CHANGING MEDIA ECOLOGY AND INFLUENCE OF SOCIAL MEDIA ON CONTEMPORARY JOURNALISM IN INDIA

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in

Journalism & Mass Communication

By

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DECLARATION

I declare that the thesis entitled Enforcement of **"CHANGING MEDIA ECOLOGY AND INFLUENCE OF SOCIAL MEDIA ON CONTEMPORARY JOURNALISM IN INDIA"** has been prepared by me under the guidance of Dr. Akash Deep Muni Associate Professor in Mass Communication and Journalism**.** No part of this thesis has formed the basis for the award of any degree or fellowship previously.

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CERTIFICATE

I certify that Ravia Gupta has prepared her thesis entitled, "CHANGING MEDIA ECOLOGY AND INFLUENCE OF SOCIAL MEDIA ON CONTEMPORARY JOURNALISM IN INDIA" for the award of PhD degree of the Lovely Professional University**,** under my guidance. She has carried out the work at the Department of Mass Communication and Journalism, Lovely Professional University, Jalandhar.

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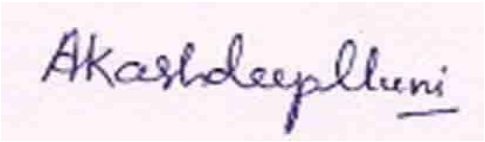

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ABSTRACT

Ecology is the environment in which medium is used. The word ecology means the study of relationship between living organisms and their physical environment. It is the study of environments, their structure, context and impact on people. Media ecology is the study of human environments. It looks at how media of communication effect human perception, understanding, feeling and values. With the evolution of technology media has transformed from being linear to non-linear and in social media ecology, Journalism is flourishing on participation and connections rather than a top-down approach. Digital intervention in media is reshaping the work of newspaper journalists both as a source of news as well as medium of distribution.

Traditional mass media are adapting to online culture and increasing their social media presence. In present complex media environment, it is becoming difficult for media to drive public debate alone. Through this study the researcher aims to explain how news organizations are adapting to the changing media ecology. Analyze the extent of influence of social media on journalists and discuss emerging trends in Indian Journalism.

Media ecologists argue that technology or medium has a bias towards the way it is being used and result in certain effects. Use of search engines to find information is reduced due to the rise of social media as a portal to news. Studies show that Institutional news media is using social media to enhance news production and distribution. Networked persons are using social media to source and distribute their own information to get independence from the Fourth Estate- Journalism. In the new media ecology a lot of people are participating as journalists. Even an amateur journalist who may not be having a press pass, salary or relevant journalistic training can publish and aggregate content. As a result the meaning of journalist has dissipated.

The study uses communication theories as reference to understand the existing changes in the media scenario. There is a decline in traditional media agenda-setting due to Internet which has decentralized communicative power. A shift is observed from elite power due to increased access and greater choice. Traditional media's monopoly in gate-keeping is challenged due to the emergence of social media. The broad research objective for this research is to find out the use of social media by working journalists, study the role of media ecology in news selection and distribution, analyze the effect of social media and media ecology on journalists in India and evaluate emerging trends in Journalism in India.

The study hypotheses include no significant difference between journalists' using social media for professional development. No significant difference between editors

encouraging reporters in the use of social media for professional development. No significant difference between editors setting public agenda through newspapers in the age of social media and no significant difference between emerging trends in Journalism in India in the age of social media.

The main focus of the study is to understand the extent of influence of changing media ecology and social media on Journalism in India through the voice of working journalists in top media organisations, including both print and TV channels. For Print (reporters and editors) were selected from the list of top 20 highest circulated news dailies across languages in India as per the Audit Bureau of Circulations (ABC). A total of eight- English and Hindi dailies represent the sample- Dainik Bhaskar, Dainik Jagran, The Times of India, Hindustan, Amar Ujala, The Hindu, Punjab Kesari and Hindustan Times. For electronic top 5 news channels were selected as per the Broadcast Audience Research Council (BARC) - Aaj Tak, ABP News, Republic TV and Times Now.

The study is approached both quantitatively and qualitatively. Questionnaire and in-depth interviews were used as research methods to collect data from reporters and editors based in Delhi, media hub of India. Field study was conducted using survey questionnaire as an instrument to collect data and in-depth Interviews of veteran journalists were conducted for deeper understanding. The survey questionnaire comprising of four parts was designed to get responses from reporters and editors on social media usage and gratification. From the total population of working journalists as authenticated by the Indian Federation of Working Journalists in the top media organisations in Delhi for print and TV category among the selected newspapers, the total sample size of working journalists drawn for the study included 320 working journalists for Print and 270 working journalists for TV channels.

Statistical techniques used in the study includes cross tabulations to see the relationship with independent variables, Chi-Square to establish the significance of difference and to substantiate hypotheses, Factorial analysis to reduce large number of variables into a fewer factors and to clarify relationship among factors and in order to associate each variable, ANOVA is used to test differences between two or more means to infer results.

The data was cross tabulated for age, gender, industry experience, education and organization with news reporting, organisation guidelines, using social media before organisation guidelines, using social media to stay ahead, social media platforms used other than news agencies, media used to follow breaking news, regulation of news content, learning Journalism through various means, journalists recommend social media to report news stories and use of social media in the newsroom.

The data indicate that gender, education and organisation significantly impact respondents' use of social media for news reporting. However, no significant difference was seen with regard to age and experience among respondent. Social media is the need of the hour for journalists of all age groups. Implementation of social media guidelines in the media organization on news reporting have different impact on journalists belonging to different age groups, gender, organization and also differ among respondents having different experience and education background.

Findings from ANOVA data analysis suggest that journalists use social media for professional development, editors encourage reporters' use of social media, and editors set public agenda through newspapers in the age of social media. Emerging trends in Journalism in India were studied with the help of factor analysis. Out of 36 items factor analysis of social media influence yielded seven associated factors – information, reach, news beats, surveillance, identity, freedom and content quality. Findings of this study show that the practice of Journalism has changed in many ways.

It is clear from the results that journalists are using social media to consume, create and distribute media content. Rather than relying on traditional sources of information, journalists too are accessing information instantly via the Internet and more so via social media. It is also seen through this study that professional use of social media by journalists is still evolving in India. Some of the participants have reflected on this shift and according to one study respondent, "Much of social media in India is in the make-believe world of personal views and motivated campaigns. Social media in India is still underdeveloped." This suggests that there is a need to reassess news delivery system and business models in India. In changing media scenario, journalists are able to reach out to more people through social media than on TV.

Journalists' job is now literally 24/7 and they are under constant pressure to manage their time not just for news stories and follow ups but also people expect them to answer their questions and provide information on demand. Live video reporting is playing an important role in reaching out to a large number of people through social networks. The challenge is to deal with false information and validity of reports. The purpose of this research was to find out the usage of social media by reporters and editors from print and electronic media and explain how news organizations are adopting to the changing media ecology. Attempt was thus made to analyze the extent of influence of social media on journalists, reporters' freedom to post on social media and evaluate emerging trends in Indian Journalism with the help of a mixed method approach. Respondents of this study shared that "social media is challenging the traditional media mainly due to citizen Journalism" as social media enables anyone to start his/her own social media page, blogs or YouTube channels under low cost.

Though there is a decline in the quality of Journalism, social media still continues to have strong influence on Journalism and journalists are under even greater pressure. They are expected to pursue stories even faster, have a strong network, including a strong online presence, share stories more often and also respond to their audience. The findings also suggest that there is a complete decentralization of communicative power. Media in contemporary times is setting an agenda by using social media. Internet and more specifically social media have declined media's agenda setting power. Traditional media's gate-keeping role is also challenged due to the emergence of social media. Network news programs shape public agenda.

Working journalists are using social media and deriving gratifications for professional development. Social media is being used by them in the entire news production process right from news story inception, to news story promotion and to even follow-up of their news stories. The findings clearly indicate that social media is emerging as a dominant news distribution platform. Working journalists are depending on social media for both professional development and building an online presence. They are seen expressing more on their blogs. There is a growing dependency on social media platforms among working journalists to be in touch with society and also to project oneself in the online communities for reach, followers, likes etc. Use of social media for information consumption and news production has increased rapidly and over a period of time social media cultivation will flourish among Netizens and working journalists. Through the use of social media even journalists will build their worldview.

With the help of this study new media landscape in context of social media's impact on Journalism was explored through the views of reporters and editors working in the leading media organizations. The study also brings out a better understanding of social media adoption and consumption within the Journalism circles by analyzing the views of reporters, editors as well as veterans on news gathering and disseminating practices among working journalists in leading news organizations in the age of social media. Journalists' perspectives on field reporting, pressure of using social media by journalists, impact of social media on news quality, news verification, need for social media guidelines, relevance of guidelines in improving journalists' performance, investigative Journalism in the social media age, gatekeeping in digital Journalism, journalists perspective on influence of social media on Journalism in India and how they foresee the future of Journalism in India is studied in-detail.

Keywords: Media Ecology, Social Media, Networked Journalism, Working journalists, Delhi

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INTRODUCTION AND ROOTS OF MEDIA ECOLOGY

1.1 EMERGENCE OF NEW MEDIA ECOLOGY- FROM MASS TO SOCIAL MEDIA

Media ecology is changing with the evolution of man. Development of language, invention of alphabets, invention of Gutenberg printing press, radio/wireless broadcasting, transatlantic cable, satellite technology, Internet are some of the milestones in the history of communication. With the help of technology and new innovations man has learnt how to communicate effectively and progressed with new innovations.

We are all dependent on the mass media for our daily news and information and media has the power to change people's thought and attitude towards something (Dijk, 2006). A new layer to the ecologies of animal, vegetable and mineral was added by Fuller in 2005 and he termed the phenomenon as media ecology.

Literature suggests that earlier theories of communication were uni-directional or linear in approach due to which they had limited application and also limited understanding of the phenomenon. Foulger (2004) brought a new communication model which represents the present communication process by adapting an ecological approach.

Media ecology is believed to offer a key to understand globalization process in context with computer-mediated communication or new interaction between humans and machines. Convergence of information technology in the last decades of the 20th Century caused changes in the pace of media ecology. It is seen that due to acceleration in convergence of information technology during the same decade, there is a change in the pace of media ecology too.

By 20th Century media ecology thought started to spread and by 21st Century the pace of acceptance is gaining momentum mainly due to changing communication technologies which are further altering the patterns of communication and interaction among people and within societies.

The examples of this change can be seen in three main ways – mobile phones, video technologies and artificial intelligence. Mobile phones are a reason or a need for changing social interaction. Scholars believe that video technologies are altering privacy and artificial intelligence is changing the nature of jobs.

China reported to the WHO on 31 December, 2019, regarding an unknown pneumonia detected in Wuhan. The outbreak was declared an emergency of international concern on 30 January, 2020 and on 11 February, 2020, WHO named it COVID-19 and called it a pandemic. Surprisingly, when the global growth was dropping only thing that was growing was the engagement rates of social media usage. According to Global Web Index (2020) overall digital consumers spend an average of 2 hours and 24 minutes per day on social networks and other messaging apps. Digital (2020) reports show that mobile and social media have become an essential part of everyday life of people across the globe. Nearly 60 percent of world's population is already online with over 4.5 billion internet users and over 3.8 billion social media users.

World Wide Web and the "dot.com revolution" changed the way we communicate, both within and outside the family, especially with a large group of people. With changing times, Indian society, too, has adapted itself with new methods of connecting and networking. With changing appointments in media, several news organizations abroad and in India too are appointing special positions to manage their social media accounts. Governments, businesses and even academic institutions are putting together social media guidelines to incorporate its use as an effective means of communication (Shrivastava, 2013).

The purpose of this study is to find out the usage of social media by reporters and editors from print and electronic media and explain how news organizations are adapting to the changing media ecology. It will also analyze the extent of influence of social media on journalists and thus evaluate emerging trends in Indian journalism.

On the basis of above, the theoretical approach of the study and operational definitions including the origin of media ecology, social media, working journalists, etc. help in building the structure of the study and are thus discussed in detail:

1.2 MEDIA ECOLOGY: ORIGIN, CONCEPT AND DEFINITION

Media ecology expands the definition of media from a means of communication to encompass an entire living environment. Media ecologists in the 1950s and 60s were interested in how different media technologies offered a social environment for society and human existence and not concerned with the messages delivered.

Walter Ong in 1997 argued media ecology as a perspective that embodies ecological concern and described a new state of consciousness. At present, the medium of hypertext represent this open system awareness.

The word ecology means the study of relationship between living organisms and their physical environment. It is the study of environments, their structure, context and impact on people. Environment is the complex message system which imposes on human beings certain ways of thinking, feeling and behaving. Media ecology is the study of human environments in which medium is used. It looks at how media of communication affect human perception, understanding, feeling and values (Susan B. Barnes, 1998).

The term media ecology became widely accepted post the establishment of the Media Ecology Association in 1998. Lance A. Strate, professor of communication and media studies at Fordham University, in his column for the first issue of the Media Ecology Association's newsletter wrote:

What is media ecology? It is the study of media environments, the idea that technology and techniques, modes of information and codes of communication play a leading role in human affairs. Media ecology is the Toronto School, and the New York School. It is technological determinism, hard and soft, and technological evolution. It is media logic, medium theory, mediology. It is McLuhan studies, orality-literacy studies, American cultural studies. It is grammar and rhetoric, semiotics and systems theory, the history and the philosophy of technology. It is the postindustrial and the postmodern, and the preliterate and prehistoric (Strate, 1999).

In an attempt to trace the roots of media ecology, Anton (2016) found the traces of media ecological thinking in the ancient world and explained it with the help of an

example of Plato's "Phaedrus" where Socrates warns about the effects of writing on memory and people's sense of wisdom. This could be an interesting phenomenon to study in times of emergence of social media as a dominant medium. The need for social media is felt even more deeply in times of pandemic, especially when the humans are isolated from one another to fulfill communication needs such as interaction, to stay-in-touch, teach & learn, hold meetings and collaborate.

The role played by new media ecology is thus worth to study in present times as it examines new cultures shaping up as a result of dominant communication technologies especially with the coming together of ancient, modern and post-modern world-views.

1.2.1 CONCEPT

The concept of media ecology was proposed by Canadian Professor Marshall McLuhan in 1964 and the term was formally used by Neil Postman in 1968 while addressing a teachers' meeting published under the title "The Reformed English Curriculum". During the meeting he told his audience that "I am not inventing media ecology. I am only naming it."

Many scholars believe that the origin of the term media ecology was a matter of chance. It all started in the year 1967, when a Canadian Professor Marshall McLuhan from University of Toronto was invited to work in the University of New York. It was here when the two researchers started to build close academic contacts and as a result of their postal exchange there was the conception of proposal of media ecology as a doctoral program besides being a theory in the University of New York in 1971(Velasquez & Denis 2018).

During the creation of doctoral program in the University of New York, Neil Postman described the emergence of the term as:

We put the word "media" by the side of the word "ecology" to comprehend there is not only interest on media, but also the ways of interaction between media and human beings that offer a culture or their character and that, we can say, help it to preserve a symbolic balance (Postman, 2015, p. 98).

