

News Covered in Social Media

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ABSTRACT

The era of 21st century has imbibed in the whole belief and trust of the population. Being in the time of millennial generation, social media has become a vital mode to reach out and to rely onto for all kinds of information and its sources. This grabs more of interest from the crowd who expect things to go easy at fingertips.

Social media is also easing the work for the marketing houses that use it as a vital mode to inform the crowd in mass. This is where the social media takes up the part of being both bonanza and disadvantage to the people. Especially in a country like India, wherein the majority of the citizen tend to be the youth, highly relied on source get constricted to social media only. Information and news covered by this genre of media revolves around the individual's life style, cognitive process and human belief system in their society. This paper aims to study how the social media and the news and information they provide tend to leave impact on the lifestyle of everyone in this "technology dependent" society.

Key words: Generation, Information, Social media, Life style, Technology.

INTRODUCTION

In 1997, Six Degrees was the first recognizable social media that came to the public's limelight. It enables the users to create a profile and become friends with other users. In 1999, the blogging sector of social networking was initiated, creating a social media sensation that's still popular. Blogging boosted the social media outreach and awareness among the public. Initially the sites like MySpace and LinkedIn gained prominence around 2000s, until YouTube started taking over the media network in 2005.

The emergence and booming of social media has created a nation of media content creators. Social media is taken as a vital platform that fosters communication. Pew Research Center, claims that "more than half of internet users (52%) use two or more of the social media sites measured (Facebook, Twitter, Instagram, Pinterest) to communicate with their family or friends". It is believed that news happens fast now, which means that on a vast basis, today's story will be tomorrow's forgotten story. It is difficult to remember and

hold onto one specific story when we have a lot of stories turning around at different parts of the world at a fast pace of time.

Several reports from numerous case studies and surveys came to a conclusion of India as a “Mobile-First news market” with smart phones being identified as their primary device for news consumption.

Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.

For children, using social media sites can utilize it to help promote creativity, interaction, and learning, help them with their academic and education. Some can get involved with developing fundraising campaigns and political events. Stories on blogs and other social media tells that users are more satisfied with them when compared to traditional paper as they get to share their opinions and reviews over there. With more than 2.4 billion internet users, nearly 64.5 percent receive breaking news from social media stream, instead of traditional media.

The FREEDOM OF EXPRESSION IN THE DIGITAL AGE paper attempts to study the freedom of expression through various electronic media platforms. It considers the various challenges raised due to economic environment and ever changing notions of democracy and citizenship. It lays stress on the aspect of importance of social media on freedom of expression. It tries to focus on the main problems created when Freedom of Expression Interacts with Digital Freedom.(Tilak, G. (2019)).

Research Methodology:

This research was conducted on the basis of online survey on college students regarding their usage and opinions on the social media networking. Sampling: The survey was conducted on 50 college going students of the age group 18-22 years.

Data Analysis:

Analyses from the questionnaire from the perspective of received responses are as follows,

Among the received 50 responses, the majority of 51.4% of respondents were female and the remaining of 48.6% was observed to be male.

Among the respondents the majority of 50% who responded belonged to the

age group of 20 years old, 21.9% from the age group of 21 years, 15.6% were of the age group of 19 year old, 9.4% of respondents belonged to the age group of 22 years old and the rest of 3.1% belonged to the age group of 18 years old.

For the statement, do you use social media, 97.1% responded with yes and the remaining 2.9% with a no.

When asked for the purpose of using social media, 71% responded it as for entertainment purpose, 12.9% for sports, 6.5% for education and 3.2% of respondents for other purpose each.

When asked about assessing regular news through social media, 70.6% responded with a yes and the remaining 29.4% with a no.

For the question of whether they feel the news they assess through social media is reliable or not, 64.7% are not sure with the news they receive, 23.5% feel it isn't reliable and the remaining 11.8% feel the news from social media are reliable.

When asked did they cross check news received through social media with main stream, 68.6% agreed for yes and the remaining 31.4% agreed for no.

When asked for which media do they rely upon for authentication, max of 35.3% responded that they opt for instagram, 29.4% for twitter, 8.8% for google and youtube each and the remaining for other websites.

When enquired whether they would share the contents with or without authentication, 86.15% agreed on sharing with authentication and remaining 13.0% agreed on sharing without authentication.

When asked if the news on social media provoked them, 63.9% agreed that they would get provoked sometimes, 25% completely agreed and remaining 11.1% agreed of not getting provoked by news on social media.

For the question of whether they added on with the comments and their opinions while sharing, 38.9% agreed for a yes, 19.4% agreed for no and remaining 41.7% agreed for doing it sometimes.

When asked if they were open minded to receive news from all genres or they held onto some specific genres only, 72.2% agreed for all genres and the rest

27.8% agreed on going for specific news only.

Review of literature

The center of power is shifted from only the media (as the gatekeeper) to the peripheral area, which may include government, organizations, and out to the edge, the individual.

“Indians are rapidly embracing digital, mobile, and social media, and advertisers are bound to follow. This will be the end of the era in which Indian news media could expect advertising to cover their costs and means that it is critically important that Indian news media develop new, sustainable business models for online news.” - Rasmus Kleis Nielsen, Director of the RISJ and co-author of the report, What the future holds for Indian media: India digital news report 2019.

“Given the massive growth in mobile Internet connections, more Indians are now online, which is going to have important implications for politics as political parties and leaders try to target them through their campaigns.” – Taberez Ahmed-Neyazi , co-author of the report.----- What the future holds for Indian media: India digital news report 2019.

Objectives

21st century era has been the most evolved era in terms of technology updates and lifestyle developments. For the public in mass, with majority of them being involved and dependent on internet, social media gives away one of the widest and easily accessible platform to create, spread , share and to learn regarding anything and everything.

To study whether the news covered in social media influence the audience. This paper shares the idea of how much the youth or the millennial are dependent on social media for all the news and updates and entertainments. The booming social media is taking part as a bonanza to all the people trying to work in the shortcuts. The research is to weigh the vitality of social media that has been imprinted on its users. The study judges the opinions of the users over the usage of social media in the present era. It also educates over the role of social media in educating the public regarding various news and information.

Hypothesis

It is believed the world is controlled with fingertips due to the exposure and the platform provided by the social media. Social platforms have a hold over what news and information is received and seen by the people in mass. There are quite many “fake news” which tend to influence public in believing in them just because of the platform they are broadcasted on.

Findings

The research shows that majority of youth users of social media though are confused to completely rely upon different social media websites for authenticity of news, they prefer it over the traditional media. The majority of youth participants like to be active and be a part of news and information being shared in these media platforms. The study also shows that new advancements and developments shown in these media networks is grabbing the majority attraction from the public to be its users and rely upon it.

CONCLUSION

An article needs to be "liked" and shared multiple times before it gains public's attention. Therefore social media and its users have a toll over hyping up certain issues and news. There are also fake news which get infamously famous over gaining the people's attention, which in turn somewhere leads towards the finding of the true news or messages.

While having so much information at our fingertips is great, it is worth always checking sources and not taking headlines as truth. With social media as our vital source for news now, it is up to us to be the new fact checkers for media.

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<https://www.forbes.com/sites/nicolemartin1/2018/11/30/how-social-media-has-changed-how-we-consume-news/> After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.

<https://blog.wan-ifra.org/2019/03/26/what-the-future-holds-for-indian-media-india-digital-news-report-2019>

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