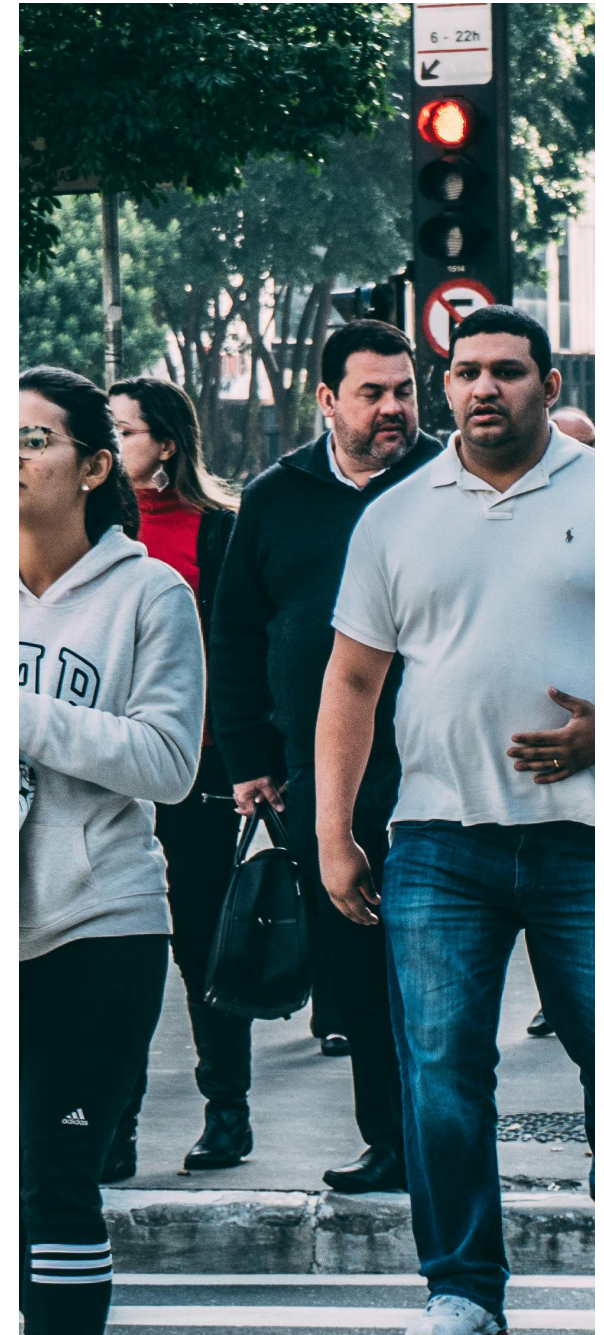


Typeface Proposal

Gregory Schuch / August 2024

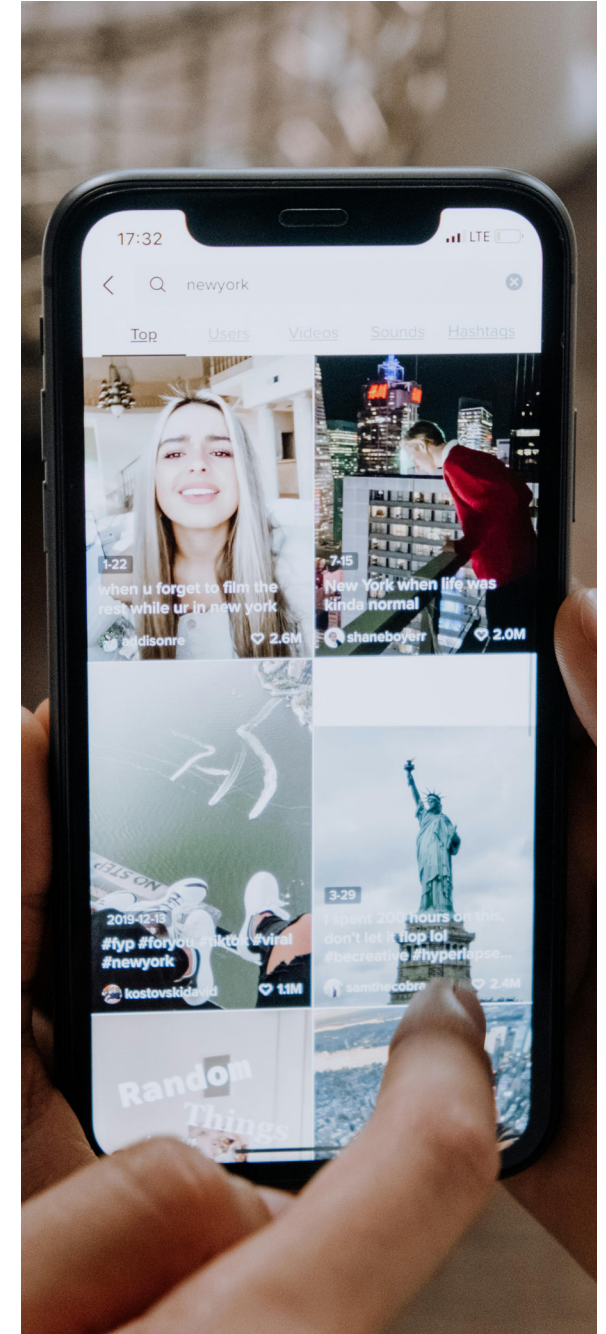
What is the publication's subject matter/content?