But some scholars consider McLuhan as the creator of the term. Even in the Media Ecology Association, created by Postman (1998), a group of researchers recognize McLuhan to be responsible for the idea of media ecology. Though it is quite clear from the literature available that it was only the name that came from McLuhan, but the concept is Postman's. Prior to McLuhan and Postman, there was a scholar Harold Innis, who was pioneer in mixing the history of society with communication.

McLuhan was highly influenced by Innis. It was the work of Harold Innis 'The Bias of Communication', which suggested that **mediums of communication correlates with the spread of knowledge in a society** and thus influence the society which later inspired McLuhan in developing the theory of media ecology. He expressed his ideas by using various phrases and the most important ones are "The global village" and "The medium is the message". In terms of electronic age, a new environment has been created and the present ecology is linked to information explosion that marks this new age.

1.2.2 MEDIUM THEORY

Often considered synonymous with media ecology, medium theory was coined by Joshua Meyrowitz in 1985. According to him medium theory is "the historical and cross-cultural study of different cultural environments created by different media of communication, that is, the study of media as cultural environments."

Meyrowitz's medium theory is based on the work of McLuhan and Innis, representing an effort to transform McLuhan's aphorism, "the medium is the message" into a form acceptable for social and behavioral sciences. As suggested by Donna Flayhan, social scientist, medium theory is a subset of media ecology. It takes the social and behavioral science approaches to study media as environments.

The four key terms that emerge out of the understanding of media ecology are explained here:

1. **Medium:** McLuhan connected *medium is the message* to the study of media as environments in his introduction to the second edition of *Understanding Media* when he wrote:

"…Any technology creates a totally new human environment. Environments are active processes," (McLuhan, 2003, p. 12).

Marshall McLuhan in his book "Understanding Media: The Extensions of Man" (1964) coined the term "The medium is the message." This means that message and mode are inseparable; medium is embedded in any message it would create a symbiotic relationship by which the medium influences how the message is perceived.

Changes in technology alter our environment and every medium encourages different habits and engages different senses. According to McLuhan history can be understood through technology and divided history into different epochs which represent the various stages in the evolution of the media ecosystem from the origins of human life to today's communication environment (Logan, 2010).

i. **Tribal Age (before 2000 BC):** Knowledge is shared orally or based on hearing, touch, taste and smell.

ii. **Literary Age (2000-1500 BC):** Phonetics or sound is converted into objects and those who could read or write became the gatekeepers of knowledge.

iii. **Printed Age (1450):** Needed fixed national language and gave birth to nationalist societies.

iv. **Electronic Age (1850):** Today's society which is using computers and witnessing the rise of global village.

v. **Digital Age or New Media (1970):** Robert K. Logan, from University of Toronto and Chief Scientist of the Strategic Innovation Lab at the Ontario College of Art and Design added two new eras to McLuhan and Innis eras of communication. This era is seeing the emergence of smart phones and it is the medium for the CNS (Central Nervous System). Here corporate media is no longer the gatekeeper of information.

1.2.3 The medium is the message

"The media must be understood ecologically. Changes in communication technology alter the symbolic environment, socially constructed, sensory world of meanings. We shaped our tools, the phonetic alphabet, printing press, and telegraph and they in turn have shaped our perceptions, experiences, attitudes, and behavior. Thus, the medium is the message."

Strate (2017) further helps in breaking down the saying "The medium is the message" into its components and provides a list with primary meaning:

1. Observe the pattern in the chaos that surrounds.
2. Medium has greater impact on human affairs.
3. Medium influences the content.
4. The medium must precede the content.
5. There is no content without a medium.
6. The medium motivates the content.
7. The content of one medium is content for another medium.
8. Medium is the message because the user is the content.
9. The medium influences the individual
10. The medium also influences the group, society, culture, species and the planet.
11. The medium plays a leading role in human history. It defines the era we presently live in.
12. The medium is the environment.

From the above components it is clear that technology helps in creating a new human environment and as McLuhan rightly called environments as active processes due

to their dynamic nature and thus the content of one medium according to him becomes the content of another.

1.2.4 Bias

The common understanding of the term means prejudice or favoritism, a slant or a bent. Over the years we have come to an understanding that there is nothing called absolute objectivity but have surely learnt the ways to reduce the amount of biases. The term 'Bias' was used by Harold Innis in a paper "The Bias of Communication," presented at the University of Michigan in 1949, which later became the title of one of his best essays (Innis, 1951):

"A medium of communication influences the dissemination of knowledge over space and time and it is important to study its characteristics to appraise its influence in its cultural setting…."

For Innis the bias referred to cultural bias rather than media and Strate, however, associates it with cognitive bias and calls it a communication bias. Strate (2017) has gone a step ahead to classify the bias of communication into four different categories and calls them as cognitive bias, communication bias, medium bias and media or content bias.

Innis related the concept of time and space biases with the notion of "monopoly of knowledge" which he disliked. According to him it establishes the control of a medium and a new medium helps in breaking through and called it medium bias. The problem, however, is not seen with the medium, which he termed could be heavy or light, but its influence on a culture might be problematic. Each media has different characteristics, similarities and differences among these characteristics helps in understanding the role played by media in human history. The bias, which represents medium's potential thus, serves as a bridge between the medium and effects (Strate, 2017).

1.2.5 Effects

Some scholars referred media ecology as an effects tradition, which focuses on the effects of media content on audiences. It is the study of both the desirable and undesirable effects or consequences of media, their benefits and costs, advantages and

disadvantages, services and disservices. Besides, it also takes into account part of the body or mind or capability they extend and what in turn do they amputate or numb.

Towards the end of McLuhan's career he developed a model of media effects also known as laws of media. According to him the four laws namely- enhancement, obsolescence, retrieval and reversal were applicable to any type of innovation. According to him the laws of media expressed a set of four questions:

i. What does the medium enhance?

ii. What does the medium obsolesce?

iii. What does the medium retrieve which was earlier obsolesced?

iv. What does the medium reverse when pushed to its extreme?

1.2.6 Environment

Postman broadened our understanding of Media Ecology, when he defined media as "ecology". He referred to media as an "environment" that can influence other "environments". For him ecology meant study of environments, their structure, content and impact on everyday life of people using these technologies.

He gave a consolidated definition of media ecology, "Media Ecology is the study of human environments. How technologies and techniques of communication control the form, quantity, speed, distribution, and direction of information; and how, in turn, such information configurations or biases affect people's perceptions, values, and attitudes," (Velasquez & Denis, 2018).

According to him the word media before ecology represents the ways in which interaction between media and human beings gives a culture its character and helps in maintaining symbolic balance. He studied media in context to ethics and morality and felt that whenever any new technology comes we must ask three basic questions –

- What is the problem to which this technology provides a solution?
- Whose problem is it?

- And what other problems do we create by using this technology.

According to Postman, the technological change is ecological and natural. He gave an example of a drop of red ink falling into water thereby coloring each water molecule. He applied this concept to the theories by mixing results with media and society which is named as mediatized society.

McLuhan on the other hand looked at "media as species". For him technology was the prime factor to understand media. He developed a holistic view of evolution of communication processes with socio-economic processes. His medium theory focuses on the technological aspects of media beyond their content. It studies three things. It is the study of media, study of technology and study of communication and all three affect our human environment.

1.3 SOCIAL MEDIA

With the popularity of Internet during the 90s, new media, digital media and hypermedia became common. During the first decade of the 21st Century other terms such as new media by Paul Levinson in 2013, emerging media and social media became new ways of referring media (Strate, 2017).

The concept of social media is evolving and as a result has diverse definitions. Scholars have agreed that social media are components of social networking sites (SNS) and function in similar manner. Social media networks allow users, organizations and individuals to create, engage, search and share digitized contents thereby interacting in a two-way communication.

Tim O'Reilly proposed the first definition of Web 2.0 in the year 2005. It focuses on all forms of networks, various applications available and how users interact and communicate online (O'Reilly, 2005).

Social media is also described as Web 2.0 phenomenon commonly associated with Internet and refers to a platform that is highly interactive and facilitates content generated by interconnected user communities using web applications that allow interoperability, collaboration and information sharing. It is now becoming the

mainstream media with a difference of being interactive. Most newspapers and TV channels have their websites that invite comments and discussions on various topics. And even welcome "user generated content" or simply put citizen journalism (Shrivastava, 2013).

The best way to define social media will be to separate it from newspapers and the audio-visual medium of television or radio. It is a group of online communication channels devoted to information, connection, substance, and coordinated effort. Sites and applications committed to discussions, micro-blogging, social system administration, social bookmarking, social 'curation' and wikis are among the distinctive social media. Social media has been advancing rapidly, offering new and significant approaches to individuals around the globe (Kaplan & Haenlein, 2012).

According to Mayfield (2008), "social media is a group of new kinds of online media, which share most or all of such characters: participation, openness, conversation, community and connectedness." The horizontal communication on social media networks is possible through computers, smart phones, tablets etc and its main forms include Facebook, Twitter, Blogs, LinkedIn, YouTube, Google+, Flickr, Pinterest and RSS feeds. For the purpose of this study broader term is useful and defined as:

Web based services that allow individuals to (1) construct a public or semi public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within a system (Boyd & Ellison, 2007, p.2011).

Research work that led to development of the Internet was started under US department of Defence after the USSR launched Sputnik, first artificial earth satellite in 1957. From then onwards till 1970s several experiments led to the development of Internet, enabling millions of people to communicate with one another in "cyberspace". The first useful application on the Internet, the e-mail, emerged in 1972. In 1989 Tim Berners-Lee proposed a global hypertext project to be known as the World Wide Web at the CERN Laboratory near Geneva. What started within CERN in 1990 later led to the "dot.com" revolution.

In his address to the American Society of News Editors Conference in 2000, Stephen M. Case described that this revolution had seven stages of acceptance, "The first stage is dismissal. The internet is a fad or a gimmick and has nothing to do with my business. The next is denial. A few businesses are growing online, but their success is a fluke. Then is the abject terror stage. I will not be able to understand the Internet, let alone use it to transform my business. Fear gives way to curiosity: how can I make the most of this growing opportunity? Then comes experimentation. I'll launch a Website and see what happens. Next is the actual use stage. You have a website; you allocate some staff to deal with your online presence, but not changed your fundamental way of doing your business. Finally, the transformation stage where Internet is not just interactive but also a way of doing business, **a way to solve distribution and marketing problems, a way of life**," (Shrivastava, 2013).

Studies have analyzed how Institutional news media is using social media to enhance news production and distribution. Networked persons however are using social media to source and distribute their own information to get independence from the Fourth Estate journalism. Use of search engines to find information is reduced due to the rise of social media as a portal to news (Newman, Dutton, & Blank, 2012). In the new media ecology a lot of people are participating as journalists and as a result the meaning of journalist has dissipated. Even an amateur journalist, who may not have a press pass, salary or relevant journalistic training can publish and aggregate content (Knight, 2012).

Social media ecology is an expansion of voices and participation. The news products are more divergent, include multiple voices and provide multiple sources to a user for better understanding of an event. This sometimes raises a question on the gatekeeping process of journalism in the past as social media allows the gates to open for public with more participation opportunities and thus even guide the news agenda. The difference between journalist and audience vanishes in social spaces and also crumbles the traditional gates in a way (Megan Knight, 2013).

1.4 EMPIRICAL STUDY

Results of a study that are derived from actual observation or experimentation. Conducting primary research for an empirical research based article is an example of empirical study.

1.5 WORKING JOURNALISTS

According to The Working Journalists and other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955: "Working journalist" means a person whose principal avocation is that of a journalist and who is employed either whole-time or part-time, in, or in relation to, one or more newspaper establishments, and includes an editor, a leader-writer, news-editor, sub-editor, feature writer, copy-tester, reporter, correspondent, cartoonist, news photographer and proof-reader, but does not include any such person who -

(i) Is employed mainly in a managerial or administrative capacity, or

(ii) Being employed in a supervisory capacity, performs, either by the nature of the duties attached to his office or by reason of the powers vested in him, functions mainly of a managerial nature.

1.6 EMERGING TRENDS

Trends are the building blocks to predict alternatives in future. A growing area of interest which has utility over the period of time.

1.7 Following media theories help to explain the changing media ecology

1.7.1 Agenda-Setting Theory

The term agenda-setting was coined by Maxwell McCombs and Donald L.Shaw in 1972. According to Bernard Cohen (1963), role of media is not to tell people what to think, but "what to think about". Mass media may gives emphasis to some stories with preferential treatment or coverage and thus build an agenda (McCombs, 2005). But, as rightly predicted by (Chaffee & Metzger, 2001), agenda-setting view will change from

what issues the media tell people to think about to what issues people tell the media they want to think about. The priorities of media however become the priorities of public as well after a period of time.

Internet and digital media do impact the media agenda (Tran, 2014). There is a decline in traditional media agenda-setting due to Internet which has decentralized communicative power. A shift is observed from elite power due to increased access and greater choice (Chaffee and Metzger, 2001). According to Iyengar, Peters, & Kinder (1982), network news programs have the capacity to shape public's agenda.

Traditional media's monopoly in gatekeeping is challenged due to the emergence of social media (Narayan & Narayanan, 2016). Traditional media took the lead in setting agenda for public discourse but due to the emergence of new media and more specifically social media one can clearly see a shift as independent blogs provide an alternative platform for voices that want to be heard and in that sense one can say that traditional media has lost its monopoly on setting a public agenda in times of social media (Narayan, 2016). Between journalists and public, blogs disrupt the traditional agenda-setting approach and there is no difference between a journalist and audience (Delwiche, 2005). Social media sources are capable of impacting mass media agenda through tweets and Facebook updates (Wallsten, 2015). Political blogs influence the agenda of traditional media (Meraz, 2011).

Yamamoto, Nah, & Chung (2017) however expressed that newspaper editors with more professional experience were likely to hold on to familiar news sources and would be more skeptic regarding alternate news sources such as social media. Besides, new media influence on agenda-setting is restricted by a small number of people who have access to Internet (Narayan & Narayanan, 2016).

Kalsnes (2016) who studied journalists' adoption and usage of social media concluded that though political journalists use social media mostly to find sources, ideas and useful links for their stories but agenda building from political sources on social media is beyond mere sourcing.

1.7.2 The Uses & Gratification Approach

Blumler and Katz took a Uses and Gratification theory approach to understand mass communication in 1959 with a focus on audience or consumer rather than the media message to study how do people use the mass media and why?

The uses approach considered audience to be active who are willing to expose themselves to media and gratification was used to explain motivation behind media use and also the habits of media use. This approach could also be used to study the new media environment by analyzing the impact of social media technologies on social movements. Research shows that journalists are using social media for a lot of purposes, starting from generating new idea to stay connected for both personal and professional use. In short, social media can assist the entire news production process from inception, to promotion to follow-ups (Ferrucci, 2018). Differences are, however, seen in the social media usage among various news outlets (Etana & Zerai, 2015).

