorization

Scope	Research Question (RQ)	Categorization
Analysis of Relationships Between Keywords	RQ1: What is the development of the concept of mediamorphosis from the literature obtained?	Describe the definition of mediamorphosis in each literacy.
Document Characteristics	RQ2: How is the distribution of journal articles based on the year and ranking position of the journal in the database?	The year the journal article was published and the journal ranking quartiles on the Scimago Journal & Country Rank.
	RQ3: What journal topics contain the concept of mediamorphosis, and how is it divided?	Distribution of subject areas and journal categories in scholarship.
	RQ4: How is the geographic distribution of journal articles that contain the concept of mediamorphosis?	Location (city or country) of research in the article. There is also an <i>unidentified category</i> for research based on text analysis.
	RQ5: What research methodology is used in these journal articles?	Research methodologies are categorized into quantitative, qualitative, or mixed <i>methods</i> .
Scientific Dimension	RQ6: What is the balance of research looking at the advantages and disadvantages of mediamorphosis?	The explanation in the article is related to the concept of mediamorphosis, namely optimism or pessimism in facing mediamorphosis.
	RQ7: What forms of mediamorphosis are mentioned/researched in journals?	Changes in media forms are researched in journals.
	RQ8: What are mediamorphosis challenges from an industry and communication	Description of the challenges of mediamorphosis in the journal and the

technology perspective in the literature, and what are the solutions? solutions offered by researchers in facing these challenges, especially from an industry and communications technology perspective.

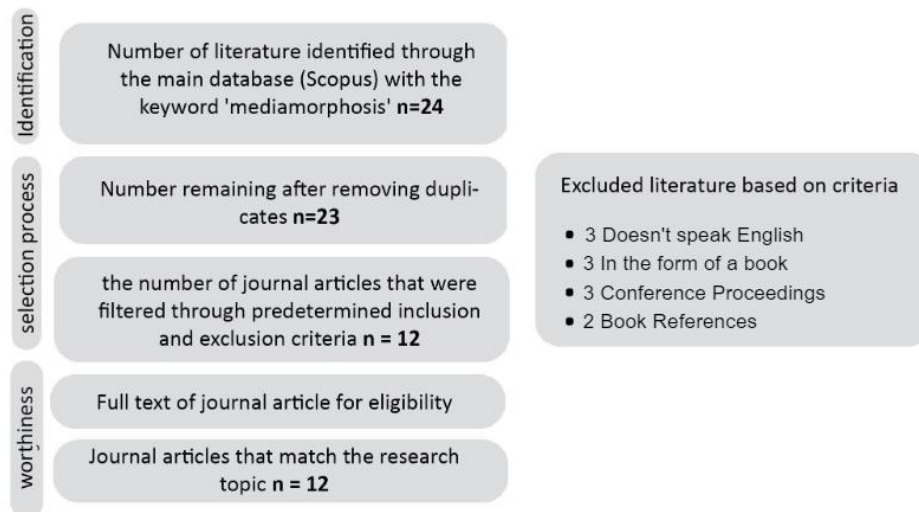


Figure 1. PRISMA Chart

RESULTS AND DISCUSSION

RQ1: What is the development of the concept of mediamorphosis like from the literature obtained?

The theoretical implication of all journal articles that become references is that mediamorphosis as an ongoing and developing concept connects every study of it to each other, becoming the basis for subsequent discussions. The concept of mediamorphosis was first introduced by Roger Fidler in 1990 through his writings about the future era of newspapers. In 2003, he introduced mediamorphosis through his book *Understanding New Media*. Fidler's concept of mediamorphosis is most widely used in selected journal article databases. He defines mediamorphosis as changes that occur in media production, distribution, and consumption.