My publication will focus on the uprise of internet social platforms usage in relation to social norms, acceptance, and trends throughout the last 30 years. Honing in on certain types of social platforms, such as forum boards and conversation-based platforms, will express the idea that there is the ability to change what is accepted or current based on simply the sheer number of participating members of a community, whether that be political, cultural, or relating to more specific, niche topics. These communities are also moderated in some shape or form, adding onto what is able to be released or changed within their purview.



What does it do? What is its purpose? How is it unique?

The goal of the my publication is to not only inform the reader of these events that occur on a digital level that carve and shape the history of not only today, but additionally affect events that have occurred in the past. Exploring the idea that those who are able to be in control and moderate are able to adjust certain aspects of a community to their or a majority liking. The publication is ultimately a critique and enlightenment on the ability for a group of people online are the building blocks for large and small cultural shifts.



What are the demographics?

Understanding the demographics that utilizes these different platforms can be a difficult task, though a generalization can be made about these groups. A female reader from the ages of 18 to 24 that is in the middle class and has completed at least some college is our prime demographic. These individuals understand the concept of social media, as well as some of the impacts that the platforms may bring, but are also among the most active on a majority of the top social media and forum platforms available today.

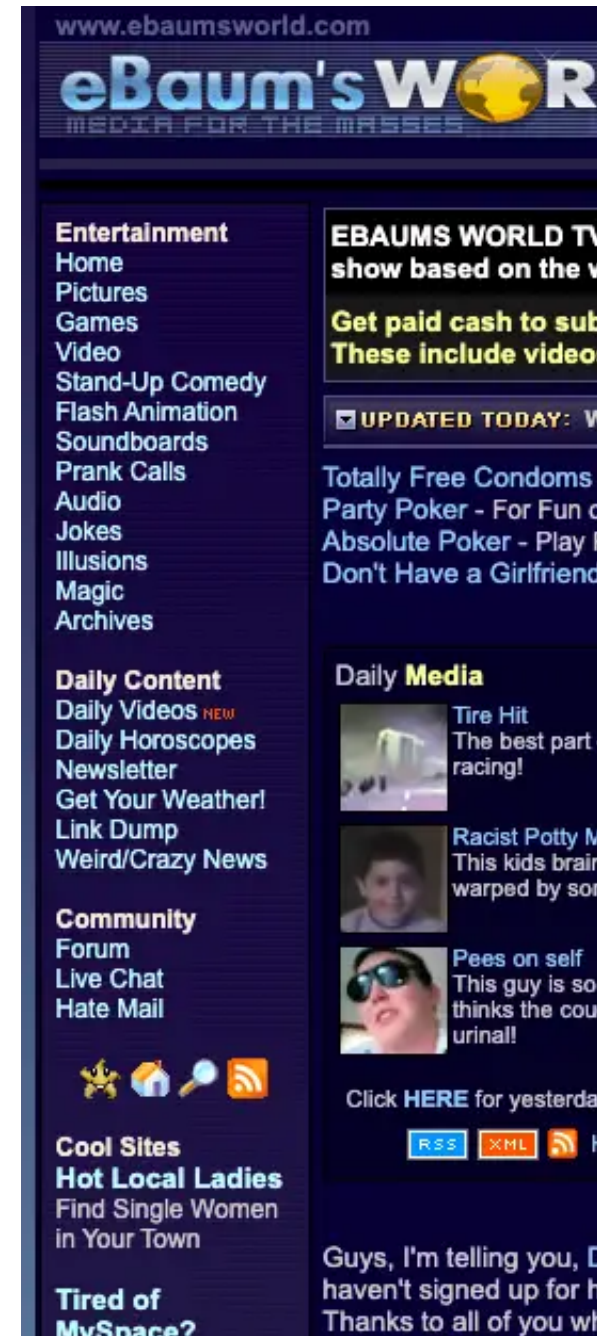


Design Intent for Typeface

I am inspired to create this typeface because as I am seeking to recreate the feeling of a early 2000s internet page. This publication is about the influence of the internet, which has not started in recent times, rather in communities that began once the Dot Com boom occurred and accessibility to the internet became much more prevalent. Science fiction and futuristic themes became prevalent during this time, with many typefaces used being modeled after this thought process.