Tandoc & Vos (2016) used a case study method to understand use of social media by journalists of three online newsrooms and found that journalists are normally using social media and building their routines around it. They are balancing the norms that have institutionalised journalism such as editorial autonomy and are seen reworking their traditional role of gatekeeping to marketing news as well. The study reveals three main ways in which social media affects news production- first, audience judge the news quality and share what they find is important so newsrooms focus on stories that are being shared. Second, social media is adopted by journalists to crowdsource ideas, information and sources related to a topic besides ascertaining public reaction. Third, audience enter journalists' network through feedback mechanism and thus influence the news content.

1.7.3 Dependency Theory

Melvin De Fleur and Sandra Ball-Rokeach in the year 1976 proposed an integrated understanding of both psychological and social factors that prevent media from exercising their control over audience. The three important needs- to belong to society, to understand society and to keep up with society increase our dependency on media and it

is due to this reason that media enjoys certain powers and this remains relevant in times of social media too which is emerging out to be one dominant news dissemination platform. Various studies show that social media and its users have become central actors in news production and distribution. This gives rise to democratization of news process and enhances independent journalism.

According to Wallace (1999) relationship with new technologies will shape how individuals gain knowledge, think, react, feel and then behave which will impact society and culture. The way information and news are consumed is changing communication field. Journalism is confronting the impact of new media, (Cho, 2009).

Growing dependency of people on Social Apps to post updates and share news only makes this theory even more relevant in present times to understand the growing dependency on social media platforms to be in touch with society and also to project oneself in the online communities for reach, followers, likes etc. In the study of new media, scholars have noticed that Web 2.0 makes it possible for people to participate in fluid conversations and information sharing (Thomas, 2006).

According to Cho (2009) new media dependency is a cognitive process which includes the psychology of audience including the interactive process between people and media. New media, including the social media has expanded the audience participation with user generated content. Interactivity between new media and audience through sharing content and sometimes re-purposing content creates a new information environment thereby expanding the structure and scope of mass communication. Social media epitomizes this trend by circulating it. This re-purposing of content results in multilevel mass communication ranging from intrapersonal communication to mass communication. Besides, networking feature of social media promotes a sense of community among people of similar interest who can work together online and make the most of collaboration.

Poell & Dijck (2014) criticise the popular notion that social media enhances journalistic independence and argue that social media rather undermines journalistic independence. It prioritizes content algorithmically and puts them into most relevant or

trending topics to enhance social traffic. Metrics driven news production pressurizes journalists to cater to the interest of audience rather on issues of general public concern. Their study analyses journalistic independence being compromised by both traditional and digital newsrooms in the race for producing what they call as sharable content. In doing so, a shift is seen in the news process from an editorial logic to an algorithmic logic bringing new forms of dependency and compromising the ability of journalism to function as the Fourth Estate.

1.7.4 Cultivation Analysis

In response to the tradition of media effects research, George Gerbner and Larry Gross proposed the idea of cultivation theory in 1969. It focused on the short-term effects of media exposure specifically TV violence on its viewers during a lab experiment. According to him repeated exposure to the media cultivated a belief that messages conveyed by media apply to the real world. People's values, beliefs and attitudes are shaped by media exposure. Gerbner defines cultivation analysis as "study of relationships between institutional processes, message systems and the public assumptions, images and policies that they cultivate," (Gerbner, 1970, p.71).

As per cultivation analysis messages derived from TV produced a worldview that becomes a reality and distort people's judgment (Macey, Ryan, & Springer, 2014).

The substance of the consciousness cultivated by TV is not so much specific attitudes and opinions as more basic assumptions about the facts of life and standards of judgment on which conclusions are based (Gerbner and Gross, 1976, p175, as cited in Baran& Davis, 2012, p.342).

An attempt to revive cultivation theory for social media is seen in the literature. According to several studies a synthetic world appears to exist on social media platforms, resonating a parallel social reality. People are free to create a social profile and appear as they want, share their opinions on social media platforms and then being judged. Before the advent of Internet, TV was a story-teller. However, assumptions of TV back then are being implemented by internet-based social networks and choice-based media

consumption. Due to the changing nature of communication theories, reassessing communication methods should be the priority (Gross 2009).

Media consumption and production has increased rapidly in the present century (Hauben & Hauben, 1995). Netizens consider it essential to have access to news, social communities, friends, opinions and ideas. Media have become an integral part of millennials who use media for seven and a half hours each day (Baran & Davis, 2012).

1.8 NEW MEDIA ECOLOGY AND LANDSCAPE

The landscape of media environment as we understood so far broadly included two important things physical output and ownership. Mainstream newspapers were grouped as per their political identity and their physical size and broadcast news outlets were recognized as per who owns what. The confusion starts when one has to teach media students born post the World Wide Web. The mainstream newspapers are still called as the broadsheets when in reality they are almost the size of a tabloid and besides why the size matters in the digital age when almost most of them have an online presence and accessed through smart phones, tablets, computers etc and online they all have the same mix of videos, audio, pictures and text. This certainly calls for a new way of thinking about the media landscape. The technological limitations on the media, the mechanism and scope of distribution are no longer important. What remains important is what you are saying and to whom you are saying (Cook, 2013).

As we move closer be a part of the "information age", the challenges surrounding the mass communication field seem to be growing. The changes taking place in the media environment are numerous and older approaches to news are being replaced with the "New News". The term developed by Jon Katz in 1992. Another important term "cyberspace", coined by William Gibson, science fiction writer, in the novel "Neuromancer" has become a popular way to refer to a space where electronic communication takes place. One of the most important characteristic of new media environment is the recognition that all information is the same and it is digital. Cyberspace means an alternative world made of masses of information from

corporations, military, governments and also individual egos (Werner J. Severin and James W. Tankard, 2001).

Some of the changes in mass communication theory as noted by Servin and Tankard include two important things. One is the active audience due to newer forms of media like social media and a shift towards cognitive approaches in information processing. This shift according to them is seen in three ways- one a shift in independent variables from persuasion to discourse and framing. A change in dependent variables from attitudes to cognitions such as knowledge and beliefs and shift in emphasis from change as a result of communication to restructuring or social construction of reality.

Besides, due to rapid changes in communication there is also a need to study the effects of social impacts of communication. Servin and Tankard further brought out Rogers (1986) suggestions that important social impacts of new communication technology could be unemployment, increased information gap, increased gender inequality in use of media, information overload, increased privacy invasion, decentralization of power in society and segmentation of mass audiences.

In the new social and networked environment, output technology is no longer the determining factor of a news organization. Traditional organizations are converging. They are using the same input to produce multiple outputs for multiple audiences. Megan Knight and Clare Cook have proposed a two-dimensional matrix. The matrix indicates the level of engagement and collaboration among organizations and individuals. It determines a news organization and a journalist based on three factors- the voice, intent and weight or influence. Voice and structure of stories is placed at the vertical axis and intent and influence on the horizontal axis. Traditionally, news making is the process that took events and turned them into recognizable news packages using “third-person objective” voice of the authority. This voice is at the top of vertical axis and at the bottom is the unedited, unverified personal voice of the blogger or tweeter. As one moves down the axis, the news content becomes more personal (Megan Knight, 2013). Here is the point that calls for journalists to move “beyond objectivity” in order to re-engage with the public, pointed by (Rosen, 2011).

At the top of the vertical axis, news products were approached with a closed gate keeping but as one moved down the gates open and the difference between a journalist and audience vanishes. Presently, the news landscape is moving down the axis and even the traditional news organization are including live blogs on their websites, incorporating amateur video into their feeds and incorporating comments and feedback in formal and informal ways, (Megan Knight, 2013).

The horizontal axis measures the intent of the news organization with traditional or mainstream media at the far right of the matrix. While moving towards the left, organizations' focus on news decreases and other concerns like social change and political activism creep in and their production of news is entirely secondary or even accidental.

1.8.1 WHAT IS NEW MEDIA?

Narayan & Narayanan (2016) studied that theorizing new media include varied approach from McLuhan's (1966) global village view to Rogers (1983) diffusion of innovations or even from a critical perspective of digital divide brought out by Murdock and Golding (1997). New media, however, is a broad term emerged in the later part of the 20th Century. It is the amalgamation of traditional media with computer and communication technologies mainly enabled by Internet. Generally speaking, new media is inclusive of devices such as the computer and the mobile phone. It includes the interplay of media, technology, society and culture. It's a hybrid media such as the Internet has come to exemplify new media. New media can be considered to be synonymous with digital media. Digital media are inherently convergent, compressible and can be manipulated in various ways. Logan (2010) viewed new media as an offspring of traditional media and source of content for new media. The term according to him refers to digital media which is interactive, includes two-way communication and includes some computing.

New media technologies are digital, networked, manipulated, dense, compressed, interactive, hyper-textual, computerized and include audio-video features (Chakravarthy, 2004). Thus some of the common characteristics of new media are it is an interactive

media, a two-way communication and generally incorporate some form of computing. There are five main types of new media, including blogs, virtual reality, social media, online newspapers and digital games. Susan Douglas as mentioned by Lievrouw & Livingstone (2002), studied wireless as representation of new medium with an example of Francis Collins description of new users of the wireless as:

Imagine a gigantic spider's web with innumerable threads radiating from New York more than a thousand miles over land and sea in all directions. In his station, our operator may be compared to the spider, sleepless, vigilant, ever watching for the faintest tremor from the farthest corner of his invisible fabric…These operators, thousands of miles apart, talk and joke with one another as though they were in the same room (Douglas, 1987:199).

According to Lievrouw & Livingstone (2002) this type of communication is utopian in the sense that it not only described potential users but also indicated everything that the wireless technology can do for society and individuals. Everyone could communicate instantly and independently, far and wide that too whenever they wanted. Communication is independent of telegraph or telephone operators. It is thus free and need not be paid for. Drawing attention towards active audience approach in analyzing new media McLuhan (2004) however, looked at new media from cultural perspective and writes:

With every change in the way we communicate in our culture there is a struggle over meaning, knowledge and power…new forms of communication are partially determined by their technology and are shaped from social and cultural conditions and from the various manners in which cultural expression and intention are conveyed.

Liverou and Livingstone (2006) rejected new media definitions based on technical features and defined them as technologies associated with social contexts and infrastructures with three components such as devices to communicate, activities in which people engage, communicate or share and social arrangements developed around such devices and activities.

1.8.2 IMPORTANCE OF NEW MEDIA

New media users are increasing day by day. It supports and extends social interactions in ways which combine both online and offline dimensions. While new media can be used for outreach activities of existing communities, it can also cause the growth of problematic virtual communities. Besides, new media enables collaborative work, negating the distance. Most importantly social media networks are changing the way people communicate, socialize, govern themselves, conduct business, educate, inform and entertain themselves.

1.8.3 FACTORS CAUSING NEW MEDIA GROWTH

High growth rate in telecom sector is the prime factor in the growth and acceptance of digital media in India. A lot of media reports highlighted that Reliance Jio unleashed the much-needed digital tsunami in the Indian Telecom Industry. "We Indians have come to appreciate and applaud *Gandhigiri*. Now, we can all do *Datagiri*, which is an opportunity for every Indian to do unlimited good things, with unlimited data," Mukesh Ambani said this. Considering the demand and supply side of social media the major factors that have led to the acceptance and penetration of new media and social media in our society as seen by Sunetra Narayan are liberalisation of the economy post 1990, liberalization of the telecom sector, supportive policy and regulatory environment, infrastructure like the Bharatnet, availability of cheap devices, lowest call costs in the world and rapid growth of the Information Technology sector at the supply side. On the demand side, she lists out factors such as browsing, email, chatting, e-commerce, e-services, Vernacular content, low cost handsets, ease of using phone etc (Narayan, 2016).

1.8.4 IMPACT OF NEW MEDIA

Narayan (2016) in India Connected points out how New Media impacts the society. According to the author, New Media particularly social media have given fresh impetus to the idea and the study of communities with on-line and off-line communities increasingly being connected to each other. New media has the potential to re-vitalise the public sphere. In utopian terms, new media can be thought of as integrative, empowering, democratizating, breaking bonds of class and stereotypes of gender. In dystopian terms,

one can think of it as an instrument of the digital divide, causing hate or violence, promoting pornography, or invading privacy, facilitating criminal activities such as cyber fraud and identity theft.

1.8.5 ADVANTAGES OF NEW MEDIA

Literature shows that new media facilitates its users in several ways like fast and easy access to information, creates awareness on developmental issues, helps in global cultural exchange, users find it easy to make contacts globally, they become part of online communities which enables easy interaction and transmission of messages. It is economical, builds confidence among people engage in social interaction.

1.9 SOCIAL MEDIA INTRODUCTION

The term social media simply means “media that allows one to be social, or get social online by sharing content, news, photos etc with other people.” Tim O'Reilly proposed the first definition of Web 2.0 in the year 2005. It focuses on all forms of networks, various applications available and how users interact and communicate online (O'Reilly, 2005).

Social media is also described as Web 2.0 phenomenon commonly associated with Internet and refers to a platform that is highly interactive and facilitates content generated by interconnected user communities using web applications that allow interoperability, collaboration and information sharing. It is now becoming the mainstream media with a difference of being interactive. Most newspapers and TV channels have their websites that invite comments and discussions on various topics. And even welcome “user generated content” or simply put citizen journalism, (Shrivastava, 2013).

Another definition by Merriam-Webster, “Social Media is defined as “forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content such as videos.”

Social media puts the person, the information and the message in the center and gives an opportunity to the individual to communicate freely. It is due to the reason of

freedom of expression and freedom several researchers have pointed out that this area is in constant development (Talpau, 2014).

Social media communication is grounded in a wide set of theories and research methods especially application of traditional media and communication studies concepts, Internet studies, computer-mediated communication (CMC), social networks, electronic-word-of-mouth and other research (Lipschultz, 2018).

Social media is an attentive piece of the new age society. The best way to define social media will be to separate it from newspapers and the audio-visual medium of television or radio. It is a group of online communication channels devoted to information, connection, substance, and coordinated effort. Sites and applications committed to discussions, micro-blogging, social system administration, social bookmarking, social 'curation' and wikis are among the distinctive social media. Social media has been advancing rapidly, offering new and significant approaches to individuals around the globe (Kaplan & Haenlein, 2012).

1.10 HISTORICAL BACKGROUND AND EVOLUTION OF SOCIAL MEDIA

What started by a relatively small number of college students at the beginning of the Century, became a common way for most Americans to spend their free time and the trend seems to not just have caught the Indians fancy but has matured in the recent past. Facebook and Twitter's Periscope promoted virtual reality (VR) 360-video which became the next wave for social media and by early 2017, Facebook and Facebook Messenger became the top Smartphone apps (Lipschultz, 2018). Widespread mobile internet access across India and a large and growing number of social media users have led news organizations to invest in social media (ZeenabAneez, 2017).

Social media has been evolving since the invention of the Internet. From the first email in 1971 and Usenet in 1979 to GeoCities, allowing everyone to set up their own personal homepage in 1995 (Shrivastava, 2013). Evolution of social media thus can be traced as follows as per Shrivastava, (2013):

- **Bulletin Board System (BBS), 1978:** The first dial-up in history, it was the beginning of virtual community created by Ward Christensen and Randy Suess to announce meeting and sharing information by posting it on the Bulletin Board System. Mall servers powered by personal computers were attached to a telephone modem.