Another concept still in synergy with changes in media was also put forward by the Toronto School, founded by Canadian economic historian HM Innis with the concept of Medium Theory. This concept has relevance in identifying the challenges and prospects of traditional newspaper media in the era of the invasion of new media, especially from the perspective of media stakeholders (Okon et al., 2022). The definition of mediamorphosis also emerged because complex media systems and the influence of external pressures force media reorganization toward survival. In particular, it is stated that new media do not emerge spontaneously and independently but occur through a gradual mediamorphosis of older traditional media, thus forcing the emergence of new media even though, conceptually, it is still within the scope of the old (Anaeto et al., 2008).

Furthermore, functional and operational media transformation changes mass media to face the explosion of followers in the digital era, which is also the axis of social construction. This condition is referred to as 'the transmed narrative,' which is supported by the expansion of cross-media products. The penetration of communication industry and technology indicates the need for

the media industry to design operational strategies. This is done to broaden horizons while reconfiguring and reinventing in new forms to compete with the dynamism of new media (Barrios-Rubio, 2021). Something similar can be seen when mediamorphosis revolutionizes the way audiences interact with their television devices, which then encourages the development of technology that combines interactive digital TV (IDTV) and the web, which gives rise to new interactive multimedia services, which are increasingly personalized according to user preferences (Ferretti et al., 2007).

On the other hand, mediamorphosis from a philosophical aspect has the basic characteristic that electronic media determines the character of influence on humans and their world based on experience (Seilerová & Seiler, 2008). It is emphasized that the human world, both life and culture, is controlled by the principles of media logic. Media logic becomes the logic of everyday reality and continues to grow following media laws. mediamorphosis directly affects humans when it is associated with the dimension of communication via electronic media (Welsch, 1995). So, it can be concluded that mediamorphosis is defined as expanding the dimensions of communication and human living space. Cyberspace has become part of human life in society and culture. mediamorphosis thus poses an anthropological risk by humanizing electronic media in society and culture (Tolnaiová, 2014).

Mediamorphosis is also a term used to describe the way a media organization experiences new forms of adapting to changes that are almost never-ending in the media industry in today's world (Achmad, Ida, et al., 2021). It is also said that mediamorphosis refers to the transformation of communication media as a result of complex social and technological interactions for innovation and the perceived need for competitive and political pressure (Achmad, Juwito, et al., 2021) ; (Calmon Alves, 2001) ; (Loops, 1998). Relentless developments have resulted in research on new internet-based media and digital communication technologies, such as stopping at one point and then moving forward again due to the presence of more recent innovations, where the cycle of mediamorphosis and diffusion begins again (Tomasello et al., 2010).

Even though mediamorphosis was only introduced at the end of the 90s, the phenomenon described in it has been going on for much longer, when the tradition of packaging communication messages mediated by text or images was present in human life. This was explained by Nathan Allen Jung (2012) when studying the variety of printed materials in the form of periodicals, proceedings that existed in the transatlantic region from 1880 to 1940. Differentiation in packaging the same message for two different media types is also visible in editorial policies. Le Monde, France for their news alerts in an offline edition that is not the same as the online edition (Le, 2012). With two different newsrooms, Le Monde can do this without sacrificing the quality of their journalism. This confirms Fidler's previous thesis. Traditional mass media must respond quickly and precisely to the phenomenon of mediamorphosis if they want to avoid being in the phase of - to borrow Rosental Camon Alves's term - mediocide. Amid an industry moving quickly and simultaneously to web technology, mass media must not just move there. However, they must find ways to convey appropriate messages and business models that maintain the competitiveness of online journalism as it used to be in the offline realm (Calmon Alves, 2001).

Apart from that, mediamorphosis has also influenced the structure of production costs, the division of worker roles, and work methods, as found in the scope of film, video, news photography,

and architecture workers in Austria since the early 90s. Digital-based work tools allow smaller companies or individual freelancers to do things that previously could only be done by large companies. This situation, on the one hand, means wider job opportunities. However, it also means increasingly tight competition in the job market (Sperlich, 2011).

From there, it can be seen that mediamorphosis - in the journals that are referenced - has encouraged innovation in research tools and methodologies, giving rise to adaptation through institutional steps to differentiate their products and strengthen their existing roles through practitioners adapting their work methods and inventors' steps. , innovators and industries modify or produce completely new products, where those who can do all of this have a better chance of surviving amidst the media mediamorphosis.

