

Major Differences Between Media

| Medium | Senses Invoked | Interactive | Trust/Credibility | Verifiable | Timeliness | Depth/Breadth |
|---|---|-------------|---|---|---|---|
| Personal Experience | Sight Hearing Taste Touch Smell | Yes | High | Through own senses, easy | Immediate and transient | Limited to immediate area surrounding individual |
| Interpersonal Communication | Sight Hearing Taste Touch Smell | Yes | High; Depends on source which is known | With effort through others | Immediate and transient | Information comes from others. Limited by circle of acquaintances or size of a gathering. Can involve hundreds, even thousands. |
| Print (books, magazines, newspapers, brochures, etc.) | Sight | No | Depends on reputation of: <ul style="list-style-type: none"> Source which may or may not be known Author who may or may not be known | Through triangulation | Information may be days, weeks, months or years old when published and last hundreds of years. A way to communicate through the ages. | Of all mediums, can treat subjects in most depth. Dissemination of information limited only by literacy, language and affordability. Can reach hundreds of thousands. |
| Radio | Hearing | No | Depends on reputation of: <ul style="list-style-type: none"> Source which may or may not be known Reporters who may or may not be known | Through triangulation | Information most likely is hours or at most days old when broadcast, then disappears | Can reach millions. Reach limited by range of radio signal and network connections. Depth limited by format of show and budget of production. People often listen while doing something else. Often considered a "background" medium. |
| Television | Sight Hearing | No | Depends on reputation of: <ul style="list-style-type: none"> Source which may or may not be known Reporters who may or may not be known | Through triangulation | Information most likely is hours or at most days old when broadcast, then disappears | Can reach hundreds of millions. Reach limited by range of TV signal and network connections. More intrusive than radio; people actively watch. But treatment of subjects usually limited to one or two minutes – an hour at most. |
| Internet | Sight Hearing | Yes | Mixed. Depends on source which is often not known | The Internet is the most democratic of mediums. It enables anyone to become a publisher on global scale with no training and no capital. The world's biggest rumor mill. But search engines enable fast verification and research through multiple sources. | Information can be published immediately and remain posted for years. | Can reach billions. Forwarding capabilities spread ideas quickly. Limited by connectivity, speed of connections, affordability and ubiquity of rapidly emerging sub-technologies. Sites can become definitive sources of information on topics but require constant updating. |