Tibbons, inc. 2000



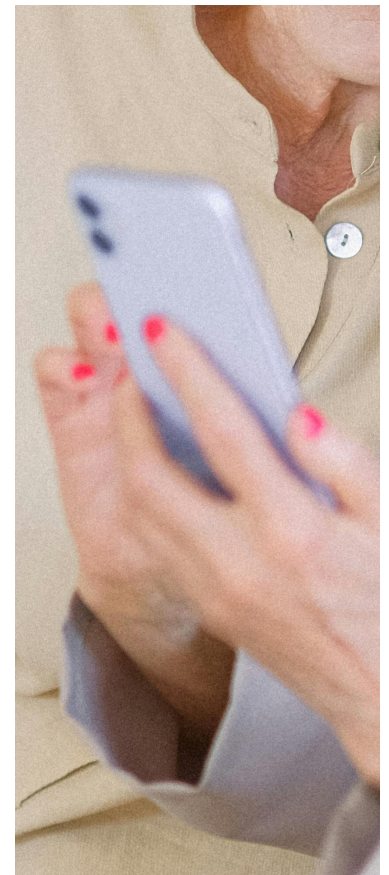
Existing Typeface Market Research

Typefaces that are similar to the typeface that I want to make it are Eurostile and Ubuntu. However, they don't have the rounded quality that I would like to include in typeface. My typeface will adopt the future forward sans-serif ideology that the era provided, though will adopt and utilize more curvatures in order to further the futuristic quality that is already present.