RQ2: How is the distribution of journal articles based on the year and ranking position of the journal in the database?

The quartile distribution of selected journals is based on ranking positions in the Scimago Journal & Country Rank, namely 41% in Q1 and Q3 with five journals each. In Q2 there was one journal, while there was one for those not identified. The distribution of journal publication years is in the 2001-2022 range with details for 2022, 2014, and 2012, each with two journals, and in 2021, 2020, 2011, 2010, 2007, and 2001, each with one journal.

Reporting from the scimagojr.com page, journal quartiles according to the SCImago Journal Rank (SJR) are journal groupings based on quartile categories made by SCImago Lab. Quartiles are the process of dividing data into four equal parts. In SJR, the first quartile is the journal with the highest SJR value of 25%. Journals that fall into quartile one are considered high-quality journals.

The use of high-quality journals is in line with the systematic literature review method. Systematic reviews use the best evidence available in the literature to be reviewed to conclude. In this way, the basis for compiling potential theoretical and practical research recommendations can be developed (Snyder, 2019).

Meanwhile, related to the distribution of years, this research is included in the era of the fourth level in human communication, namely digital language, which is classified as the third mediamorphosis. The era where human life develops very quickly according to discoveries in the field of new technology.

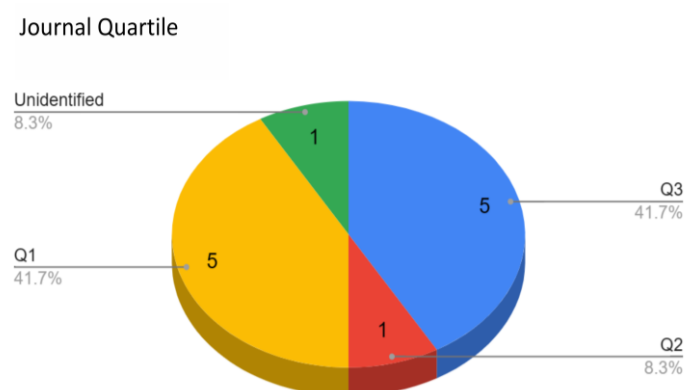


Figure 2. Journal Quartile Distribution

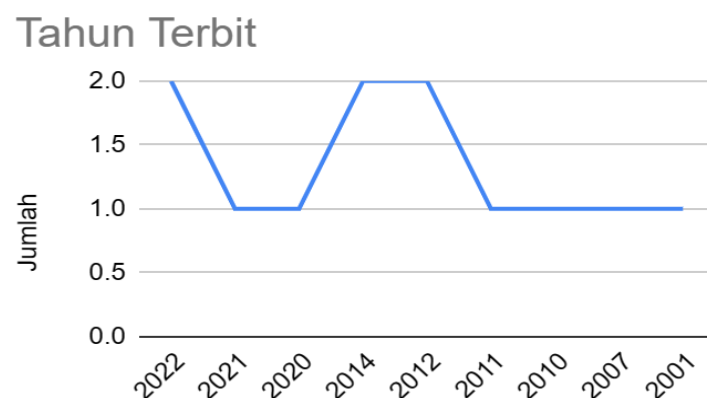


Figure 3. Distribution of Journal Publication Years

RQ3: What journal topics contain the concept of mediamorphosis, and how is it divided?

The journal category containing the mediamorphosis concept is dominated by the "Social Science" category, with a presentation of 58.3% or as many as seven of the 12 selected journals. The next category was followed by journals in the "Art & Humanities" category, 25% or three out of 12 journals, and the "Computer Science" category, 16.7% or two out of 12 selected journals. All of these journal categories are closely related to the study of the impact of technology on media changes in the communication process.

