

DIGITAL JOURNALISM: ANALYTICAL ROLE OF SOCIAL MEDIA IN MAINSTREAM JOURNALISTIC METHOD OF REPORTING IN ENGLISH DAILIES

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ABSTRACT

Social media formulates an opportunity to enter mainstream media work places and also being recognized amidst reporters for professional practices. The rise of social media over the last fifteen years for all citizens in India has seen a significant influence on the way in which news is reported. A virtual-age journalist is predicted to find innovative approaches to vend the news testimonies on multiple platforms, which calls for a topical have a look at to discover the current tendencies in Indian English newspaper industry. Correspondents in Canada rampantly garnering social media where they use it most, and all out fits of new media journalism have been implanted in their media source practices. The current paper was an effort to understand the mindset of editors and reporters toward social media usage as a reporting method. Judgemental sampling was employed to accumulate statistics from 60 editors and reporters from Delhi based media houses in India to realize the aptitudes required to thrive as a new-age journalist and the way that is impacting the sector of journalism in India. Out comes specified that social networking websites were being used to publish news reports. More than 70% media personnel agreed that they used the usage of social media to the extent of even generating information story thoughts. Apprehensions too were upturned via editors and reporters at the importance of subject paintings to cut down unreal news menace, raising dependable assets and forthcoming of inspective journalism predominantly in the phase of social media in India.

Keywords: Digital Journalism, Social Journalism, Citizen Journalism, Networked Journalism, Inspective Journalism.

Introduction

Historical Background of the Study

The intensification of technological and app based current gateways of information and news intake has extremely altered the today's journalism. The collaborative landscapes of social media have changed reporting into an opportunity for media houses. Twitter and Facebook have become progressively dominant to the spreading the news. Cision's 12th yearly investigations grounded on an analysis to a great degree of 2,700 correspondents out of 15 nations round the world in 2021, attributed influence of technology on the journalistic technique to appraise news-stories. The international media setting has been progressing confronted with extremely scrappy all over the world. Followed by Cision's report of 2019, journalists from Sweden were having extremely optimistic opinions for the impressions of various social media platforms on their media occupations. Practicing numerous micro blogging websites, wherever Twitter, maximum accessed in Canada and UK were similar in usage (80%) and lowest in Germany (46%), whereas social networking websites, LinkedIn found favoured among correspondents in the US (86%) and minimum in Finland (43%). In 21 century, social media systems are frequently used by one and all and more so particularly by way of reporting in India. One of the main reason for excessive dependency on social media is the speediness with the news may be disseminated and its reach. Though social media has all of the characteristics of a mass medium, it greater similar to 'personal media'. Social media usage has impacted the journalistic exercise to such a quantity, that it has changed the face of journalism. The dependency and substantial usage of social media by using journalists is likewise due it range and reach.

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These social media journalist are like social media reporters who use social media platforms to report information and are nicely connected to online community. The emergence of social media and its proliferation has given rise to the perception of social media journalist who're professionally certified inside the journalism. Media segment is alternative aspect upsetting social media practices and assertiveness. Unsurprisingly, networked correspondents practise greater social media comparison with print media journalists, besides having advanced stages of understanding and familiarity. Electronic media correspondents in several nations were too midst the utmost consumers of social media, predominantly of micro blogging websites. Social media reporters do stay reporting and notify their fans, which offers them actual-time coverage. Gone are the times while people waited for their morning papers or aligned their schedules to a selected time slot if you want to watch news on TV. Press became once considered to be the Fourth Estate of Democracy however now social media is rising as the Fifth Estate, William Dutton of Oxford Internet Institute (2007). As in line with the state-of-the-art document of Digital News Report in India (2019), 68% human beings in India used cell-phones for news consumption virtually. So it is developing wide variety is a vibrant sign of the fortune of news and information among Indian mobile phone users.