- **Usenet:** First used by graduate students Tom Truscott and Jim Ellis at Duke University. Usenet allowed users to post articles or posts to newsgroups. They had no centralized server, setting them apart from the BBS and other forums. It is also considered as a precursor to Internet Forums.

- **Genie:** An early text based online service created by General Electric subsidiary (GEIS) in 1985. It offered games, shopping, mail and forums called Round Tables.

- **Prodigy:** Launched in 1988, a cheaper and affordable venture between CBS and IBM that introduced colour. Prodigy was the forerunner in caching data on end users' computers to reduce networking and server expenses.

- **America Online (AOL):** Started as an online service in 1985 and played an important role in making Internet more accessible universally. AOL did one of the product placements of all time in 1998 film "You've Got Mail" bringing social online culture into Hollywood mainstream.

- **World Wide Web:** Publicly available since August 6, 1991 and around 1994 private Internet Service Providers (ISPs) became a viable business by providing unlimited online experience for home users.

- **Internet Relay Chat (IRC):** Similar to tweets of today, IRC was created in 1988 by Jarkko Oikarinen which allowed people to update their status using hash tags (#) and at-signs (@). It was used to keep a tab on first Gulf War. People used it to stay connected with global network.

- **ICQ (I Seek You):** It was developed by an Israeli company, Mirabilis in 1996. It helped sending text messages, provided offline support, multi-user chats, free SMS

sending, file transfers, greeting cards, multiplayer games and a searchable user directory.

- **Online forums:** Also known as Internet forums started in 1994. These played a large part in the evolution of social media. These forums were user friendly making it easier for visitors to use.

- **Napster:** A peer-to-peer file sharing application that went live in June 1999. It helped music to flow freely on the Internet. Post 2000, it was declared illegal and Napster was forced to filter out all copyrighted content and in 2001 Bit Torrent, an open-source file-sharing protocol was created to transfer large files over the Internet. The Pirate Bay (TPB), established in 2003, the Swedish website became a trendy online destination for "social" media distribution.

- **Dating sites:** The first computer-dating.com started on Usenet around 1990 and came on the Web in 1995 is considered by some as the first social networks. It allowed users to create profiles with photos and contact other users.

- **Six Degrees:** Launched in 1997 was the first modern social network. It allowed users to list friends, family members and acquaintances. Users could send messages and post bulletin board items.

- **Community Connect, Inc:** Founded in 1996, launched ethnic websites like Asian Avenue to provide online communities for ethnic Asians in the US. The websites provided information regarding jobs, politics, culture, music etc.

- **Live Journal:** A social network built around constantly-updated blogs in 1999, encouraged users to follow one another and create groups and interact. It was actually the precursor to the live updates we see in social networking at present.

- **MMORPGS (Massively multiplayer online role-playing games):** Became popular in early 2000s, where players could interact both in the game world and on related forums and community sites, the most popular was the World of Warcraft.

Post 2000, major developments in social networking and social media:

- **Friendster:** Founded in 2002, it was the first modern, general social network that allowed people to discover their friends and friends-of-friends to expand their networks. Partly, a new kind of dating site which instead of matching strangers, operated on assumption that people with shared friends would have better chance than those who had no shared connection.

- **Hi5:** Another major social network established in 2003 by Indian entrepreneur Ramu Yelamanchi. Here a user's network included their own contacts, also second and third degree contacts.

- **LinkedIn:** Founded in 2003, LinkedIn was the first mainstream social networks devoted to business. It allowed users to post a resume and interact through private messaging.

- **Myspace:** Founded in 2003 and acquired by News Corporation in 2005. By 2006 it became the most popular social network in the world. It allowed users to customize their profiles, post music from artists and embed videos from other sites on their profiles. Blogs are a part of Myspace profiles, with each member automatically getting a blog. Myspace was overtaken by Facebook in 2008.

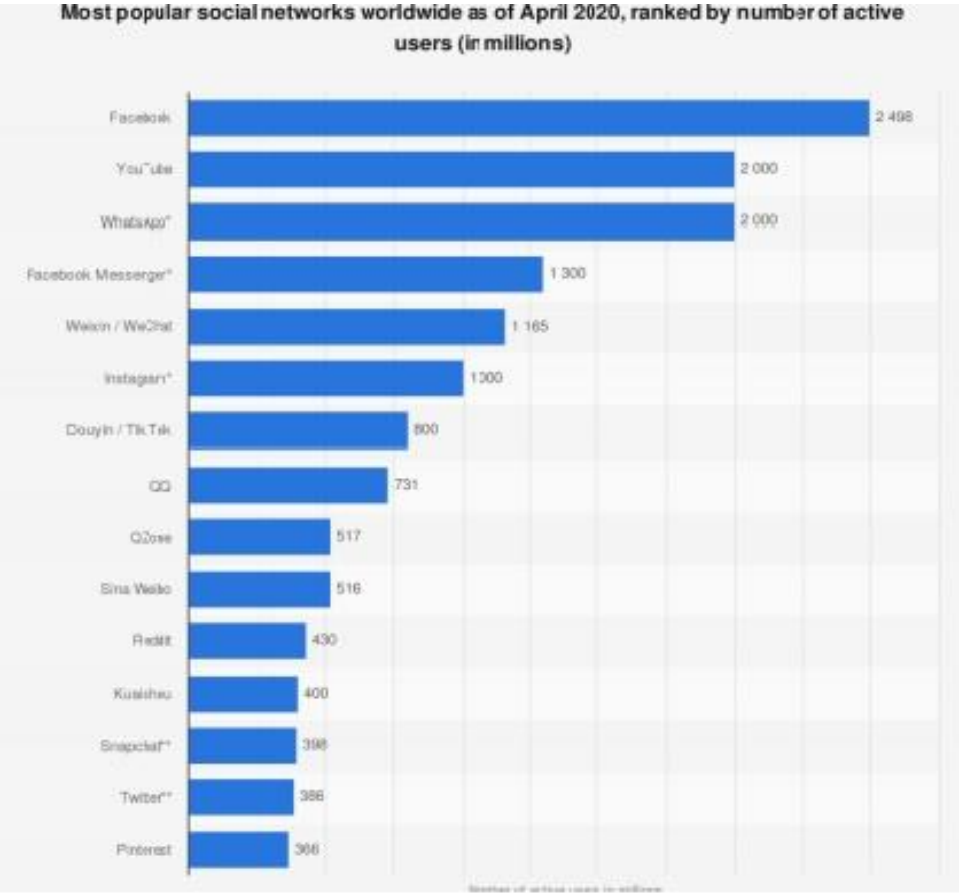
- **Facebook:** What started in 2004 as a Harvard-only social network soon expanded to other schools, high schools, businesses and eventually to everyone by 2006. In 2008, Facebook became the most popular social networking site, surpassing Myspace. It allows users to post photos, videos and customize their profile content but not the design. Users can change their privacy settings, post notes visible to all their friends and "like" the posts of their friends.

- **Flickr:** Launched in 2004, it has groups, photo pools and allows users to create profiles, add friends and organize images and video. It allows users to license their photos through Creative Commons, as well as retaining all copyrights.

- **Youtube:** Launched in 2005, it was the first major video hosting and sharing site. Users can upload videos and share them through Youtube or by embedding them on

other websites. Its major features include ratings, comments and an option to subscribe to the channels of a user's favorite video creators.

- **Twitter**: Founded in 2006, it is now being used by celebrities, politicians and newsmakers by way of putting information called the "Tweets" in about less than 140 characters. There are Twitter clients for updating and managing followers, services that track Twitter trends and services for posting photos and videos directly to Twitter.



(Source: Statisa, 2020)

1.11 FROM ONE-WAY MASS MEDIA TO INTERACTIVITY, ENGAGEMENT

Some of the most commonly used terms to explain the transition from traditional to social media by various scholars include hybrid media system by Chadwick (2013), ambient journalism by Hermida (2010) and produsage by Burns (2007). Existing

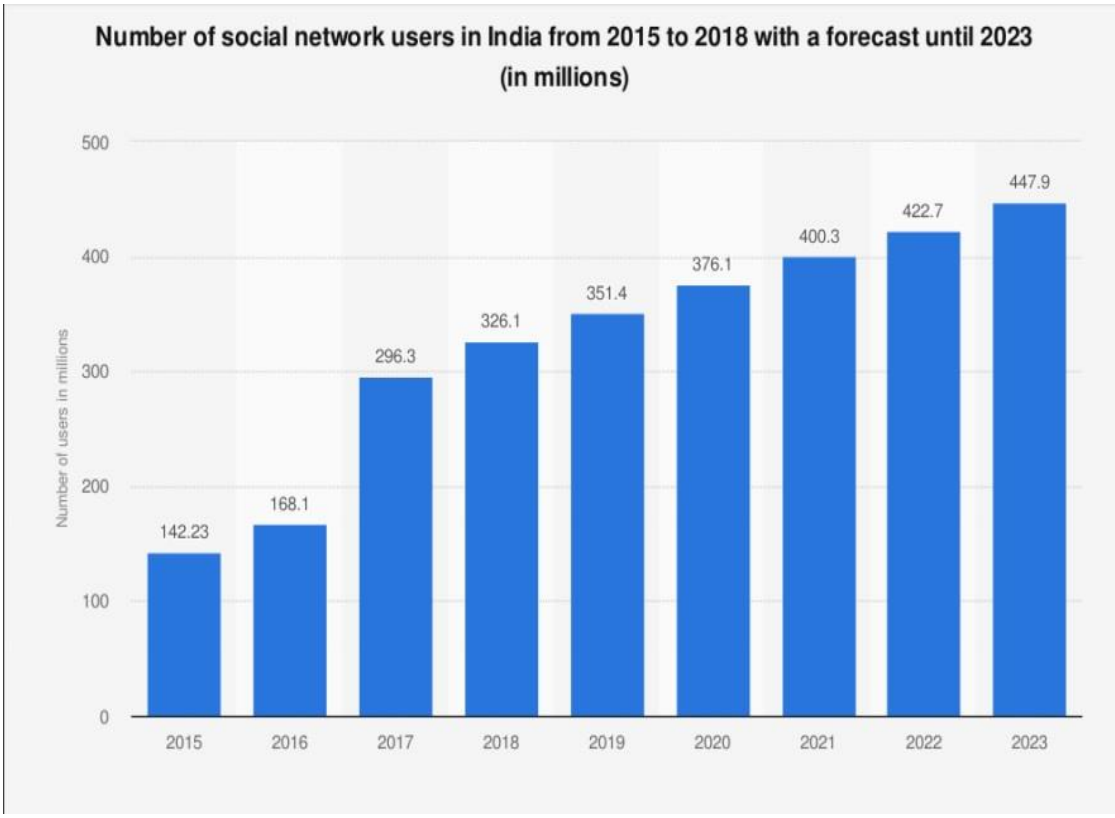
literature on social media as news indicate that social media are common forms of citizen journalism and also play an important role as information source, commentaries and newsworthiness (Broersma & Graham, 2012; Carpenter, 2010; Fico et al., 2013, Lacy et al., 2010; Meraz, 2011; Messner & Garrison, 2011). Research on hierarcy of influence model indicated that besides other factors, individual, organisational and community-level factors affect journalistic practices the most (Shoemaker & Reese, 1996).

1.12 IMPORTANCE OF THE STUDY

In a news report titled "Changing trends in media ecology" by The Hans Media, it is claimed that due to a fundamental change in the nature of journalism, publishing is in the hands of people in present times. The evolution of media ecology is in a state of chaos due to which professional journalists are made to share their arena with social media users, including bloggers, tweeters, YouTubers and citizen journalists.

Research indicates that reporters use social media sites mainly for surveillance and search purposes (Waters, Tindall & Morton, 2010). As per the IAMAI 2018 report on Internet penetration in India, the overall internet penetration is 35% of total population. It is seen that India is the second largest online market, ranked only behind China. It is predicted that by 2021, India will have about 635.8 million internet users, Statistics Portal (2017).

In October 2020, 11 digital news organizations joined together to launch DIGIPUB News India Foundation with an aim to strengthen digital news ecology and serve the interests of digital media which differs from the legacy news media.



(*Source: Statista 2020*)

Being the 2nd largest online market, ranked only after China, India, too, is adapting itself to the new ways of communicating and connecting with the larger audience. In a country like India, the responsibility thus comes even more on the shoulders of the fourth pillar of the society to carefully use social media channels such as Facebook and Twitter in today's newsrooms while selecting, disseminating or even connecting with the audience online. Thus, it is vital that the media redefine its role in dealing with the challenges of consistent flow of information and reaching out to its audience through online channels like Facebook and Twitter, which also calls for a shift in the attitude of media professionals towards the adoption of technology and the study thus aims to explore the challenges faced by media professionals in using social media and the opportunities ahead.

The most effective communication is interpersonal by word-of-mouth and social media is an extension of word-of-mouth communication in cyberspace. Social media have added another dimension to constantly expanding media-sphere. The reality is that

audience is changing its news consumption habits and social media with its "engagement" feature cannot be missed by those in the news business. Social media with its C2C (Customer to Customer) model where customers and citizens are talking to fellow consumers or citizens and expressing themselves resulting in generating huge data, which is useful for effective communication strategy if analyzed well by those in deciding public discourse. Social, local and mobile feature of social media offers huge opportunities which cannot be missed by those in the communication business in present times.

It is important to accept that social media is now a channel that businesses cannot afford to ignore and news business is no exception. Journalists and editors have to adopt new ways to re-engage with masses and this study is thus necessary to understand the changing media landscape and the challenges faced by those in the media business. There is a need to understand how journalists and their managers are looking at this new social, networked, collaborative community within the ecology of the new media environment.

Therefore, the purpose of the study is to analyze how social media is being used as a reporting tool and how reporters, editors and their news organizations are using social media.

Presently, social media is developing into an indispensable part of our daily lives. The research is bound to gather empirical insight into this transition from traditional media practices to social media presence and acceptance in newsrooms. The topic is much discussed but less studied in Indian context and very little is known about these changes and challenges through the prism of journalists and editors.

1.14 STATEMENT OF PROBLEM

There is a paradigm shift in terms of public discourse and communication culture is also changing with the popularity of social media sites and presence of smart phones. News landscape is becoming more social. Even the most traditional news organizations are setting an agenda to become more engaged. They are including live blogs of events on their websites, incorporating amateur videos into their feeds and encouraging user comments and feedback in formal and informal ways. The role played by social media

cannot be neglected, especially considering the growing Internet acceptance in developing countries, especially in India.

It's been more than a decade now that we have reached a position where almost everybody has accepted Internet and a new form of media has emerged- "Social Media" which is impacting professions particularly based on communication. Facebook and Twitter are the most popular social networks. Today's youth is called as the Facebook generation and governments and businesses therefore cannot ignore social media.