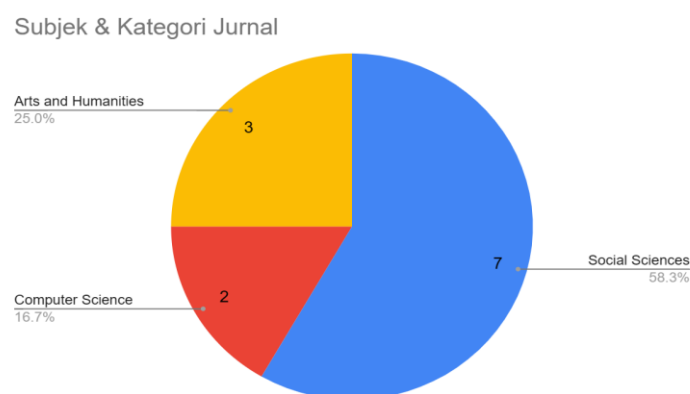


Figure 4. Journal Subjects and Categories

RQ4: What is the geographic distribution of journal articles containing the concept of mediamorphosis?

The geographic distribution of articles containing the concept of mediamorphosis was found to be from eight different countries. The majority contribution was made by published articles originating from the United States with a proportion of 25%, namely 3 out of 12 journals. Meanwhile, it was followed by unidentified locations in two of the 12 journals. Both journals are journals with text-based research, so they must be specified for conducting research in certain locations. Finally, mediamorphosis was studied in seven other countries with the same proportion of one in 12 journals, or 8.3%, namely Canada, Austria, Italy, Nigeria, Colombia, Indonesia, and India.

Lokasi Penelitian

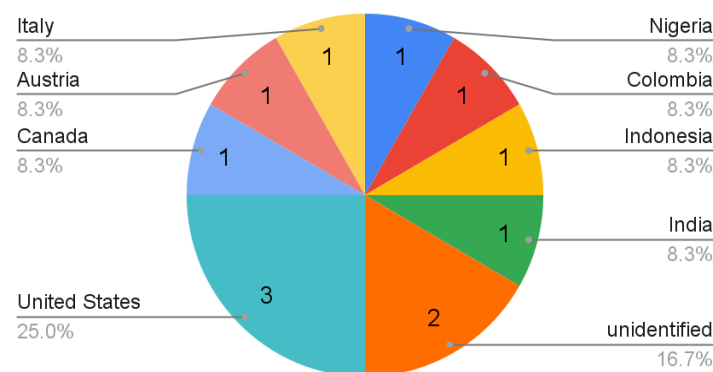


Figure 5. Research Locations

RQ5: What research methodology is used in these journal articles?

The research methods used were quantitative and qualitative (41.7%) in five journals each and a combination of both in two journals (16.7%).

Metode Penelitian

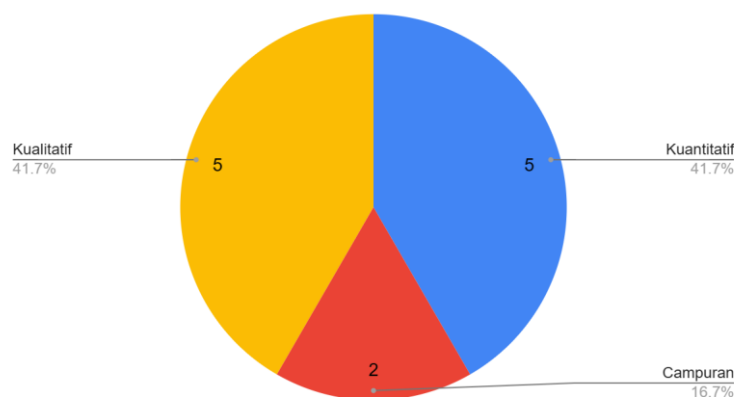


Figure 6. Research Methods

RQ6: What is the balance of research discussing the advantages and disadvantages of mediamorphosis?