Democratization of Social Networks

According to the KPMG 2018 report, Internet penetration in India is predicted to develop to 52% by using 2021, quantity of Internet-enabled smart phone customers would reach around 700 million by 2021 and active social media users in India could be 370 million by means of 2022. Besides, the common time spent according today via cellular internet customers on networked activities could be 200 minutes. These facts construct a sturdy basis for increase of social networks. Looking on the sizable mobile internet access throughout India and a growing quantity of social media users, information organizations are for that reason making an investment in social media. Reach, engagement and person interaction are the high motives of the usage of social networking web sites. The social community offerings are divided into 3 classes. First is the socializing- Social Network Services (SNS), which might be used for socializing with existing pal, for example Facebook. Secondly, networking- used for non-social interpersonal conversation, as an instance LinkedIn and the third is the social navigation- social network services which might be cast off in serving consumers to catch unique facts.

Apart from this there are blogs, micro blogs and vlogs that can be additionally brought to the sorts of SNS (Kaplan & Haenlein, 2012). Blogs are descriptive content material pages, interactive in nature, created and maintained through person users posting textual content, snap shots and links to other web sites. Readers could leave their feedback on the web page whereas microblogs have a normal limit traditionally of one hundred forty characters or much less and now as much as 280 characters which permits users to write down and share content as an instance Twitter is the most popular micro-blogging website. Video blogs which are available on numerous blogging websites that use video as their essential shape of content material, supported by using text. YouTube is the largest video sharing website. Post-digital mass media, normally called new media, with its distinct characteristic of interactivity and digital base, has impacted human beings from almost all age groups, in particular youngsters inside the way they hook up with every other and get hold of facts each time anywhere with the assist of Social Networking Sites. With new media, customers have the energy to observe, pay attention or engage with the media as according to their comfort in contrast with the conventional media users who had constrained options of their restrained time spent on media.

As we pass closer be part of the "data age", the challenges surrounding the mass communiqué area appear to be growing. The changes taking place inside the media environment are numerous and older approaches to news are being changed with the "New News". Besides, dynamics of technology adoption, fee of adoption and spread of the innovation right into a social gadget that might play a vital position in defining the future of media, more mainly social media, looking at the modern-day media tendencies, it could be concluded that social media truly supports the capability in growing the domino impact by way of tough the device's vision and flourish as extensions of reporters. The paper pointed out developing attractiveness of social media and converting nature of traditional media based on McLuhan's media ecology idea. Future analyses of excellence in journalism with the help of social media systems from news hounds' attitude however will be critical to recognize the changing nature of media and its destiny implications.

Conceptual and Theoretical framework

According to Alvin Toffler, with the advent of Internet most nations are transitioning into statistics age additionally called the 0.33 wave put up the industrial age. In the post-present day technology, media has taken a brand new flip with a shift from analogue to virtual era. There is a transition in growing

nations from Industrial Age Society (Second Wave) to Information Age (Third wave society). In 2010, Manuel Castel said that inside the present age, societies have moved from mass media machine to an extra diversified and flexible multimedia device which permits integration of all resources of communication right into a hypertext. He similarly explained the two principal motives for this self-directed mass communiqué. First, the message is subtle with the assist of Internet up to attain of virtually the entire planet and second it is initiated with the aid of individuals or businesses regularly bypassing the system, forming a horizontal communiqué networks.

There has been structural transferral within the public sphere in India which in line with numerous studies is going to be the next huge task for journalistic practices in India. Social media effect is seen in case of inter-media time table placing, especially thinking about its impact in enticing younger and knowledgeable class in India. A sturdy relationship between the media and public agendas assist the fact that growing use of cell telephones and social media do impact the media's insurance of protests as it was visible during the 'Anna motion' in India (Rodrigues U. M., 2019). Indian media and newshounds too are preserving a music of what's occurring in social media corporations and structures as almost all the editors and distinguished reporters from both newspapers in addition to TV channels have their presence on Twitter and Facebook. Besides, inter-media schedule setting is also visible between conventional media and blogs. Traditional media, on one hand, acts as the main supply for blogs whilst then again you could see how blogs also are impacting the schedule of conventional news media.