Earlier studies show that media, including journalists use social media for different purposes. Social media networks are used as a source of information and even as a beat (Broersma and Graham, 2012). Media uses social media to disseminate information and improve their connection with its audiences (Hermida, 2010). Several media institutions are hiring social media editors and journalists are using social media as a tool to break news (Pradhan & Kumari, 2018).

With the Internet as an agent of change, almost anyone can set up a site, blog a Twitter account, a Facebook wall to spread a message. Technology is no longer the stumbling block, but the concern is content and connectivity. In social spaces the distinction between journalist and audience has vanished completely and the "gates" have crumbled. Studies have shown how social media and Twitter in particular are being used as sources by journalists. A journalist is defined by connections and networks in this fragmented media ecology (Megan Knight, 2013). They must thus carve out a new relationship between sources and output and be more aware of social media culture.

In order to correct ecological imbalance, larger attitudinal changes are required. Often environmental angle is lost while reporting developmental issues. It is important to fill knowledge gap and sensitize journalists towards socio-scientific way of reporting to guide better public perception (Banda, 2015). Thus it becomes even more important to understand the shifting roles and responsibilities of editors and journalists in the age of social media. Studying journalists' as well as media's overall usage of social media network is thus worthy.

1.15 SCOPE OF THE STUDY

Less is known to the extent to which social media is used by journalists as a news gathering and reporting tool. The study is expected to bring out three main contributions:

1. Explore the new media landscape in context of social media impact on Journalism.
2. Illustrate social media consumption within the Journalism circles.
3. Analysis of news sourcing, gathering and disseminating practices among the leading news organizations.

1.16 UTILITY OF THE STUDY

A deeper understanding of attitudes and challenges of traditional media professionals in equipping themselves with skills essential for the new media roles will be the focus of this study. Several studies have focused on organizational and individual adoption and uses of new technologies in the newsroom. However, little is known about the extent to which journalists are using social media as news gathering and news reporting tool.

The study thus can be used in understanding how newsrooms are adopting social media and by doing this it lays the foundation for best newsrooms practices in the 21st Century.

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CHAPTER-2

REVIEW OF LITERATURE

Media has been the binding force of society all across the globe. According to Poster (2010) media has always enjoyed an important place in the western societies in the past and it is relevant still in present and future era. However, since post modern era processing of information has become more complex with machines and technologies that are used for the production, reproduction, storing and distribution of essential elements of culture, including texts, images and sounds (Poster, 2010).

Due to rapid changes in communication there is a need to study the effects of social impacts of communication. As emphasized by Rosen (2011) it's high time journalists move beyond objectivity in order to re-engage with the public. Scholars claim that social media are global and online freedom brings legal responsibilities too.

For McLuhan technology was the fundamental factor for understanding media. Like traditional media, the Internet allows speakers to communicate messages to a large public. But due to the intervention of Internet and reforms in telecom sector, the field of communication and media are also undergoing a change. Contemporary media ecologist Castells (1997) in his information age trilogy series suggested how social networks could provide tools for a better world. According to George Siemens, father of connectivism, technology will impact how people live, communicate and learn in digital age and Jenkins (2006) explains how convergence culture will be the future.

Taking a serious note of the existing shift in the field of media as even brought out by Gillmor in 2016, the present chapter takes a sociological approach for the purpose of the study and discusses changing media ecology.

CHANGING MEDIA LANDSCAPE

Rogers' (1986) measured thepros and cons of changes in communication pattern in society. He discussed the changes right from face-to-face communication to computers taking a lead in becoming a medium of communication. According to him

communication science took off with electronics era in 1947 and new media makes it possible to communicate with the physical presence by calling the process of key-board-to-keyboard communication as de-emotionalization. He felt the need to study changes in human communication due to the use of computers which is far from face-to-face interaction and low in social presence. The important social impacts of new communication technology as indicated by him include unemployment, increased information gap, increased gender inequality in the use of media, information overload, increased privacy invasion, decentralization of power in society and segmentation of mass audiences.

Katz (1992) studied the growing challenges in the field of mass communication and brought out the difference in the approach of traditional and new media. He feels powerful traditional mass media exploited the audience who often felt helpless. But he pointed that as we move closer be a part of the information age. The challenges are growing in the field of mass communication. Due to growing number of changes in the media environment, older approaches to news are being replaced with the *New News*. New type of journalism empowers the viewer to be his own editor, with live editing and sometimes no editing at all. According to live media coverage especially incidents that of war or Olympics will continue to unite audience across the globe which he concludes is the unique function of mass media in the society.

Castells (1997) also took a sociological approach and believed that social structures change due to the intervention of digital technologies where internet becomes the basis for organizations in the information age. His model applies to journalism as well as according to him Journalism in the network society is surrounded by *information technology-powered networks*, which is also causing restructuring of journalism. The real change as per him comes from information. Information in Internet age comes from people. They become the producers of information and exchange it over the internet, and he called it a true revolution. The Internet was designed to be decentralized and control is in the hands of those who could contribute content. This transformational shift in information exchange needs to be scrutinized and organizational structures in media need to be reassessed.

McNair (1998) studied communication and media content from a political view point. In his attempt to study contemporary political debate he emphasized that activities of political communication include intra-media considerations including journalistic bias and proprietor's interference etc. He argues that that what media does is the product of external factors and social structures shape journalistic production (text), its dissemination and the way it is received. Journalistic text is thus a product of variety of cultural, technological, political and economic forces specific to society and time.

Triandis (2000) raised more important issues in society from the point of view of culture. He stated that culture reflected how the members adapt to a particular ecology, especially the media culture, which according to him is to make life easier for people by teaching them how to adapt to their surroundings. Traditionally, media provided knowledge to people in order to function effectively in their environment. He brings out three categories one in which communication content is more important to people and shapes the culture. The second is peoples' own attitudes and beliefs as well as the external factors which include social influence and the third category includes the attributes of people themselves like their race, ethnicity, religion etc which will differentiate individuals from one group to the other.

Severin & Tankard (2001) studied characteristics of new media and raised concerns related to changes in mass communication theory which included two important things. One is the active audience due to newer forms of media like social media and a shift towards cognitive approaches in information processing. This shift according to them is seen in three ways – one a shift in independent variables from persuasion to discourse and framing. A change in dependent variables from attitudes to cognitions such as knowledge and beliefs and shift in emphasis from change as a result of communication to restructuring or social construction of reality. According to them the most important characteristic of new media environment is that all information is digital. They further state the importance of *Cyberspace*, an important term coined by William Gibson, science fiction writer, in his novel *Neuromancer* in 1984. The term according to researchers has also become a popular way to refer to a space where electronic communication takes place. Cyberspace in the novel, however, means an alternative

world made of masses of information from corporations, military, governments and also individual egos.

Nwabueze & Okonkwo (2001) examined the relevance of traditional communication theories in digital era and suggested the acceptance of online and inclusion of social media to define media in present times. According to them magic bullet theory in the digital age used two issues that were spread by the social media. They emphasized on the two key developments in the field of communication due to the emergence of social media – one is the publication of user-generated content with the help of Internet and another one is the one-to-one communication with the help of social media instead of one-to-many communication structure of traditional media which have changed the role of traditional media in digital times. According to them the definition of traditional media has been expanded to include online and social media. Young adults are most active on social media but their study found that audiences are *actively passive to* some media content and their study establishes the relevance of magic bullet theory is present age.

Chaffee & Metzger (2001) with the acceptance of online and social media in the definition of media the focus will change from mass to individual. The researchers studied changes in newsroom and suggested to use the term media communication instead of mass communication due to recent developments in the field of computing and information technologies which are further bringing changes in the newsroom. In their study they discuss the future of mass communication in the new media environment. According to them there is a changing notion of speed and connectivity in the newsroom. From selected gathering, analyzing, verifying, expanding, to delivering whatever is available at a minute-by-minute pace, the pressure which was earlier affecting news agencies is now applied to all media organizations as well. New communication technologies according to them are good in dealing with the negative aspects of agenda-setting. The new media empowers people to set policy agenda and with the diffusion of new media in the society people's experience with mass media will become more individualized as the researchers establish it through their study.

Bargh & McKenna (2004) discussed the change in interpersonal communication due to technological intervention similar to the beliefs of Rogers discussed earlier. This study specifically revolves around computer-mediated communication and its impact on identity formation. According to researchers internet has brought a major breakthrough in interpersonal communication. According to them internet brings a major breakthrough in interpersonal communication. Besides wider reach and bridging distance gaps, computer mediated communication addresses identity formation, presentation and distribution. It examines identities and their interaction and sometimes produces online communities. Besides, it also offers voice to groups seeking social change, cultural shifts and political power. Most importantly, computer mediated communication helps people to present their identity that seeks to be truthful. In their attempt to examine the effects of internet on its users from various aspects the evidence gathered through the study suggests that users also bring self-expression, competition and affiliation while they are in the ambient of internet communication.

Stafford (2005) in a similar manner this study too examines the role played by computer-mediated communication especially in maintaining long distance relations feel that from a long time trust is assumed to be one of the important themes for journalists in building relationship with audience. The study raises questions on the basics of journalism in terms of trust and credibility and the role played by new media in reviving the basics. New media seems to have redefined credibility and according to the researcher in the mobile arena, one must look for credibility other than presentation and actual user interface alone.

Bruns (2005) examined the impact of online gate watching, open news as well as participatory journalism by analysing the workings of open news and brought out a clear difference between gate keeping and the recent gate watching due to online information overload. He discussed in detail the present status of online gate watching, open news as well as participatory journalism by analysing and documenting the internal workings of open news. He conducted interviews with key staff members and suggested that social media has challenged the right of journalists as well as editors to decide on behalf of public. In his attempt the author investigates the limitations of user community,

effectiveness of gate watching process, self-policing methods etc. The study discusses tools to analyze and classify various forms of online publishing in the field of journalism.

Cohn (2007) discussed the emergence of new terms like network journalism and crowd sourcing and their relevance in writing a news story. The study explains how group of people who come together through the Internet to work on a single story giving birth to what he called network journalism. According to him network journalism is based on two principles- wisdom of the crowd which means collective intelligence which is greater than a single reporter and crowd sourcing to tackle large investigation more efficiently than a single reporter.

Paulussen & Ugille (2008) looked at the challenges and opportunities posed by citizen journalism and evaluate the role played by professional journalists. They studied the influence of user generated content on mainstream media and identified a shift in interest towards collaboration with audience members. The researchers argued that nothing can replace the role played by professional journalists and that professional characteristics in newsrooms are seen more seriously. They concluded that there is some sort of hindrance among media professionals to open up news production process for user generated content. The development of participatory journalism according to them was slow due to the traditional set up of newsrooms. According to them work routines of editorial staff and attitudes played an important role in acceptance of user generated content professionally.

Fang & Neufeld (2009) Similar to Bargh's observations, this study also emphasizes on individual participation in online communities to acquire knowledge and thus form identities. Researchers observed that massive Internet may be too large to control and there is a need for psychological sense of community instead of the one based on traditional legal geography. The study highlighted the problems faced by traditional media especially newspapers before the coming of Internet. Also, the study raises questions on the consumers of Internet news. The results indicated that situated learning, which is the process of acting knowledgeably and identity construction, which involves process of being identified within the community, were linked to sustained participation.

Equity Kicker (2010) studied the pros and cons of Internet news and concluded that problems in newspaper industry started much before the coming of the Internet. Google chief Economist Hal Varian confirmed around 50 percent of the production cost of a printed newspaper is in printing and distribution and only 15 per cent of total cost is in the editorial content. As per the report newspaper industry never made money from news alone, rather all the other specialized sections of the newspaper that helped them made money have now been picked up by the websites. However, if the news is accessed via the Internet, it helps producers in saving a lot of money. Internet news is mostly consumed at workplace and thus the wealthy people are the largest users of Internet news.

Logan (2010) as part of his research on the origin and evolution of language stated that media ecology approach connects all aspects of communication and embraces the study of media, technology and language which form an ecosystem. The study is conducted through an ecological approach which the researcher suggested is the answer to link communication and media with the help of technology and language to form a new news ecosystem. Traditionally, an ecosystem referred to a biological system consisting of interactions among all constituents of the system including natural physical environment and the living organisms. A media ecosystem is defined as a system consisting of human beings, media and technology through which they interact and communicate with each other. He further adds that ecosystems whether they are biological or media-based evolve as their constituents also co-evolve through their interactions with each other.

Sivek (2010) held similar views and brought out that in a social-media landscape, there are a lot of people operating as journalists, bloggers, freelancers, tweeters, YouTube commentators etc. The study emphasized on individual voices in online spaces and argues how it changes the identity of a journalist which is not determined by its employer alone in the new media scenario. According to the author most importantly, the voice of the individual becomes clearer in social space, as journalists are in direct touch with their audience. They have unlimited options to source information from. But also alerts that nothing is fixed in this new news landscape neither the products journalists produce and

not even the resources. As a result the author alarms that the meaning of the word journalist dissipates and raises concerns regarding the identity of a journalist which is no longer determined by its employer alone.

Heinrich (2011) on the other hand feel that a new kind of journalism is emerging as a result of growing number of news distributors entering news production globally. In his work he highlighted the changes and analyzed journalistic practices and processes of globalization and digitalization. With the help of digital communication technologies, web of information deliverers beyond professional news organizations is spreading across the globe. Bloggers, media activists and citizen journalists act as individual information nodes. Information exchange among several such nodes across the globe is giving rise to network journalism. In this evolving sphere of information exchange news organizations according to him are in the process of re-balancing and coping up the challenges. Besides with the help of digital opportunities innumerable number of information nodes are emerging in the network journalism sphere and improving the future of journalism for better.

Quail (2011) emphasized on the significance of mass media in everyday life, politics and culture that can't be ruled out considering the given changes in society, which is progressing towards an open system. The author threw light on open communication and stated that it would not be wrong to say that one-way flow of information will no longer be able to fulfill the growing needs of mass audience. Be it an arena of public debate or means of publicity for politicians, mass media for people means representation and expression of social reality and social identity. Although supported by the internet and mobile technology, the new media is less structured, interactive, private and individualized. Thus, there is a greater need for change in the content and flow of information in the new media environment.

Knight & Cook (2012) offered a new way of examining the practical skills that are needed to thrive as a journalist and raise an important concern that in the new media ecology a lot of people are participating as journalists even an amateur journalist who may not be having a press pass, salary or relevant journalistic training can publish and aggregate content. However, in this new social era of journalism, networked and

collaborative community based journalism will remain fundamental in the ecology of new media environment.

Bruns (2011) discussed the conflict between traditional media establishment and new generation citizen journalist which as per him is a continuous process. He suggested the need-of-the-hour is to strike a balance between the original news content with that of what is being shared and distributed across multiple online and social media platforms. He suggested that this could be done in collaboration with news users and concludes that Journalism has become a mass participation activity. Traditional journalists in fact are capable of contributing for the collaborative efforts that generally take place on the social media or on their own individual social spaces. He suggests that journalists must work even harder for the added value that they provide to the users through their investigations, creation and narrative efforts. Specialist news organizations will fare better in future and the roots of future journalism must be firmly based on the role of journalist as gatekeepers of information and central positioning of the news media outlets.