Change can be viewed as both advantages and disadvantages. In the mediamorphosis journal, which assessed the influence of digital media on newspapers in Nigeria, it was found that there were detrimental effects from the media change process. The 11 of 13 media managers interviewed (84.6%) agreed that the penetration of new media threatened their newspapers. In contrast, only two (15.4%) felt they were not threatened. This answers whether traditional newspapers will outlive new media or if there will instead be a marriage between the two. Seven out of 13 media managers (53.8%) believe newspapers will survive new media; three people (23.2%) said that newspapers would not survive, and three others believed there would be a marriage between the two media (Okon et al., 2022).

Some scientists are of the view that conventional media managers must conduct more in-depth research in order to remain able to survive amidst the onslaught of new media by not fighting

their presence but looking for a middle way to win both (Yapp, 2008). New media have arrived, and their penetration is challenging every sector of society. Traditional newspapers will ring their own death knell if faced with a normal approach and rigidity to change (Okon et al., 2022).

On the other hand, journal research related to industrial media and digital consumption during the COVID-19 period in Colombia shows positive sentiment where the adaptation of conventional television media with new media and accompanying technology has succeeded in maintaining their conventional media business. By providing information and responding to users' wishes and references, editors enable creation and strengthening of niches or communities of specific interests. Like on social media platforms, the news agenda on the same day can be packaged more creatively. With initiative, quick adaptation, and creative communication tactics, the conventional media industry in Colombia can survive by maximizing data triangulation from various technological devices that are generally connected to the audience via smartphone networks, TVs, tablets, PCs, tablets, digital watches, and the like. (Barrios-Rubio, 2021) .

At the level of its relationship with humans, journal research states that mediamorphosis can be strong and weak. Strong means having an advantageous position, and weak means its presence has bad implications for humans. Theoretically, the weak version of mediamorphosis argues that electronic media create and shape modern humans, lifestyles, and cultures through their content or messages (Pravdová et al., 2014). The strong version considers McLuhan's statement that 'the medium is the message,' which warns that the media itself is a message; namely, the media is not only a tool or means of communication where its influence is not determined by the content presented, but the media in conveying a message, can affect the meaning or the meaning of the message (McLuhan, 1975). It is about digital communication's existence thanks to what and how it affects human life (Pravdová et al., 2014).

The virtual world has become important to a person's life or lifestyle. Internet multimedia has the strongest ability to stimulate public experiences, feelings, and emotions. This assumption is confirmed that media reality can create a hedonic lifestyle, which is part of modern humans' mediamorphosis into mediamorphosis. This also gives rise to what is called 'homo medialis,' someone who is formed by culture on the basis of media reality. Factors that shape homo medialis include commercialization, the phenomenon of hyperconsumerism, and the hedonistic lifestyle offered by media reality (Tolnaiová, 2014).

RQ7: What kind of mediamorphosis is mentioned/researched in the journal?

Mediamorfosis pada Jurnal Terpilih

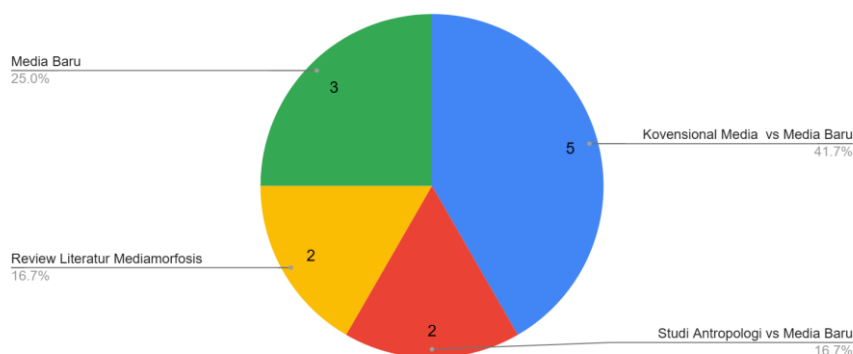


Figure 7. Mediamorphosis in Journals

Of the 12 selected journals, five (41.7%) raised the concept of mediamorphosis between conventional media and new media. Of the five journals, three relate newspapers to new media, one about print-radio-television media with the digital ecosystem, and one about the relationship between radio and social media. In the next position, there are three research journals (25%) related to the mediamorphosis that discuss new media itself, two journals (16.7%) about the relationship between humans and new media, and two journals (16.7%) related to the mediamorphosis era.

