



A Study On Journalistic Use And Impact Of Social Media On Media

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Abstract

Journalism is always be established as a profession to serve the society throughout the world. It is also true that only innovative technology is considered best in the modern times. With the help of social media man is closer to the natives of faraway countries. Social Media started and used by some college students in a university campus for just in touch with their friends. But now entire world including India, it is a common way for people to spend their free time. Few years back, social media used as the gatekeeping process by the editors for selecting the news and its distribution. Today journalist's using the social media platforms for monitoring the content with more likes and share. The social media platforms are fast and short dominant the point of view quality rather than quality. These platforms expanded the scope and area of content creation in the mushrooming growth. Not just the part of influencing the news but also all the stake holders involved into the cycle of spreading the information. Because of the technological advancement the profession of journalism also be changed and its now more challenging because it changes the mode and methods of working. The study based on how the social media impact on the working and mode of journalism especially print. Study packed with some surveys conducted with journalists as well as common masses to check the depth investigation on the impact of social media on journalistic view.

Key words- Social Media, Journalism, media, FICCI, KPMG, new media, tools

Introduction

We are living in an era of communication revolution. Communication revolution has not only changed the psychology of humans but has changed their lifestyle in offices and homes up to great extent. Journalism is always be established as a profession to serve the society throughout the world. Only innovative technology is considered best in the modern times. With the help of social media man is closer to the natives of faraway countries. Social Media has also changed the truth, elements, illustration and design of journalism. The explosion of social media platforms has created freedom of expression. Social Media started and used by some college students in a university campus for just in touch with their friends. But now entire world including India, it is common way for people to spend their free time. Few years back, social media used as the gatekeeping process by the editors for selecting the news and its distribution. Today journalist's using the social media platforms for monitoring the content with more likes and share. The journalistic approach and view transformed as the prominent feature of social media. Journalist generally using the social media application like Facebook, Twitter, You Tube as the primary function for exchanging the information. The social media platforms are fast and short dominant the point of view quality rather than quality. These platforms expanded the scope and area of content creation in the mushrooming growth. Not just the part of influencing the news but also all the stake holders involved into the cycle of spreading the information. Because of the technological advancement the profession of journalism also be changed and its now more challenging because it changes the mode and methods of working. The growing influence of social media is clear from the fact that 4.62 Billion people across the world using the social media platforms equating 54 % of the total world population.

The study is about the influence and impact of social media on media industry.

Objectives of the Study

- The explores the usage pattern of social media usage among journalists
- The Study the normal pattern of usage of social media.
- To identify the major social media platforms used by the Professionals.
- To study the reason for using the social media platforms while news making.
- To study the fact checking of the news.

Review of Literature

1. Social Media News: Motivation, Purpose and Usage- Samanch Behesthi-Kashi and Baharak Makki-2013-The study found that social media platforms users prefer social networking sites as well as video share platforms. Social networking sites also rank first in the news production and distribution.

- 2. Social Media’s impact on journalism: A study of media’s coverage of anticorruption protests in India (Rodrigues, 2014)** - The study involves the, Anna Movement” which explains the power and use of social media platform for the campaign, “India against Corruption”. The research shows the power of social media to strengthen the media
- 2. Social Media’s Impact on Journalism (Squires, 2016)**--The study reveals that effect of the usage of social media with broadcast journalism with the special reference that journalists have the special relationship with their readers with the use of social media platforms.
- 3. Impact of Social Media on Modern Journalism by (APEH, 2016)** – The study emphasis on innovative journalism concept with the help of social media platforms. It’s made a effective phenomenon in Nigeria. Using Dare (2011, p-44) where 86 journalists surveyed used the social media platforms as a supply of breaking information.
- 4. Advancement of Social Media and Future if Newspaper Industry- Koustav Mukherji-2016-** The Study shows that more people participate on social media and they will highly inspired to become a citizen journalist. Yong generation are not much interested to read newspaper or switch on their TV sets for the information. They prefer to get the information by thorough social media platforms on their mobiles screens.
- 5. The Impact of social media networks on society (Bossio, 2017)** –In this study Bossio reveals that social media introduced a new type of journalism focusing on mean or woman journalists practice.
- 6. Study of Influence of Social Media on Journalism Interference or Professional Advancement (Pathak, 2018)-**The study reveals the character of journalism which has been strongly influenced by social media. It also discover a solution to that development of social media technology in journalism is the expert development.
- 7. A study on journalistic use of Social Media-(Dr Pitabas Pradhan, Nicky Kumari-2018-** the study shows that social media services has the big role play for the journalists in their professional and personal life also. Twitter and You Tube and Facebook are the most common app of social media which are being used by the journalists where they share and post their stories for more likes.

Research Setting and Methods

The Paper used the method mixed survey with the people in two different groups. The first group belong to the masses who generally used the different platforms of media including social media platforms. Another group is the pure hard-core journalists for the media Industry especially from the newspaper. In first group, researcher randomly choose the sample of 25 common people form the age group of 20 to 50 who are using the media platforms by their own choice. In another group, take the sample of 25 hard core journalist especially for the print medium who have the experience of minimum 5 year in age group of 30 to 50. With the help of two different questionnaire, researcher conducted a survey. By asking survey question related to the objectives by through online Google form.

Data Interpretation

The very first question was asked to both the group, whether they use and for which purpose they used the social media platforms. The respondent’s analysis is given below:

GROUP-I

Analytic View of Common People towards the using pattern of social media platforms.