Tewksbury & Rittenberg (2012) believed that internet news places journalists within large social networks and it is horizontal in nature. The role played by traditional journalism was only to inform citizens to help them in democratic decision-making through voting. According to them, citizen journalism, however, has transformed the news audience mainly through online discussions. This participatory sort of journalism according to them can become a driver for social change and thus help in opening the *gates.*

Kaplan & Haenlein (2012) provided views on social media application for consumers and its business potential especially in a managerial context. They described social media as a media that used web-based technologies to transform and broadcast media monologues into social media dialogues. Social media according to them is a group of online communication channels devoted to information, connection, substance and coordinated effort. Sites and applications committed to discussions, micro-blogging, social system administration, social bookmarking, social 'curation' and wikis are among the distinctive social media. Social media has been advancing rapidly, offering new and significant approaches to individuals around the globe. They conclude that social media

is going back to the roots of start of Internet where individuals ruled rather than the big corporations. Besides, with the coming of virtual and real together on social media there is over-sharing of information providing a lot of opportunities as well as poses a new threat.

Hamat, Embi, & Hassan (2012) brought out the relevance of social networking sites and felt that social networking sites are an important tool for young adults to communicate with their peer groups. Their study analysed the success and popularity of social networking sites and the results showed that the idea of online sharing has been successfully taken to the social and personal level of the respondents.

Sanders & Oslen (2012) raised some serious issues and pointed towards greater threat posed due to the social media. According to them the content providers in social media included both independent speakers whose information may be subject to minimum editing as well as traditional media speakers whose information is often verified and edited. In the given scenario the authors feel that defamatory speech has greater potential to spread and reach a widespread audience as well.

Newman, Dutton, & Blank (2012) analyzed how institutional news media used social media to enhance news production and distribution. Networked persons according to them are using social media to source and distribute their own information to get independence from the Fourth Estate journalism. Use of search engines to find information is also reduced due to the rise of social media as a portal to news.

Shrivastava (2013) elaborated how social media also known as the Web 2.0 phenomenon is associated with Internet by referring it as a platform that is highly interactive and facilitates content generation by interconnected user communities using web applications that allow interoperability, collaboration and information sharing. It is now becoming the mainstream media with a difference of being interactive. Most newspapers and TV channels have their websites that invite comments and discussions on various topics. And even welcome *user generated content* by encouraging participation from citizen journalists.

Hedman & Djerf-Pierre (2013) confirm that social media are changing the journalistic profession in terms of its relation to the audience, but not its fundamental societal role as the fourth estate. Their study examined professional and personal use of social media by Swedish journalists and categorized the users into three sections: skeptical shunners –journalists who avoid social media, pragmatic conformists- those journalists who are regular but selective users of social media mainly for information purposes or ambient scanning and enthusiastic activists – journalists who use social media for networking, personal branding and collaboration.

Albarran (2013) differed with other researchers and confirmed that social media allows everyone to create an account and that there are no barriers to entry on social media platforms. When everything comes on one platform the author reminds of what other media economists think of social media by calling it a disruptive communications industry.

Yousuf (2013) discussed ethical challenges in social media by maintaining that some aspects of excellence like accuracy, depth, comprehensiveness and navigability are the strong pillars as markers of journalistic quality. Besides, the study further suggests that considering the wide reach and changing nature of social media it is important to see how journalists are thinking about excellence with social media platforms.

Manovich (2013) a mathematician and a digital artist looked the changes through a different lens and brought out the importance of software dependency. He stated that new media ecology is causing a digital dependence. He raised the question of media after technologies and concluded that computer is an exception to the historical progression of media technologies. According to him computers are not medium but he calls them metamedium. Metamedia uses new media to focus on collaboration across traditional fields.

Knight & Cook (2013) emphasized re-orientation of news organisations. According to them news organizations and individuals can no longer work in isolation from their community and environment. The traditional uni-linear arrangement of information passing from source to journalist and then to audience can no longer work.

News organizations and journalists must re-orient towards community which includes sources, audiences and peers in the living ecosystem.

Social media ecology is an expansion of voices and participation. The news products are more divergent and include multiple voices and provide multiple sources to a user for better understanding. This sometimes raises a question on the gate keeping process of journalism in the past as social media allows the gates to open for public with more participation opportunities and thus even guide the news agenda. The difference between journalist and audience vanishes in social spaces and thus crumbles the traditional gates in a way. In social-media landscape the individual voice of journalist becomes clear. Journalists find themselves in direct contact with the audiences and find more options regarding their source and output.

The researchers have proposed a two-dimensional matrix. The matrix indicates the level of engagement and collaboration among organizations and individuals. It determines a news organization and a journalist based on three factors – the voice, intent and weight or influence. Voice and structure of stories is placed at the vertical axis and intent and influence on the horizontal axis. Traditionally, news making was the process that took events and turned them into recognizable news packages using "third-person objective" voice of the authority. This voice is at the top of vertical axis and at the bottom is the unedited, unverified personal voice of the blogger or tweeter. As one moves down the axis, the news content becomes more personal. At the top of the vertical axis, news products were approached with a closed gate keeping. As one moved down, the gates open and the difference between a journalist and audience vanishes. Presently, the news landscape is moving down the axis and even the traditional news organizations are including live blogs on their websites, incorporating amateur video into their feeds and incorporating comments and feedback in formal and informal ways.

The horizontal axis measures the intent of the news organization with traditional or mainstream media at the far right of the matrix. While moving towards the left, organizations' focus on news decreases and other concerns like social change and political activism comes up. In the new social and networked environment, output technology is no longer the determining factor of a news organization. Traditional

organizations are converging. They are using the same input to produce multiple outputs for multiple audiences.

Business strategies in new media landscape according to him fall in two main categories namely - quantity and quality. The quantity section prefers the old way of bringing revenues based on largest audience, mass hits, volume of traffic, viral video or peak viewing slot are some examples for this. Revenue in quality section is however based on added value which may come from creating niche content for segmented audience by offering a premium service which brings in more content engagement and loyalty. Social media thus according to them have the potential to redefine culture by including the voices earlier ignored by traditional media gatekeepers. Social media offer new opportunities for sharing events and news.

Mersey, Mathhouse and Calder (2015) studied the concept of engagement and discuss its relevance in news organizations in present times. Concern is raised by them on defining engagement by bringing together industry and academia which at present is missing. Therefore they felt advertisers are looking at engagement with a focus on brand placement rather than news content. According to them engagement is the collective experiences that viewers or readers have with a media. In social media engagement is seen in terms of *likes, shares, favourites, retweets,* etc. In their attempt to define online engagement, they found two types of engagement for media companies – personal and social-interactive engagement. The results of the study indicated that these two types of engagements are associated with readership.

Edelman (2016) in its report predicted the rise of social media influencers and live streaming products. According to the report the ability of social media to go directly to the end users of information through social channels has disrupted the mainstream agenda. Implications predicted by Edelman include concerns regarding security and privacy. Fake news too that might continue and new level of transparency based on truth and ethics would then be seen among companies.

Narayan (2016) claimed that the nature of news media is not just dependent on technological platforms but also on the fact how people and institutions are using the new

media. Therefore, a bi-directional approach is needed to study the influence of technology and society on media environment. Looking at the roots of new media, the author brings out two major perspectives, one technology driven environment and the other in terms of social and cultural context. Besides, it's not just the technology but in fact the social, cultural, political and economic environment which must be studied to understand the media better.

Islas & Bernal (2016) according to them media ecology studies the changes in society due to the evolution of technology and media. They brought out the definition of media ecology as given by Corey Anton editor of *Explorations in Media Ecology* as, "media ecology understands the on-going history of humanity and the dynamics of culture and personhood to be intricately intertwined with communication and communication technologies." Finally, the study lists three main approaches to study media ecology asemantic, ecological and through historical approach and conclude that media ecology as well as general systems theory are complex and systemic metadiscipline.

Chandler (2017) in an essay brought out the meaning of media ecology phrase and confirmed that the meaning of media ecology will depend on the context in which it is used. According to him in journalistic context it refers to the extant media forms which could mean the same as media environment or media landscape. He gave an example of President Barack Obama who used the phrase "this whole other media ecology of the Internet and Instagram and memes and talk shows and comedy," to reach out to young Americans who receive news and information through social media sites instead of traditional media. He defined the term as a perspective on media effects and called it a field of inquiry. He feels media ecology can be understood as a body of literature in media and communication studies and added the perspective of Lance Strate who graduated from the Media Ecology program at New York University in the 1990s and later in 1998 became the founding member of the Media Ecology Association at Fordham University.

Strate (2017) stated that media ecology is the Toronto School and the New York School. It is technological determinism, hard and soft and technological evolution. It is

media philosophy, and medium theory and mediology. According to him media ecology is build around McLuhan's perspective of "medium is the message" and concludes that media ecology must study "media as media". The nature of technology as per him is more significant than the intention for using it. It is the material and method that will determine the outcome, he submitted.

Velasquez & Denis (2018) conceptualized the new media ecology comprehend the meaning of the term media ecology and traced its origin. According to them Postman positioned his research in media as environments while McLuhan positioned his ideas in media as species. For Postman the word ecology meant the study of environments, including observation about their structure, content and their impact on people.

Lipschultz (2018) suggested that social media concepts, tools and practices thrive under the broad understanding of diffusion of social and technological change. There is a move from one-way mass communication for large audience to social networked media communication and this is reflected through the popularity of hashtag movements e.g. #MAGA (Make America Great Again) and #Metoo etc clearly show how social media are now at the core of wide range of social and political movements. Communication scholars feel that journalists will continue to communicate with mass audiences but influence and trust will depend on individuals' or organisations' social networks and branding.

Chandrasekhar (2020) supported that social media has challenged the control enjoyed earlier by a few who influenced the public opinion. Social media's power to shape or distort narratives is out in open now. The author also alarms regarding the power of social media, which could be misused by some to spread hate and violence in society.

SUMMARY

Literature suggests that change brought in by the use of Internet and compute-mediated communication has multidimensional impact on society and journalists too are part of the society. Media ecological approach will help in connecting all dots to form a new media ecosystem which will further strengthen the traditional news values. In a diverse country like India, where disparities are very high, the responsibility thus comes

even more on the shoulders of the fourth pillar of the society that is the media vis-a-vis news editors and journalists to carefully use social media which is emerging as a fifth pillar of the society. Thus, it is vital that the media redefine its role in dealing with the challenges of consistent flow of information and reaching out to its audience through online channels like Facebook and Twitter, which calls for a shift in the attitude of media professionals towards the adoption of technology and the study thus aims to explore the challenges faced by media professionals in using social media and the opportunities ahead.

Studies in the past have analyzed how Institutional news media is using social media to enhance news production and distribution. Networked persons are using social media to source and distribute their own information as well as to get independence from the Fourth Estate journalism. Use of search engines to find information is reduced due to the rise of social media as a portal to news (Newman, Dutton, & Blank, 2012). Due to the existing shift in the field of media, this study aims to understand the extent of influence of changing media ecology and social media on Journalism in India mainly through the voice of working journalists and veterans in the field.

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CHAPTER-3

RESEARCH METHODOLOGY

The purpose of this study is to find out the usage of social media by reporters and editors from print and electronic media and explain how news organizations are adopting to the changing media ecology. It will also analyze the extent of influence of social media on journalists, reporters' freedom to post on social media and evaluate emerging trends in Indian journalism with the help of a mixed method approach.

3.1 RESEARCH APPROACH

For the purpose of this empirical study, the researcher adopted a mixed approach through survey questionnaire and in-depth interviews to find out social media adaptability and use of social media as a newsgathering and disseminating tool by working journalists in top media organisations including print and TV channels. With the acceleration of convergence of information technology in the last decades of the 20th Century, the pace of change in media ecology has also been phenomenal. This study is approached through the lens of media ecology with the help of inputs from working journalists.

3.2 RESEARCH DESIGN

According to Fred N. Kerlinger, "research design is the plan and structure of investigation which is conceived to obtain answer to research questions." The main focus of the study was to understand the extent of influence of changing media ecology and social media on Journalism in India through the voice of working journalists in top media organisations, including both print and TV channels.

Research design adopted for the study was field study. Field studies are conducted in real life situation where interaction between independent and the dependent variable are stronger and the yield provides a deeper look into various factors affecting the variables.

After discussion with experts it was decided to have both quantitative and qualitative approaches to this empirical study. It was felt that in-depth interviews and informal discussions with veteran journalists could give more insight and would make the study stronger. For first three research objectives field study was conducted using survey questionnaire as an instrument to collect data. For 4th research objective both quantitative and qualitative method was applied. In-depth Interviews (open-ended questions) of 5 veteran journalists from media industry is conducted.

The research design for this study had major stages and as in the case of every research methodology a pilot study was conducted. A pilot study was conducted on reporters and editors from the selected newspapers and TV channels based in Delhi. The draft questionnaire was administered by 10 % of the total respondents and based on the findings of the pilot study necessary changes were incorporated in the final questionnaire of the study.

3.3 RESEARCH METHODS

The researcher has used survey design for this study. Questionnaire and in-depth interviews were used as research methods to collect data from reporters and editors. A questionnaire was administered by working journalists from print and electronic media.

3.4 RESEARCH OBJECTIVES

The broad objective of the study is to examine reporters and editors social media usage. Specifically, the study intends:

1. To find out the use of Social Media by working journalists
2. To study the role of media ecology in news selection and distribution
3. To analyze the effect of social media and media ecology on journalists in India
4. To evaluate emerging trends in journalism in India

3.5 HYPOTHESES

H1o: There is no significant difference between Journalists using social media for professional development

Ha: There is a significant difference between Journalists' use of social media for their professional development

H2o: There is no significant difference between editors encouraging reporters in the use of social media for professional development

Ha: There is a significant difference between editors encouraging reporters in the use of social media for professional development

H3o: There is no significant difference between editors setting public agenda through newspapers in the age of social media

Ha: There is a significant difference between editors setting public agenda through newspapers in the age of social media

H4o: There is no significant difference between emerging trends in journalism in India in the age of social media

Ha: There is a significant difference between emerging trends in journalism in India in the age of social media

3.6 RESEARCH TOOLS

To meet the first three research objectives i.e. to find out the use of Social Media by working journalists, to study the role of media ecology in news selection and distribution and to analyze the effect of social media and media ecology on journalists in India, a field study is conducted with the help of a survey questionnaire as an instrument to collect data.

The survey questionnaire was designed and distributed among working journalists from both print and electronic channels. For Print (reporters and editors) were selected from the list of top 20 highest circulated news dailies across languages in India as per the

Audit Bureau of Circulations (ABC), 2018. A total of eight- English and Hindi dailies represent the sample- Dainik Bhaskar, Dainik Jagran, The Times of India, Hindustan, Amar Ujala, The Hindu, Punjab Kesari and Hindustan Times.

For electronic out of the list of top 5 news channels as per the Broadcast Audience Research Council (BARC) India from Saturday, 16th November 2019 to Friday, 22nd November 2019 in both English and Hind segment, 2 each in Hindi as well as English is selected for the purpose of the study, Aaj Tak, ABP News, Republic TV and Times Now.