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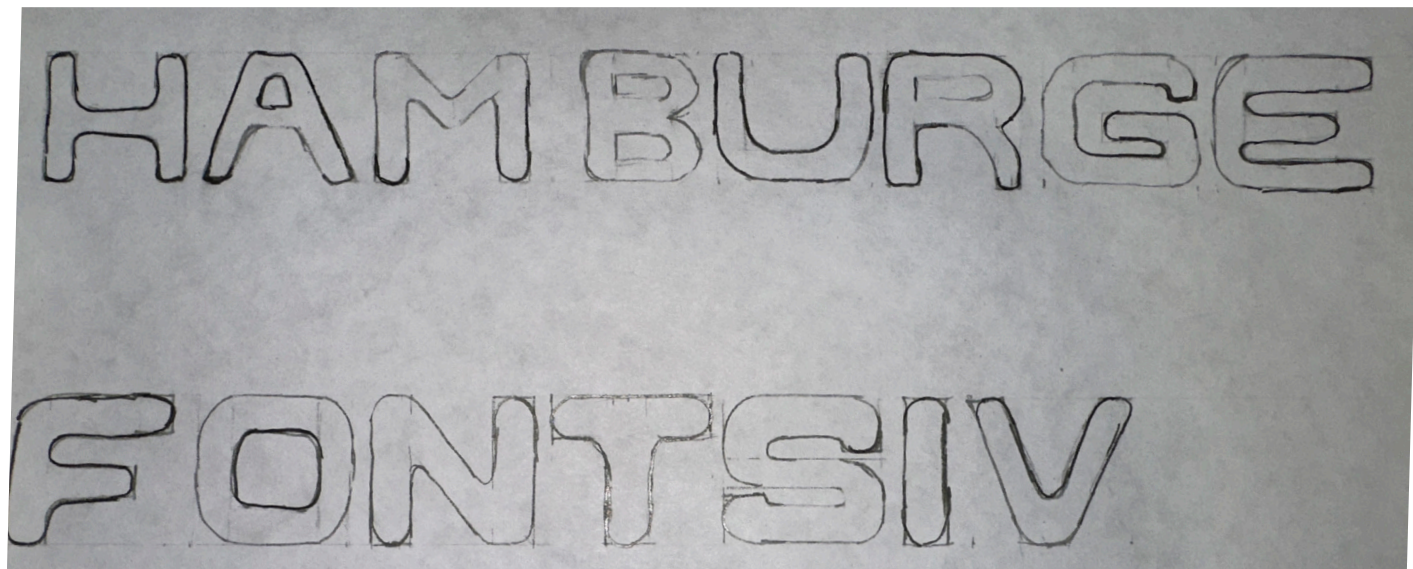
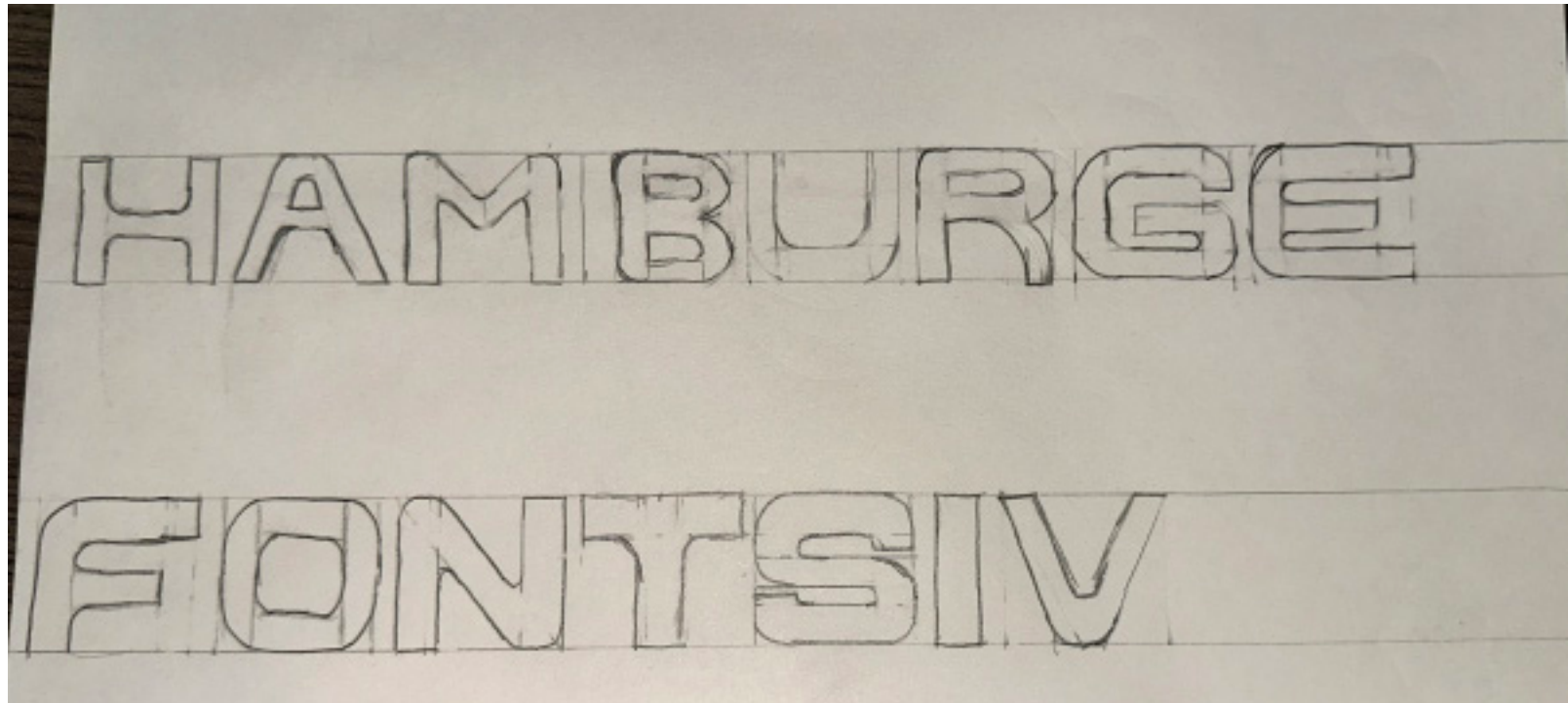
The Measure of the Success of my Typeface

My typeface will be judged by these qualities. It will be used at 72pts on a 5.5"x4.25" zine, while being 100pts as an header on a digital 11"x8.5" zine. It will serve a function as a masthead on both digital and print media to an audience of 18-24 year old women.