Q. No-1. (i) Use of Social Media Platforms by the common masses

Sr No	Instagram	Facebook	Twitter	You Tube	Whatsapp	LinkedIn	Total
	05 (20%)	12 (48%)	01(4%)	01(4%)	05 (20%)	01 (4%)	25

Table-1, It reveals that common masses using the social media platforms. It also explores that 48% people using Facebook, 20 % using WhatsApp and Instagram, 04% using Twitter and 4% are using You Tube platforms. It shows that the maximum numbers of users are on Face book, then Instagram and then WhatsApp.

Q. No-1. (i) Use of Modern Media by the common masses

Sr No	Newspaper	TV	Radio	Total
	09 (36%)	12(48%)	04(16%)	25

Table-1 (i) – It shows against the question whether they used the modern media or not. Respondents confirms that 36% reading newspapers, 48% absorb the information from the TV channels and 16% get only from Radio.

Q. No-2. (i) Trust on the Information of Social Media Platforms

Sr No	Yes	No	May Be	Total
	09 (36%)	12 (48%)	4 (16%)	25

Table-2 (i) - It reveals that only 36% people believe the information directly which they get from the social media platforms. 48% respondents not trust in the information. It shows that people using the social media platforms more

comparison to modern media platforms but they don't trust on the information on these platforms. 4% respondents can't decide.

Q. No-2. (ii) Trust on the Information of Modern Media

Sr No	Newspaper	TV	Radio	Total
	14 (56%)	07(28%)	04(16%)	25

Table-2 (ii)- But in opposite, respondents more trust on information i.e. 56% which they get it from modern media like Tv channels, Newspapers and radio are 28% and 16% respectively.

Q. No-3. People cross check the information of Social Media Platforms from the Modern Media.

Sr No	Yes	No	Total
	14 (56%)	11 (44%)	25

Table-3- When Researcher asked to the common media users respondents whether they cross check the information from social media to modern media platforms. The 56 % respondents admitted that they cross cheque the information if they feel confusing from the newspaper, TV or Radio. It means Respondents are much aware about the concept of fact checking. 44% ignore to check or verify the news flashed on the social media platforms which they are currently using.

GROUP-II

Analytic View of Media Professionals towards the using pattern of social media platforms.

Q. No-1. Reasons to use the Social Media by Journalists.

Sr No	PERSSONALLY	PROFESSIONALLY	BOTH	% Age
	0	0	25	100%

Table-1 In the second phase, researcher asked some question by the survey method to the professional of media like journalists. The respondents admits that they are using the social media platform for their personal and professional use. 100% respondents according to the table admitted that they are using for the both purposes.

Q.No-2. Social Media Platforms Used by Journalists for Professionally

Sr No	Facebook	Twitter	You Tube	WhatsApp	LinkedIn	Others	Total
	10 (40%)	03(12%)	04(16%)	07 (28%)	0	01 (4%)	25

Table-2- In the second question, Maximum Journalists (40%) using the Facebook app, and What's app is the second in number that is 28% then You Tube (16%) and then the Twitter (12%) which are used by the Journalists only for professionally. Only 4% respondents select the option others.

Q.No-3. Social Media Platforms Used by Journalists for Personally

Sr No	Facebook	Twitter	You Tube	WhatsApp	LinkedIn	Others	Total
	15 (60%)	0	0	09 (36%)	0	01 (4%)	25

Table-3.- In the Next question when the respondents going to asked about the use of their social media platforms for the personal use, the respondents preferred again Facebook i.e., 60% and the second preferred option is WhatsApp platform i.e. (36%).

Q. No-4. Social Media Platforms Used by Journalists for Personally for the main reasons

Sr No	Relations	Information	Entertainment	others	Total
	10 (40%)	3 (12%)	11 (44%)	01(4%)	25

Table-04 – The Respondents reveals that they used the social media platform for their personal in just to get for the entertainment purpose i.e., 44% and also make the relations form friends, relatives etc. i.e. 40%. Only 12% reveals that they used the social media platform personally just to get or exchange the information. 4% respondents are not able to say anything about this.

Q.No-5. Social Media Platforms used by Journalists for professionally for the main reasons

Sr No	Dissemination of work	Getting more source	To share with other	Find experts for interview	Total
	12 (48%)	04 (16%)	07(28%)	02 (8%)	25

Table-5- In the most important question asked to media journalists about the use of social media platforms, they revealed that they professionally used the social media platforms for the different reasons. But most option choose by the Journalist are the Dissemination of their work i.e.,48%. It means maximum number of journalists use the social media platforms professionally just to circulate their stories, article features extra. 28% respondents interesting to share their work to the others like friends, fellow, colleagues or industry people.16% respondents use this just to get other source for getting the new information. And 8% respondents use this to get the opportunity for finding the experts for interview for their stories.

Findings and Conclusion

After the deep evaluation of the data and figures, research proved that Social Media are the very common platform among the Journalists and the common masses where they get the information. It shows a routine pattern without any break. In another objective the Face Book and WhatsApp is most common platforms for the both respondents wither by the professionals or the common masses. Another finding of the objective of why the Journalist used the social media platforms is reveals that Journalist disseminate their stories or work to others. In another objective maximum respondents check the news authenticity from another modern media platforms after getting the news from nay social media platforms. It directly shows that readers are much aware about the fact checking of the news. They are aware and not easily trust on all the contents shared on social media. In another conclusion, the Journalists and media professionals should be very much ensuring about sharing their news on any social media platforms about their contents, and facts. It shows that media professionals should be more professionals in terms of the credibility of their content. The social media give may option to enhance the market of their contents with wider reach in a very short span of time. It is proved that social media is giving or reshaping the journalistic views and mode of presenting the contents. It also makes change the performing duties of media journalists effectively in keeping people liking and choice.

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