For the last research objective which is to evaluate emerging trends in journalism in India both quantitative and qualitative method is applied. Qualitative interviews, comprising ten open-ended questions, were asked to five veteran Journalists from different media organisations.

3.6.1 QUESTIONNAIRE DESIGN

Keeping the research objectives in mind the researcher developed a questionnaire with closed-ended questions. The questionnaire comprised of four parts was designed to get responses from reporters and editors on social media usage and gratification.

The survey questionnaire contains a total of 30 questions administered both by reporters and editors from print and electronic media. For in-depth interviews, the researcher used ten open-ended questions administered by five veteran journalists.

First section of the questionnaire included the demographic profile of the respondents. Second section included four questions out of which three questions were adapted from Yuqiong's (2008) survey to determine journalist's adopter status. The three specific survey questions asked to measure the social media adopter status of reporters and editors include:

1. If respondents used social media for journalistic purposes?
2. Whether the organization had social media guidelines?
3. Whether the journalist began using social media as reporting tools before the organization developed social media guidelines?

According to Yuqiong, those who adopt social media before their organization would be called as **voluntary adopters**, those respondents who used social media after the organization would be called **forced adopters** and those respondents who indicated that they did not use social media as reporting tools would be called as **non-adopters**.

Third section of the questionnaire included six multiple option questions (from Q5-10) to study the media and specifically social media usage among working journalists. The last section included 20 questions (from Q11- 30) to meet the broad research objectives. Each item was measured using a five-point Likert scale from 1= strongly agree, 2= agree, 3= neutral, 4= disagree, 5= strongly disagree.

Five questions (from question 11- 15) were asked to meet the first objective which is to find out social media usage by working journalists. Five questions (from question 16- 20) were asked to meet the second objective i.e. to study the role of media ecology in news selection & distribution. Eight questions (from question 21- 28) were asked to meet the third objective to analyze the effect of social media & media ecology on journalists in India. To meet the last research objective which is to evaluate emerging trends in Journalism in India two questions (Q29 and 30) were asked.

3.7 SAMPLING DESIGN

Sampling methodology is based on the research topic and objectives. Stratified sampling technique was used for the purpose of study.

Since the study involved studying working journalists- reporters and editors from the hub state of media in India, reporters and editors working in the selected eight newspaper offices from the list of Audit bureau of Circulation, 2018 and four TV selected as per the Broadcast Audience Research Council (BARC) India, based in Delhi, comprised the universe of the study. The newspapers identified for the study included- Dainik Bhaskar, Dainik Jagran, The Times of India, Hindustan, Amar Ujala, The Hindu, Punjab Kesari and Hindustan Times. The TV channels identified for the study included Aaj Tak, ABP News, Republic TV and Times Now.

To confirm the sample size the researcher used online software Raosoft, Inc. **(http://www.raosoft.com/samplesize.html)** to determine the sample size for a total population of 1,973 working journalists from the print and 910 working journalists from TV with a margin of error plus/minus 5% at a 95% confidence level.

3.7.1 SAMPLING METHOD FOR PRINT

From the total number of approx population of 1,973 working journalists as authenticated by the Indian Federation of Working Journalists in the top media organisations in Delhi for print among the selected newspapers (Annexure III), 320 sample size was needed for the purpose of the study (margin error of 5, confidence level 95 per cent). The sample size was calculated with the help of Raosoft sample size calculator is mentioned below:

S. No.	Media House	Single Sample Margin of error 5, confidence level 95
1.	Dainik Bhaskar	4
2.	Dainik Jagran	49
3.	The Times of India	195
4.	Hindustan	12
5.	Amar Ujala	4
6.	The Hindu	8
7.	Punjab Kesari	32
8.	Hindustan Times	16
Grand Total Population		**320**
Total Sample (on 5%)		

3.7.2 SAMPLING METHOD FOR ELECTRONIC (TV CHANNELS)

From the total number of approx population of 910 working journalists as authenticated by the Indian Federation of Working Journalists in the top media houses in Delhi for electronic channels among the selected TV channels (Annexure III), 270

sample size was needed for the purpose of the study (margin error of 5, confidence level 95 per cent). The sample size was calculated with the help of Raosoft sample size calculator is mentioned below:

S. No.	Media House	Single Sample Margin of error 5, confidence level 95
1.	AajTak	89
2.	ABP News	104
3.	Republic TV	44
4.	Times Now	33
Grand Total Population		**270**
Total Sample (on 5%)		

Software URL: http://www.raosoft.com/samplesize.html

The total sample size of working journalists needed for the study was 320 for Print and 270 for TV channels.

3.8 SAMPLING PLAN AND UNIT

To meet the objectives of this empirical study reporters and editors of English and Hindi dailies were contacted from the list of top 20 highest circulated news dailies across languages in India as per the Audit Bureau of Circulations (ABC), 2018 as well as reporters and editors from the list of top 5 News channels in both English and Hind as per the Broadcast Audience Research Council (BARC) India, based in the media capital of India- New Delhi were contacted for the study. A total of eight- English and Hindi dailies- Dainik Bhaskar, Dainik Jagran, The Times of India, Hindustan, Amar Ujala, The Hindu, Punjab Kesari and Hindustan Times represent the sample from the Print. And a total of four TV news channels, two each from English and Hindi represent the sample from electronic.

The sampling unit is a working journalist for the print and reporters and editors for electronic TV channels.

3.9 ANALYSIS DESIGN

The study is planned to obtain both quantitative as well as qualitative results. For quantitative results Descriptive stats and Chi square testing was done. Crosstab was used for descriptive analysis of relationship between Independent and dependent variables for selected questions only. To draw the inferences One Way Analysis of Variance (ANOVA) and Factor analysis were used to substantiate trends in journalism in India.

In order to check the reliability of the questionnaire Cronbach's alpha test was applied on 36 items from the questionnaire and the result showed 0.918 reliability. KMO and Bartlett's test was used to check the representativeness and adequacy of the sample. Kaiser-Meyer-Olkin Measure of Sampling Adequacy yielded (KMO) a score of 0.893 and Bartlett's Test of Sphericity (BTS) result yielded Approx. Chi-Square 9017.534.

Reliability Statistics	
Cronbach's Alpha	N of Items
.918	36

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.893
Bartlett's Test of Sphericity	Approx. Chi-Square	9017.534
	df	630
	Sig.	.000

3.9.1 STATISTICAL TECHNIQUES

1) **Crosstab:** Also known as a contingency table was used on 10 research questions to see the relationship with independent variables**.**

2) **Chi-Square Test:** To establish the significance of difference Chi-square test, a non-parametric equivalent of parametric test was applied.

3) **Factorial Analysis:** A technique to reduce large number of variables into a fewer factors. To clarify relationship among factors and in order to associate each variable Varimax factor loading is done by adjusting the coordinates of data from Principal components analysis.

4) **One Way Analysis of Variance (ANOVA):** Analysis of Variance (ANOVA) is a statistical method used to test differences between two or more means.

3.10 Defining Variables

In order to conduct the survey for this study, independent and dependent variables are defined as follows:

3.10.1: INDEPENDENT VARIABLES

S. No.	Variables
1	Age
2	Gender
3	Industry experience
4	Education
5	Organization
6	Changing media ecology (Operational definition in Chapter 1)

Age: Categorization of the age was done on the basis of minimum and maximum age of the respondents as follows:

25-34, 35-44, 45-54 and Above 55

Gender: Gender of the respondents was classified as under:

Male and Female

Industry experience (in years)

1-5, 6-10, 11-15, Above 16

Education: Based on the education level, respondents were grouped into the following categories:

BA, MA, BA (Journalism), MA (Mass Communication & Journalism) and Other

Organization: Organization is categorized into two for the purpose of the study. Print media and Electronic media (TV). Organisation of the respondents was categorized as follows:

Print Media	Electronic Media
1. Dainik Bhaskar	1. Aaj Tak
2. Dainik Jagran	2. ABP News
3. The Times of India	3. Republic TV
4. Hindustan	4. Times Now
5. Amar Ujala	
6. The Hindu	
7. Punjab Kesari	
8. Hindustan Times	

3.10.2 OTHER VARIABLES

S.No.	Variables	
1.	Concomitant variable	Social media (Operational definition in Chapter 1)
2.	Dependent variable	Journalism in India (Operational definition in Chapter 1)

3.11 DATA COLLECTION

Data was collected from working journalists of top 8 print media organisations and top 4 TV channels by distributing the questionnaire developed for the study. The questionnaire was pre-tested and modified for the final study. Structured questionnaire is used to collect the primary data for the study.

To evaluate emerging trends in journalism in India:

3.11.1 QUALITATIVE DATA COLLECTION

Qualitative research helps in extracting interpretative and theoretical data from a source about their experiences and actions Brennen (2012). According to Brennen, it focuses on understanding factors, including relationships through different media along with meanings and values produced in media. Qualitative approach fits best in order to meet the objective of evaluating emerging trends in journalism in India from the perspective of veteran journalists.

3.11.2 INTERVIEWS AS PRIMARY DATA COLLECTION METHOD

Interviews are perfect method to understand social actor's outlook on a subject (Lindlof & Taylor, 1995). Other methods such as surveys or observations lack depth in understanding the subject. Besides, interviews also provide an opportunity for follow up questions and clarifications (Thomas, 2013).

Five structured interviews were conducted with veteran journalists to gain an insight on their perception of how social media has influenced journalism. Inductive coding was used to construct the interview guide. This provided the a guide structured around research objective of evaluating trends in journalism in India encompassing aspects of social media and journalism, including gate-keeping, news values and agenda setting. Each of these categories composed a set a questions to extract interviewees' expert opinions on influence of social media on journalism and how do they perceive this influence in shaping the future of journalism. The coding of results helped in structuring the section as well as discussion as per the research objective.

The sampling method applied was to contact known acquaintances within the news industry with over 25 years of experience in Journalism who may be interested in participating in the study. Given the COVID-19 situation and hectic schedule of journalists, obtaining interviewees by contacting their media organizations was difficult. This in turn was even more helpful in receiving responses from those veteran journalists

who were located in different places and were more comfortable with alternate method of interviews such as through email. The results were coded and reviewed later.

EMAIL- INTERVIEWS

Email interview is a closed interview technique, with structured questions. There is very little opportunity for both interviewer and interviewee to deviate from questions. Advantages of email interviews are several. They are easy to understand and readily used. Respondents can take their time to provide thought-out answers and most importantly, there is no need to transcribe email interviews (Aborisade, 2013).

3.11.3 LITERATURE REVIEW

"A literature review is an objective, critical summary of published research literature relevant to a topic under consideration for research. Its purpose is to create familiarity with current thinking and research on a topic and may justify future research into a previously overlooked or understudied area," (Thompson Rivers University). Though literature review was not the main research method, it was an important tool for the study. Throughout the study ongoing literature review was applied to keep it grounded in existing studies.

3.12 ETHICAL CONSIDERATIONS

All qualitative interviewers have a "moral responsibility to protect respondents from any physical and emotional harm. There should be no dishonesty about the intention," (Brennen, 2012). Therefore, it is important to undertake informed consent from interviewees and maintain their privacy upon publication of the research.

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CHAPTER-4

ANALYSIS AND FINDINGS

Part 1: Quantitative analysis of changing media ecology and social media adoption by journalists

The results of the study summarize the findings from the survey analysis of news organisations, including the print and TV news channels based in Delhi. The results are obtained from the questionnaire survey completed by working journalists in the top selected news organisations based in Delhi. The interview of veteran journalists are also discussed and analyzed in this chapter.

The quantitative data gathered has been analysed using different statistical tests in this chapter and have been organised under the following sections:

A: Descriptive Data Analysis

1) Sample Profile

2) Social Media adaptability by working journalists

3) Media and social media usage among working journalists

4) Emerging trends in journalism in India

B: Inferential Data Analysis

1) Cross tabulation & Chi-square

2) Factor Analysis

3) ANOVA

Table 4.1: Analysis design of the study

LEVEL	SCALE	PROCESS	DATA TREATMENT	STATISTICAL TESTS
1	Nominal	Classified and counted	Non-parametric	Descriptive
1	Nominal	Classified and counted	Non-parametric	Chi-Square
3	Interval	Measured equal Interval	Parametric	Factor Analysis
3	Interval	Measured equal Interval	Parametric	ANOVA

A: Descriptive Data Analysis

1. Sample Profile

A sample of 590 respondents was drawn from the working journalists of top eight newspapers and four TV channels based in Delhi. A separate table describing the sample representation from each organization is given below:

Table 4.2: Distribution of working journalists among media organisations

		Frequency	Percent	Valid Percent	Cumulative Percent
	Dainik Bhaskar	5	.8	.8	.8
	Dainik Jagran	48	8.1	8.1	9.0
	The Times of India	191	32.4	32.4	41.4
	Hindustan	13	2.2	2.2	43.6
	Amar Ujala	7	1.2	1.2	44.7
	The Hindu	9	1.5	1.5	46.3
	Punjab Kesari	30	5.1	5.1	51.4
	Hindustan Times	17	2.9	2.9	54.2
	Aaj Tak	92	15.6	15.6	69.8
	ABP News	105	17.8	17.8	87.6
	Republic TV	42	7.1	7.1	94.7
	Times Now	31	5.3	5.3	100.0
	Total	590	100.0	100.0	

The sample was distributed among working journalists from both print and electronic channels. For Print (reporters and editors) were selected from the list of top 20 highest circulated news dailies across languages in India as per the Audit Bureau of Circulations (ABC), 2018. A total of eight- English and Hindi dailies represent the sample- Dainik Bhaskar (5), Dainik Jagran (48), The Times of India (191), Hindustan (13), Amar Ujala (7), The Hindu (9), Punjab Kesari (30) and Hindustan Times (17). For electronic out of the list of top 5 news channels as per the Broadcast Audience Research Council (BARC) India from Saturday, 16th November 2019 to Friday, 22nd November 2019 in both English and Hind segment, 2 each in Hindi as well as English is selected, Aaj Tak (92), ABP News (105), Republic TV (42) and Times Now (31) represent the sample. The highest responses of 191 are drawn from the Times of India newspaper in print category comprising 32.4 percent and least responses in print category are drawn from Dainik Bhaskar newspaper comprising 0.8 percent. Whereas, in TV channels category highest responses of 105 are drawn from the ABP News channel comprising 17.8 percent and least responses in TV channel category are drawn from Times Now with 31 responses comprising 5.3 percent.

Table 4.3: Age-wise distribution of working journalists

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
	25-34	373	63.2	63.2	63.2
	35-44	169	28.6	28.6	91.9
	45-54	32	5.4	5.4	97.3
	55 & above	16	2.7	2.7	100.0
	Total	**590**	**100.0**	**100.0**	

The table above shows age-wise distribution in the sample. The sample consisted of 590 participants out of which maximum participation was seen in the age category of 25-34 years with maximum of 373 respondents constituting 63.2 percent of the sample, followed by 169 respondents in the age group of 35-44 years and 32 respondents in the

age group of 45-54. A very small percentage of the sample that is only 2.7 percent was in the age group of more than 55 years.