RQ8: What are the challenges of mediamorphosis from an industry and communication technology perspective in the literature and what are the solutions?

One thing worth paying attention to when mediamorphosis theory tries to predict the evolution of mass media is that computer-mediated communication is more than just the presence of new media such as radio or television decades ago. Computers and the web represent a new paradigm in communication, becoming the heart of the digital revolution because they have tremendously changed the accumulation and dissemination of knowledge and information. The scenario of the arrival of medicine does not necessarily mean the end of journalism or the end of traditional mass media genres migrating to new media. Because journalism is increasingly needed in the 'new world' born of the digital revolution. Although the creative work of artists and the prowess of journalism will adapt to new forms of distribution, the essence will remain the same (Calmon Alves, 2001).

The overflow of information and knowledge requires the presence of credible journalism, guided by clear ethical standards and qualified communication skills, to collect and sort information for the public. Technology has also helped the public not only read or watch but also interact with individuals or institutions in ways that were unimaginable in the past. This accessibility creates a more accountable type of reporting. The medicine phase depends on the advanced stages of the digital revolution. The internet itself does not necessarily cause it. Like mediamorphosis, which has not yet shown its end, it continues.

Meanwhile, specifically, the way for other conventional print media, in addition to increasing credibility, they must bring their values into the online version. Print media must separate their news efforts and core businesses on an industry level. As a business entity, print media must be able to process news into digital media and dedicate their digital media to building new markets and new sources of income (Gilbert, 2002). The way out for conventional media will always be revenue, creating new ideas and ways to engage with customers. Conventional media can work with Internet Service Providers (ISPs) to provide and include ISP package access to digital print media. If they have high media value and credibility, print media can also charge a subscription fee for their online version as part of their revenue source because loyal customers will continue to follow the print media's online presence so that the value and credibility of both print and online versions can coexist (Okon et al., 2022).

Then, at the communication level, the delivery of media narratives must respond to forms of communication in digital relations, namely alerts, written text, podcasts, videos, and comments (Pedrero-Esteban et al., 2019). More than that, a media's personality or brand personality is built on 80% communication strategy and 20% technology. Connectivity builds public opinion, and the choice of language used in conveying information is an important value. For example, during the COVID-19 pandemic, instead of providing excessive information and tending to be frightening regarding

lockdowns, the media, both radio, and television, can focus on validating and expressing awareness in an empathetic tone that a pandemic is a point of the human crisis that is being felt throughout the world (Barrios-Rubio, 2021).

CONCLUSION

Mediamorphosis is a phenomenon that requires deep understanding and appropriate responses. This media transformation process brings new challenges and opportunities that media practitioners must face competently and with integrity. Information technology and telecommunications changes have created an information explosion, which requires the role of public service and advocacy to remain the main focus. Meanwhile, personalization in audience interaction with communication technology offers market opportunities but also requires more content. Understanding the transformation of humans directly exposed to technology is a crucial aspect of this mediamorphosis. Ethics in developing communication technology and human behavior in operating electronic media is very relevant. Education also plays an important role in helping individuals think critically and decipher media content. Further research on the anthropological influence of electronic media and media ethos needs to be encouraged to reduce the negative impact of mediamorphosis on humans. In this way, we can make wiser use of media developments and understand their impact on society.

The conclusion of the systematic literature review on mediamorphosis highlights the importance of studying and understanding the concept as media continues to evolve and transform. The review identifies the impact of mediamorphosis on research methodology, digital media development, communication message packaging, and related media mechanisms. It emphasizes the need for media organizations to adapt to these changes in order to remain relevant and meet the needs of their audiences. The review also suggests that mediamorphosis presents both challenges and opportunities for media practitioners, requiring a focus on ethics, humanization of media, and critical thinking skills. Further research is needed to explore the impact of mediamorphosis on society and to develop strategies for navigating the evolving media landscape.

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