Is social media going "back to the roots" of the place of Internet to begin when individuals ruled the roost rather than huge businesses? Social media potentialities for consumer use and business potentialities will determine the destiny of journalism, that allows you to have the presence of each digital and actual, except evolving from over-sharing of statistics (Kaplan & Haenlein, 2012). Other rising questions are the need for reporting for the online generation and necessity for media in republics, specially redefining the connection between journalism and democracy which to date turned into seen via information, cantered on story-telling and primarily based on records (Schudson, 2008). Also, applicable in Indian context is to notice if new media is turning into a disruptive pressure (Doron & Jeffrey, 2013). Big groups, for example, are controlling the advertising and forcing information companies to reconsider their methods and systems.

Literature Review

A social media effect survey, carried out amongst 165 reporters, editors and bloggers using ING Netherlands (INGNews: 2014) has located that 1/2 of the reporters uses social media as principal supply of information. Approximately 60 percentage of the respondents experience much less certain with the aid of using conventional journalistic policies on social media and percentage reviews openly. Amongst over 1000 media experts from the Netherlands, Germany, UK and the United States located that majority of the media experts observed larger effect on information. Over three-fourth of the American experts trusted social media records to be reliable. Social media changed into delivered in India in 2008 and its miles exciting in looking at the way social media devises an entrance into news studio and attaining recognition midst correspondents because of having an effect on as a conversation and information-breaking device. Started in 1997, Google has nowadays end up exchange to the term seek and submit this principal trend of modernization additionally uprising is converting the humanities, cultures and enterprise in the shape of social media. On one hand, social media networks and internet 2.0 applications are commencing new possibilities for news enterprise in India. Unconventionally, they may be altering the jobs and capabilities of old-style correspondents and media houses. A virtual age newscaster is largely syndicated multi-tasker and complying news reports for a couple of structures. This pace of exchange has multiplied in the past years, momentous in developing extra social traditions of undertaking reporting and being further comprehensive of diverse expressions. The awareness is much less on what platforms to use rather it's on whom to speak to and connect to and how to move approximately doing that. Everyone steers their way thru the network via connections and reporters are not any exceptional (Megan Knight, 2013). In the social media ecology, broadcasting is prosperous on contribution and networks in preference to a top-down method. Contrast in gold-fashioned media, social media lets in many voices and contributors, websites and streams. This is likewise affecting the news merchandise, making them more divergent and incorporating more than one voices (Megan Knight, 2013).

Besides, dynamics of generation adoption, fee of adoption and unfold of the innovation right into a social machine could define the destiny of media and more specifically social media. Bearing in mind the present-day media traits, anyone could effortlessly state that social media absolutely supports the ability to be generating the domino effect by means of difficult the machine's understanding. Another exciting move is

visible in the news business since gate keeping to gate-watching. Gate keeping exercise of journalism in step with Burns (2014) is now being changed by way of gate watching. It is accomplished by web bloggers and other on-line groups to content curation and examine news-material supplied by means of respectable assets. Section of correspondents as gatekeepers of records is vanished. In the prevailing complex media surroundings, it is flattering challenging for media to initiate public discussion only. Specialist news agency, reporters with particular knowledge is probably doing nicely inside the given situation; however its miles thrilling to notice how journalism has now end up a mass participation pastime. Newspapers are transferring to on-line systems and virtual interference is therefore restructuring the graft of newspaper reporters together as a basis of information in addition to medium of circulation. Assets of conjunction on news studio are subsequently seen now. There is a developing reputation of internet and social media by way of newshounds as a dependable supply of number one and secondary statistics. Workflow in a newsroom is controlled by using content control structures and multimedia method is being castoff for supplying news tales inside the contemporary newsroom processes (Aneez, 2016).