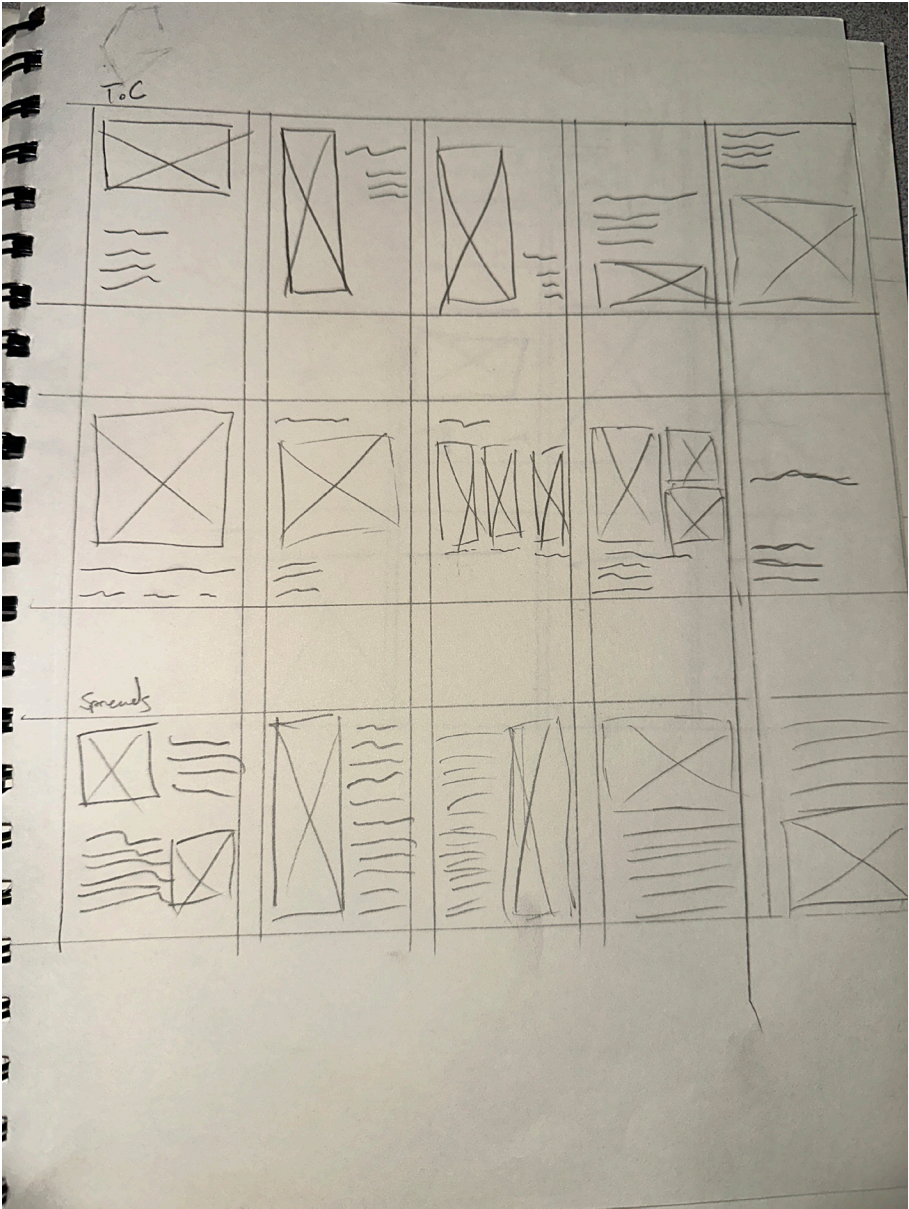
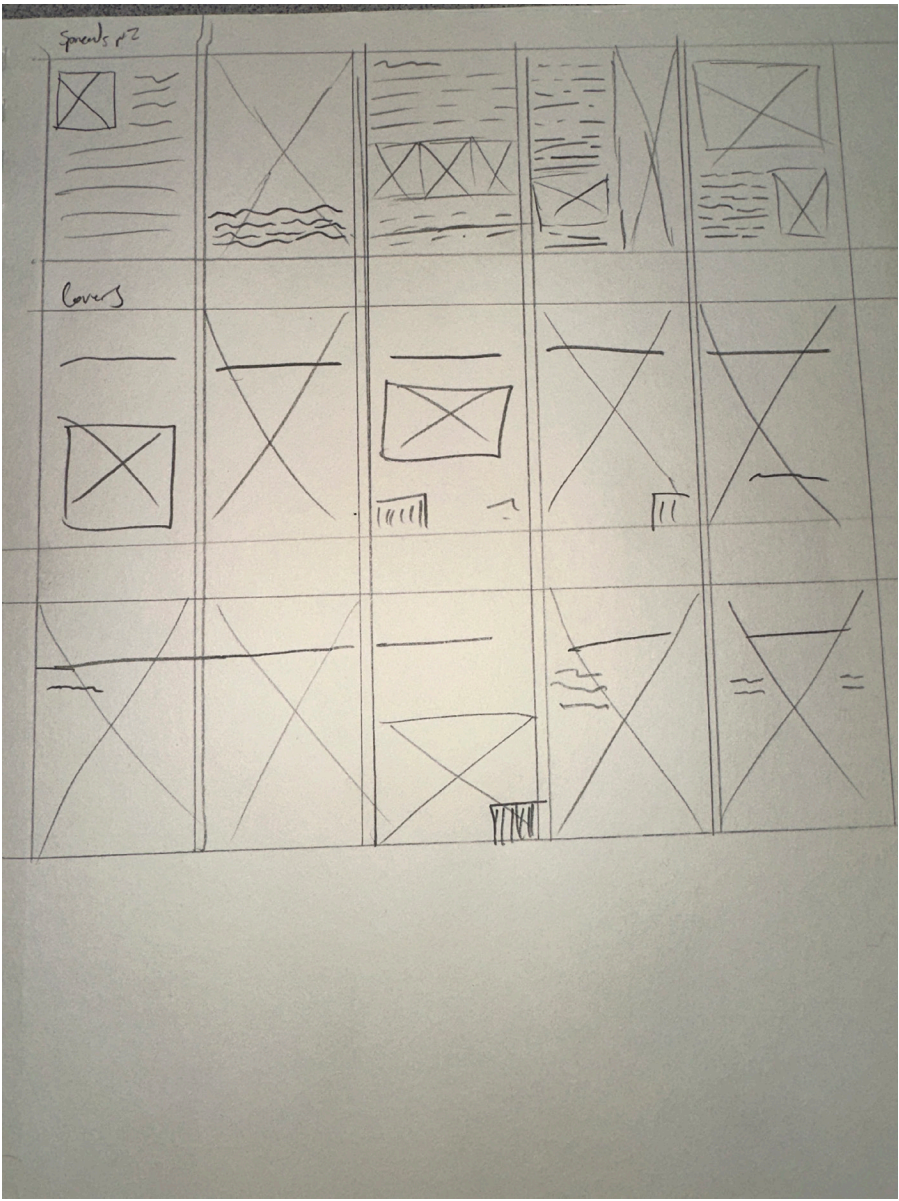


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Article Sketches



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This edition consists of two copies and one digital copy. This was printed at the Arts & Technology building in the University of North Georgia. The body copy was set to 9pt Adobe Garamond Pro. The main headings and subheadings were custom-made. This was produced during the Fall semester of 2024 by Gregory Schuch.

QUORUM

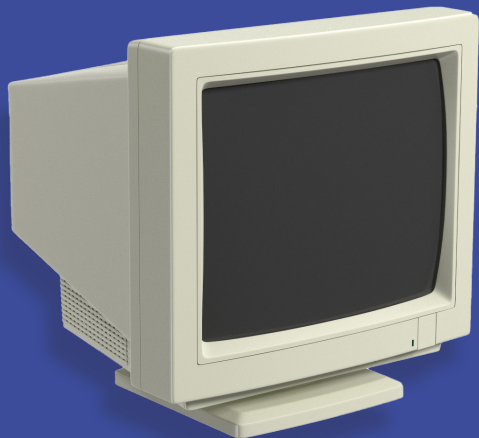
THE RISE OF SOCIAL MEDIA

3

THE POWER OF SOCIAL MEDIA

7

THE RISE OF SOCIAL MEDIA



Facebook, the largest social media platform in the world, had 2.4 billion users in 2019. Other social media platforms, including YouTube and WhatsApp, also had over one billion users each.

These numbers are huge – in 2019, there were 7.7 billion people worldwide, with at least 3.5 billion online. This means social media platforms were used by one in three people worldwide and more than two-thirds of all Internet users.

Social media has changed the world.

The rapid and vast adoption of these technologies is changing how we find partners, access information from the news, and organize to demand political change.

Who uses social media? When did the rise of social media start, and how has the number of users changed over time?

Here we answer these and other key questions to understand the history of social media worldwide.

We begin with an outline of key trends and conclude with a perspective on the social media adoption rate relative to other communication technologies.

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MySpace was the first social media site to reach a million monthly active users – it achieved this milestone around 2004. This is arguably the beginning of social media as we know it.

Some large social media sites, such as Facebook, YouTube, and Reddit, have been around for ten or more years, but the others are far much newer.

TikTok, for example, launched in September 2016, and by mid-2018, it had already reached half a billion users. To put this in perspective: TikTok gained, on average, about 20 million new users per month over this period.

The data also shows rapid changes in the opposite direction.

Once-dominant platforms have disappeared. In 2008, Hi5, MySpace, and Friendster were close competitors to Facebook, yet by 2012 they had virtually no market share. The case of MySpace is remarkable, considering that in 2006 it temporarily surpassed Google as the most visited website in the United States.

Most social media platforms that survived the last decade have shifted significantly in what they offer users. Twitter, for example, didn't allow users to upload videos or images initially. This has been available now since 2011, and today, more than 50% of the content viewed on Twitter includes images and videos.

SOME SOCIAL MEDIA SITES ARE PARTICULARLY POPULAR AMONG SPECIFIC POPULATION GROUPS

The aggregate numbers mask a great deal of heterogeneity across platforms. Some social media sites are much more popular than others among population groups.

In general, young people are more likely to use social media than older people. But some platforms are much more popular among younger people.