Research Objectives

Study to discover:

- To study social media platforms usage by editors and journalists from top English dailies in Delhi NCR
- To study social media occurrence of top circulated news dailies of India and effect of social media outlets on news reporting

Research Methods and Material Used

Based on circulation, a sample of top 3 English dailies (The Times of India, Hindustan Times and Indian Express) from the Audit Bureau of Circulations of India were selected for the principal study. Data was accumulated between April to June 2021 from 30 senior editors and 30journalists to explore the social media attitudes & ideals, utilization & distribution patterns to apprehend the changing media scenario and bring out how social media is emerging to be a source of information through the attitude of editors and journalists of those information dailies. Semi-structured research instrument was employed for the same using online mode.

Outcomes & Argument

Table 1: Social Media Opinions of Media Persons

Personal Information Source	Learning SM skills		Favourite SNS		SNS to post news stories		SNS used to beat competition		SM main information source for journalist	
	Yes	No	Twitter	Facebook	Yes	No	Yes	No	Yes	No
Newspaper	54%	72%	49%	46%	80%	9%	66%	9%	70%	26%
TV	0%	26%	46%	46%	9%	9%	26%	9%	26%	26%
SNS	37%						other	9%		

While studying the social media usage and opinions of media persons, total 72% editors were consuming social media aids and 80% were expending social networking sites to distribute news reports. Above 66% decided to use SNS to shattered opposition and 70% editors approved the existence and acceptance of social media typically by party-political, so publishing supervisors recognized that it was overbearing for them to pattern the up-to-the-minutes over social networks and in that brains it was charming the key foundation of news and updates for correspondents.

Time spent on SNS daily	Response rate	Favourite SNS feature	Response rate	SNS used to receive news	Response rate	SNS used to disseminate news	Response rate
less than an hour	31%	Speed	26%	News agency	6%	Twitter	34.29%
1-2 hours	23%	More Sources	49%	Facebook	29%	Facebook	49%
2-4 hours	30%	Likes	0	Twitter	70%	Blogs	0
4-6 hours	11%	Video Sharing	3%	Blogs	0	Others	14%
6 hours/ more	9%	Easyto share	26%	Others	11%		
		Other	3%				

Table 2 shows around 30% news publishing supervisor were out laying around average of 3 hours regularly on social networking websites to trail governmental leaders. There was found a variation in the configuration of news-evidences being acknowledged by publishing supervisors. Almost half (49%) editors liked social media as it provided them more sources and they claimed it to be their favourite Social Networking Site (SNS) feature. Around 70% news publishing supervisors approved Twitter as fetching their major news basis and 49% cast off Facebook to socialize news and updates.

Table 3a: Social Media Opinions of Correspondents

Workload per Day		SM to Post News Stories		SM for Story Ideas		SM main Source for Journalist		Learning SM Skills	
1-5	5-10	Yes	No	Yes	No	Yes	No	Yes	No
52%	48%	72%	19%	84%	16%	59%	48%	61%	30%
Field Work in Digital Times		Pressures from Seniors to use SM		News Verification		Investigative Reporting in Social Media age			
Positive	90%	25%		83%		49%			
Negative	14%	53%		3%		26%			
Neutral	0	22%		14%		9%			
No Response	0	0		0		15%			

In regards to social media opinions & practices by journalists was concerned, the data shows that 59% reporters wrote 1-5 news stories on a daily basis and almost 72% reporters were consuming social media to upright news flash primarily to develop and improve their range and spread and upsurge their prominence, which was absent so far mainly in newspaper industry. Around 30% correspondents were sharpening social media assistances to circulate news updates and 84% castoff social media to produce story designs and concepts. More than 52% journalists deliberated social media as a central source of updates for them and 48% answer edutterlyon questioned concerning the requisite for inspective journalism in new phase of media. Against the prospects of journalism in present time of social mediatotal90% journalists highlighted on the requirement for pitch work in the phase of online journalism and 83% fingered the requisite for news authentication extra essential and critical in contemporary era.