For Snapchat and Instagram, the 'age gradient' is exceptionally steep – the popularity of these platforms drops extremely fast when age increases. Most people under 25 use Snapchat (73%), while only 3% of people over 65 use it.

Since these platforms are relatively new, it's hard to know how much of this age gradient results from a "cohort effect". In other words: it's unclear whether today's youth will continue using Snapchat as they age and, if they do, the age gradient will become more and more narrow.



Let's now look at gender differences.

The chart shows the percentage of men and women that used different platforms in the US in 2021—the diagonal line marks parity. Sites above the diagonal line are more popular among the female population, and those below are more popular among male population.

For some platforms, the gender differences are substantial. The share of women who used Pinterest was 3 times as high as that of men using this platform. For Reddit, it was the other way around: the share of men was twice as high.

IN RICH COUNTRIES, ALMOST ALL PEOPLE USE SOCIAL MEDIA.

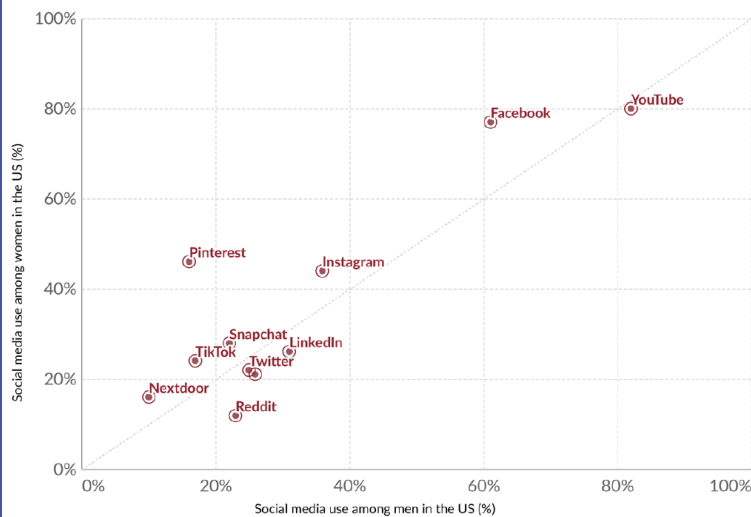
From a back-of-the-envelope calculation, we know that if Facebook had 2.3 billion users in 2019, then at least 30% of the world was using social media. This is just an average – usage rates were much higher for some world regions, specifically for some population groups.

YOUNG PEOPLE TEND TO USE SOCIAL MEDIA MORE FREQUENTLY.

In fact, in rich countries where access to the Internet is nearly universal, the vast majority of young adults use it. If today's young adults continue using their lives, then it's likely that social media will continue growing rapidly as Internet adoption expands throughout lower-income countries.

Share of US adults who use social media platforms, by gender, 2021

Our World in Data



The increase in social media use over the last decade has, of course, come together with a large increase in the amount of time people spend online. In the US, adults spend more than 6 hours daily on digital media (apps and websites accessed through mobile phones, tablets, computers, and other computers, and other connected devices such as game consoles), this growth being driven almost entirely by additional time spent on smartphones and tablets.

SOME PERSPECTIVE ON HOW FAST AND PROFOUND THESE RAPID CHANGES ARE

The percentage of US adults who use social media increased from 5% in 2005 to 79% in 2019. Even on a global stage, the speed of diffusion is striking.

Facebook surged from covering around 1.5% of the world population in 2008 to around 30% in 2018.

How does this compare to the diffusion of other communication technologies in today's everyday life?

Social media's growth in the US is comparable – in speed and, to some extent, reach – to most modern communication-enabling technologies, including computers, smartphones, tablets, and the Internet.

The rise of social media is an extraordinary example of how quickly and drastically social behaviors can change: Something that is today part of the everyday life of one-third of the world population was unthinkable less than a generation ago.

Rapid changes like those brought about by social media always spark fears of negative effects. Specifically, in the context of social media, a key question is whether these new communication technologies are harming mental health.

THE POWER OF SOCIAL MEDIA

Politics and society are being impacted by social media more and more. Social media has been essential in organizing social movements, amplifying voices, and influencing much political discourse, from the Arab Spring revolutions to the Black Lives Matter movement.

Social media, at its heart, signifies a profound change in how we communicate and consume information. Unlike traditional media, social media enables real-time involvement and interaction, creating a platform for various voices and viewpoints to be heard.

However, the spread of social media has also introduced brand new hazards and many concerns. While algorithms and echo chambers have reinforced preexisting biases and impeded access to different points of view, political actors have

utilized social media to spread a mass of harmful propaganda, disinformation, and hate speech in a more accessible manner.

In order to comprehend how social media affects political discourse, we must look at how it has affected the way we receive and disseminate information, how it influences public opinion and political ideologies, and the potential and difficulties it poses for the future of democracy.

This article examines the role of social media in influencing political discourse in the digital era, drawing on concepts from global views, communication, and mass media theory. We examine the influence of social media on political ideas, how political actors utilize social media to shape the public agenda, and the problems and opportunities posed by social media for the future of democracy through a survey of pertinent scholarly articles, news media, and other sources.

THE INFLUENCE OF SOCIAL MEDIA ON THE POLITICAL PERSPECTIVES

Social media's emergence has altered how individuals consume political news and information, with far-reaching ramifications for political participation and engagement. Facebook, Twitter,

and Instagram have become important sources of information and news for many individuals, impacting their political opinions and beliefs.

One way social media has altered political ideas is by allowing for real-time discussion and involvement. Users can instantly share and consume political content on social media, breaking down conventional barriers to political debate and creating a more participatory environment. Individuals and groups who were previously marginalized in traditional political arenas have been empowered, allowing them to speak their opinions and interact with others who share their perspectives.

However, social media has also aided in disseminating misinformation and propaganda, which can harm democracy.

Algorithms that promote interaction and virality can reinforce existing prejudices while limiting exposure to various points of view, resulting in echo chambers that reinforce existing ideas while limiting exposure to other perspectives. This can polarize political discourse even further and contribute to the disintegration of democratic norms and institutions.

Despite these obstacles, social media offers new political engagement and participation avenues. Social media, for example, has been used to mobilize social movements and draw attention to critical social and political concerns. It has also provided new places for civic participation

and citizen journalism, allowing people to become active in politics in many new and important ways.

Theoretical approaches like the networked public sphere and digital citizenship can help us understand how social media affects political ideas and involvement. The networked public sphere refers to the digital spaces where people engage in political debate and share information. Digital citizenship, on the other hand, emphasizes the role of individuals in changing the online environment through their participation and interaction. We are able to better comprehend the intricate



interplay between social media and political ideas in the newer digital age if one would consider these theoretical approaches with empirical studies.

SOCIAL MEDIA AS A TOOL FOR SHAPING THE PUBLIC AGENDA.

As we see in the preceding topic, social media significantly impacts political ideas and ideologies. Social media is increasingly used to set the public agenda and affect policy results, as well as influence individual ideas and attitudes.

Political advertising is one way that social media influences the public agenda. Political actors and interest groups can utilize social media platforms to target specific audiences with tailored messaging, maximizing the impact of their campaigns through sophisticated data analytics and targeting strategies. As a result, the public sphere may become fragmented, with different groups receiving different messages and information.

Social media can also promote urgency and rally support for particular topics or causes. Hashtag campaigns like #MeToo and #BlackLivesMatter have drawn attention to critical social and political concerns, garnering widespread support and putting pressure on authorities to act.

However, using social media to shape the public agenda raises questions about the impact of money and influence on democratic processes. Political actors with greater resources and data access can affect

public opinion and undermine democratic norms through social media.

Agenda-setting and framing theories can assist us in understanding how social media shapes the public agenda. The power of the media to affect matters deemed vital by the public is referred to as agenda-setting. Framing, however, refers to how issues are presented and interpreted. Social media may reinforce and generate new frames, influencing how the public views and understands political issues.

While social media can be an effective tool for making public policy and influencing policy results, the impact on democratic processes and institutions must be carefully studied and monitored. We can better grasp the impact of social media on democracy by studying how it shapes the public agenda and working to ensure that it is used in ways that encourage openness, accountability, and democratic involvement. We analyzed the impact of social media on political ideas and the public agenda, emphasizing both the potential and difficulties that the digital age presents. We've seen how social media has profoundly altered how people consume and participate in political news and information, opening up new avenues for civic engagement and political dialogue.

At the same time, social media poses many challenges to democratic processes and institutions, such as the spread of disinformation and propaganda, the fragmentation of the public sphere, and the potential for manipulation and influence by political actors with greater resources and data access.

To solve these issues, it is critical to understand social media's power and potential as a vehicle for encouraging democratic involvement and engagement. This necessitates a commitment to transparency, accountability, and ethical social media activities and acknowledging the value of many viewpoints and opinions in setting the public agenda.

The networked public sphere, digital citizenship, agenda-setting, and framing are theoretical concepts that can help us better comprehend the complicated interplay between social media and democratic processes. We can acquire a

more comprehensive understanding of the impact of social media on political society by evaluating these theoretical viewpoints with empirical research and case studies.

Finally, social media can profoundly impact political discourse and public agenda. We may fight to ensure that social media is utilized in ways that encourage democratic involvement, transparency, and accountability and so contribute to a more just and equitable society by understanding and addressing the problems and opportunities given by social media in the digital era.