Table 3b: Social Media usage of Reporters

Breaking News	Sharing News	Posting information	Story ideas	Story promotion	Connect with audience	Network with journalists	Traffic to site	Other			
30%	0	11%	0%	4%	2%	7%	9%	7%			
Trusted media to follow terror attack stories by Reporters											
Print	26%	TV	26%	Digital	19%	Social Media	23%				
Types of beats covered on SM											
Crime News	10%	Education News	36%	Health News	3%	Economic news	6%	Local Politics	39%	Entertainment/ Bollywood	6%
Favourite SM feature to disseminate news											
Speed	39%	More Sources	13%	Likes	6%	Video Sharing	6%	Easy to Share	49%	other	3%
SM used for breaking Terror Attack stories											
Facebook	35%	Twitter	23%	YouTube	3%	other	39%				
SM improves journalists' work											
Strongly Agree	23%	Agree	49%	Neither agree nor disagree	19%	Disagree	16%	Strongly Disagree	0		

Around 49% reporters found it cool to share news flashes by social networks and 39% journalists 'adored social media for swiftness to distribute news updates nearly the real-time reportage .Lastly, real-time commentary was similarly promising in print media through social media podiums. Concerned to categories of news beat actuality enclosed by journalists by social media was concerned, 40% correspondents asserted on usage largely for covering indigenous policymaking, trailed by education news 36% and crime news was only 10%. Nevertheless, the minimum covered areas persisted finances, showbiz and health. During a predicament state, about 35% correspondents' approved consuming social media to disrupt horror news stories while 30% castoff it to break other news reports. However, the issue remained in the heartland or a conflict zone of India was the Internet connectivity and government's choice. Apart from meeting deadlines, around 25% reporters agreed that to add to their

existing pressures another building up pressure from seniors was insisting reporters to be increasing their social media presence and using social media for work. Interestingly, 49% reporters however approved on the excellence and improved reporting.

Conclusion

Influence of social media is reshaping the profession of journalism and newshounds as part of society are no distinctive no longer be tormented by this variation. The gift have a look at showed that everyone the information companies have Facebook, Twitter and YouTube presence accompanied with the aid of Google+ and other online structures such as Instagram, blogs were step by step catching up with newshounds and editors from both English and Hindi information dailies to hooked up. The results clearly indicated that diffusion of generation has become a skill in Indian information rooms. More than half of editors agreed that Twitter has turning into their prime source of information and around half of sample used social networking websites to disseminate information and more importantly, 84% journalists were using social media to generate story ideas. It was observed that there was a shift in terms of news resources and distribution platforms. Journalists were capable of extend their community of news source in addition to made bigger their news reach with the assistance of social media. Social media appeared entitle steadily devising are silent impact on journalism and the old-style pinnacle-down version of journalism was too dropping crucial significance in on-line planetary.

While speaking to journalists and editors it changed into additionally understood that social media to an amazing quantity was acting as a disruptive technology, tough the pinnacle-down and conventional hierarchal systems thereby giving extra energy to reporters to pick out, specific, community and join. Their roles and nature of process was similarly changing. They were predicted to apply social media websites to monitor content material, publish news stories and also took part in stay discussions for newspaper's social media systems and consequently growth their on-line visibility. Around 39% newshounds were the use of social media to report neighbourhood politics, trailed by means of education and crime information beats. Considering net and social media more mainly, journalists were located into numerous social networks. The undertaking but remained were citizen newshounds, bloggers and different stress groups. Numerous issues handled through reporters in tracking news online but continue to be authentication of statistics. The present consequences indicated an alternate in media ecology in its form, content material, style, resources and reach. Though the newshounds were not posting confidential information but they were anticipated to use profile photographs and perceived themselves as reporters.

Studies showed that contemporary young people habitually sense isolated inside the actual and factual international. Social fashion on one quit was reinforcing public and mass conversation however at the offhand sideways it was also fading interpersonal conversation and as a result affects building dependable news resources. Building dependable sources on line however might be a forthcoming mission for newshounds protecting delicate beats like crime and many others. Additional evolving hassle for information content might be the person-generated content material that pointers to extra plagiarism and produces a new task for Intellectual Property Rights.

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