Table 4.4: Gender-wise distribution of working journalists

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	357	60.5	60.5	60.5
	Female	233	39.5	39.5	100.0
	Total	**590**	**100.0**	**100.0**	

Out of the 590 respondents, 357 were males constituting 60.5 percent and 233females constituting 39.5 percent of the total sample.

Table 4.5: Distribution of working journalists based on experience

		Frequency	Percent	Valid Percent	Cumulative Percent
	1-5 years	294	49.8	49.8	49.8
	6-10 years	113	19.2	19.2	69.0
	11-15 years	72	12.2	12.2	81.2
	16 year and above	111	18.8	18.8	100.0
	Total	**590**	**100.0**	**100.0**	

A total of four categories were developed for total work experience in media. Maximum percentage of work experience was seen between 1-5 years of experience with 294 respondents and minimum between 11-15 years of work experience with just 72 respondents. About 18.8 percent of the respondents which included 111 respondents belonged to other occupations.

Table 4.6: Distribution of working journalists based on qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
	BA	26	4.4	4.4	4.4
	MA	46	7.8	7.8	12.2
	BA (Journalism)	120	20.3	20.3	32.5
	MA (Mass communication & Journalism)	334	56.6	56.6	89.2
	Other	64	10.8	10.8	100.0
	Total	**590**	**100.0**	**100.0**	

Out of the total sample of 590 respondents, 26 belonged to Bachelors of Arts, however, 120 respondents were graduates in Journalism, followed by 46 respondents with Masters of Arts (7.8 percent) and 334 respondents which was the maximum participation belonged to MA in Mass Communication and Journalism and a small percentage of 10.8 belonged to other education background. This shows that more than 56.6 percent of the respondents had Communication and Journalism as their main subjects in their Masters degree.

2. Social Media adaptability by working journalists

This section includes four questions out of which three questions are adapted from Yuqiong's (2008) survey to determine journalist's adopter status. The three specific survey questions asked to measure the social media adopter status of reporters and editors include:

1. If respondents used social media for journalistic purposes?
2. Whether the organization had social media guidelines?
3. Whether the journalist began using social media as reporting tools before the organization developed social media guidelines?

According to Yuqiong, those who adopt social media before their organization would be called as **voluntary adopters**, those respondents who used social media after the organization would be called **forced adopters** and those respondents who indicated that they did not use social media as reporting tools would be called as **non-adopters**.

Table 4.7: Usage of social media for news reporting

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	455	77.1	77.1	77.1
	No	72	12.2	12.2	89.3
	Company Policy	40	6.8	6.8	96.1
	Don't Like sharing	23	3.9	3.9	100.0
	Total	**590**	**100.0**	**100.0**	

Out of 590 respondents, maximum respondents 455 with around 77 percent used social media for news reporting. Followed by a less frequency of 72 respondents with 12.2 percent who did not use social media for journalistic purposes and 40 respondents which comprised 6.8 percent did not use social media for journalistic purposes due to company policy. A very small number of just 23 respondents which comprised only 3.9 percent did not share their opinions on use of social media for journalistic purposes.

Table 4.8: Social media guidelines in organizations

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	393	66.6	66.6	66.6
	No	47	8.0	8.0	74.6
	Can't Say	150	25.4	25.4	100.0
	Total	**590**	**100.0**	**100.0**	

Maximum respondents 393 with around 66.6 percent agreed having social media guidelines in their organizations. Followed by a less frequency of 150 respondents

comprising 25.4 percent preferred to remain neutral and a small number of respondents 47 comprising only 8.0 percent submitted not having social media guidelines in their organization.

Table 4.9: Using social media for reporting before organizations' guidelines

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	303	51.4	51.4	51.4
	No	122	20.7	20.7	72.0
	Can't Say	165	28.0	28.0	100.0
	Total	**590**	**100.0**	**100.0**	

Four categories were adopted to reflect on respondents' use of social media for journalistic purposes. Out of 590 respondents, maximum respondents 303constituting 51.4 percent used social media for news reporting before organizations' guidelines and thus fall in the category of **voluntary adopters.** Followed by a less frequency of 122 respondents with 20.7 percent who submitted not using social media for journalistic purposes before their organization's guidelines and thus can be called as **forced adopters.** A slightly higher number of 165 respondents which comprised 28 percent indicated "can't say" on use of social media for journalistic purposes before their organization's guidelines and thus fall in the category of **non-adopters**.

Table 4.10: Use of social media to stay ahead of competition

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	83	14.1	14.1	14.1
	No	70	11.9	11.9	25.9
	Can't Say	437	74.1	74.1	100.0
	Total	**590**	**100.0**	**100.0**	

Majority of the respondents 437 with around 74.1 percent indicated a neutral stand of "can't say" using social media to stay ahead of competition. Followed by a less

frequency of 83 respondents with 14.1 percent agreed using social media to stay ahead of competition and only 70 respondents comprising 11.9 did not use social media to stay ahead of competition.

3. Media and social media usage among working journalists

Table 4.11: Main source of news for journalists

		Frequency	Percent	Valid Percent	Cumulative Percent
	Reading Newspaper	86	14.6	14.6	14.6
	Reading e-newspaper	50	8.5	8.5	23.1
	Reading Online News	235	39.8	39.8	62.9
	Watching TV News	18	3.1	3.1	65.9
	News Agency	20	3.4	3.4	69.3
	Radio/ Podcast	3	.5	.5	69.8
	Facebook	2	.3	.3	70.2
	Twitter	74	12.5	12.5	82.7
	YouTube Channels	48	8.1	8.1	90.8
	Instagram	3	.5	.5	91.4
	Others	51	8.6	8.6	100.0
	Total	**590**	**100.0**	**100.0**	

Out of 590 respondents, maximum respondents 235 with around 39.8 percent read news online as part of their main source of news. This was followed by 86 respondents with 14.6 percent who prefer reading newspaper. 74 respondents comprising 12.5 percent used Twitter as their main source of news. Reading e-newspapers, YouTube channels and others have almost similar number of respondents- 50, 48 and 51, respectively. Lesser responses were drawn for TV news and agency news comprising 3.1 and 3.4 percent. A very small number of just 3, 3 and 2 respondents used radio/Podcast, Instagram and facebook as their main source of news.

Table 4.12: Favourite social media features

		Frequency	Percent	Valid Percent	Cumulative Percent
	Speed	267	45.3	45.3	45.3
	More Sources	96	16.3	16.3	61.5
	Likes	3	.5	.5	62.0
	Video Sharing	97	16.4	16.4	78.5
	Easy to share	115	19.5	19.5	98.0
	Others	12	2.0	2.0	100.0
	Total	**590**	**100.0**	**100.0**	

Out of 590 respondents, maximum respondents 267 with 45.3 percent liked social media for its speed. Easy to use feature was followed with a frequency of 115 respondents comprising 19.5percent. An almost same number of respondents 96, 97 liked more sources and video sharing feature of social media, respectively. Lesser respondents only 3 have preferred like feature of social media while 2.0 percent respondents like other features of social media to disseminate news.

Table 4.13: Trusted social media platform by media

		Frequency	Percent	Valid Percent	Cumulative Percent
	Facebook	147	24.9	24.9	24.9
	WhatsApp	25	4.2	4.2	29.2
	Instagram	15	2.5	2.5	31.7
	YouTube	101	17.1	17.1	48.8
	Linkedln	20	3.4	3.4	52.2
	Google+	16	2.7	2.7	54.9
	Tumbler	2	.3	.3	55.3
	Pinterest	45	7.6	7.6	62.9
	Twitter	199	33.7	33.7	96.6
	Other	20	3.4	3.4	100.0
	Total	**590**	**100.0**	**100.0**	

Other than news agencies, the most trusted social media platform news organizations used to receive news/follow updates is Twitter. Out of 590 respondents,

maximum respondents 199 with around 33.7 percent agreed the use of Twitter by their organization to receive news/follow updates. Facebook was next choice with 147 respondents comprising 24.9 percent and YouTube 101 respondents with 17.1 percent. Less frequency of 45 respondents comprising 7.6percent, 4.2 percent, 3.4 and 2.5 respondents agreed their organization trusted Pinterest, Whatsapp, LindekIn and Instagram to receive / follow news updates.

Table 4.14: Media used by journalists to follow breaking news

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
	Print	52	8.8	8.8	8.8
	TV	73	12.4	12.4	21.2
	Radio	6	1.0	1.0	22.2
	Digital	298	50.5	50.5	72.7
	Social media	161	27.3	27.3	100.0
	Total	**590**	**100.0**	**100.0**	

Out of 590 respondents, maximum respondents 298 with around 50.5 percent used digital media to follow breaking news stories. A less frequency of 161respondents was followed with 27.3 percent that used social media to follow breaking news stories. Other categories like Print and TV had a response percent of 8.8 and 12.4, respectively. A very small number just 6 respondents comprising only 1.0 percent used radio to follow a breaking news story.

Table 4.15: Opinions of journalists on regulation of news content

		Frequency	Percent	Valid Percent	Cumulative Percent
	Self regulation	229	38.8	38.8	38.8
	Government regulation	133	22.5	22.5	61.4
	External regulatory Control	31	5.3	5.3	66.6
	Regulation by organization	194	32.9	32.9	99.5
	Other	3	.5	.5	100.0
	Total	**590**	**100.0**	**100.0**	

Five categories were used to draw responses from working journalists on regulation of news content. Out of 590 respondents, maximum respondents 229 with around 38.8 percent indicated towards self-regulation. Regulation by organization and government regulation was followed by 194 and 133 respondents comprising 32.9 and 22.5 percent respectively. Slightly lesser number of respondents only 31 indicated towards external regulatory control and a very small number of just 3 respondents which comprised only 0.5 percent opted for other options to regulate news content.

Table 4.16: Best journalism training platform

		Frequency	Percent	Valid Percent	Cumulative Percent
	Education Institute	37	6.3	6.3	6.3
	Work Place	328	55.6	55.6	61.9
	Training/Workshops	112	19.0	19.0	80.8
	Internship	112	19.0	19.0	99.8
	Other	1	.2	.2	100.0
	Total	**590**	**100.0**	**100.0**	

Out of five categories for best journalism training platform, maximum respondents 328 with around 55.6 percent selected work place as their choice followed by

training/ workshops and internships with equal number of respondents 112 comprising 19.0 percent. A very small number of just 37 respondents which comprised only 6.3 percent opted for education institute and only 1 respondent selected the other option.

Table 4.17: Social media improves journalists' work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	247	41.9	41.9	41.9
	Agree	179	30.3	30.3	72.2
	Neither Agree nor Disagree	105	17.8	17.8	90.0
	Disagree	45	7.6	7.6	97.6
	Strongly Disagree	14	2.4	2.4	100.0
	Total	**590**	**100.0**	**100.0**	

Out of 590 respondents, maximum respondents 247 with around 41.9 percent strongly agreed that social media helps journalists in improving their work. Less frequency of 105 respondents comprising 17.8 percent took a neutral stand. Only a few respondents 14 comprising 2.4 percent strongly disagreed and felt that social media does not help in improving their work.

Table 4.18: Journalists recommend use of social media for news reporting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	284	48.1	48.1	48.1
	Agree	166	28.1	28.1	76.3
	Neither Agree nor Disagree	93	15.8	15.8	92.0
	Disagree	35	5.9	5.9	98.0
	Strongly Disagree	12	2.0	2.0	100.0
	Total	**590**	**100.0**	**100.0**	

A 5-point Likert scale was used to collect respondents' attitudes and opinions regarding the use of social media for news reporting and whether they recommend other

journalists to use social media for news reporting. Maximum respondents 284 comprising 48.1 percent strongly agreed and recommended the use of social media for news reporting. 166 respondents agreed to recommend the use of social media for news reporting. A very small number of just 12 respondents which comprised only 2.0 percent strongly disagreed and did not recommend other journalists to use social media for news reporting.

Table 4.19: Social media is useful for field reporting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	237	40.2	40.2	40.2
	Agree	184	31.2	31.2	71.4
	Neither Agree nor Disagree	91	15.4	15.4	86.8
	Disagree	46	7.8	7.8	94.6
	Strongly Disagree	32	5.4	5.4	100.0
	Total	590	100.0	100.0	

Out of the total sample of 590 respondents, maximum respondents 237 comprising 40.2 percent strongly agreed that social media is a useful field reporting tool. 184 respondents agreed that by using social media journalists have improved their work. 91 respondents however, took a neutral stand and neither agreed or disagreed with the use of social media a useful field reporting tool. Less number of respondents only 46 disagreed with the use of social media a useful field reporting tool. Even lesser number only 32 respondents comprising 5.4 percent strongly disagreed with the use of social media a useful field reporting tool.

Table 4.20: Social media useful in newsroom

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	176	29.8	29.8	29.8
	Agree	194	32.9	32.9	62.7
	Neither Agree nor Disagree	145	24.6	24.6	87.3
	Disagree	59	10.0	10.0	97.3
	Strongly Disagree	16	2.7	2.7	100.0
	Total	590	100.0	100.0	

Out of the total sample of 590 respondents, maximum respondents 194 comprising 32.9 percent agreed that social media is more useful tool in the newsroom. A slightly closer number of 176 respondents comprising 29.8 percent, however, feels strongly that social media is more useful tool in the newsroom. Around 24.6 percent took a neutral stand and a small number of respondents, only 59 disagreed that social media could be a useful tool in the newsroom. A very small number of only 16 respondents comprising 2.7 percent strongly disagreed with social media being a useful tool in the newsroom.

Table 4.21: Organizations expect reporters to post news stories on social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	134	22.7	22.7	22.7
	Agree	274	46.4	46.4	69.2
	Neither Agree nor Disagree	145	24.6	24.6	93.7
	Disagree	33	5.6	5.6	99.3
	Strongly Disagree	4	.7	.7	100.0
	Total	590	100.0	100.0	

Maximum respondents 274 comprising 46.4 percent agreed that organizations expect them to post news stories on social media. A slightly closer number of 134

respondents comprising 22.7 percent, however, strongly agreed with organizations' expectations of reporters posting news stories on social media. Around 24.6 percent took a neutral stand and a small number of only 33 respondents disagreed and an even smaller number of only 4 respondents comprising 0.7 percent strongly disagreed.

Table 4.22: Social media as main source of information for journalist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	256	43.4	43.4	43.4
	Agree	159	26.9	26.9	70.3
	Neither Agree nor Disagree	92	15.6	15.6	85.9
	Disagree	60	10.2	10.2	96.1
	Strongly Disagree	23	3.9	3.9	100.0
	Total	590	100.0	100.0	

Out of the total sample of 590 respondents, maximum respondents 256 comprising 43.4 percent strongly agreed that Social media is their main source of information. Around 159 respondents comprising 26.9 percent agreed using social media as their main source of information. A very small number of only 23 respondents comprising 3.9 percent strongly disagreed with Social media being their main source of information.

Table 4.23: Reporters use social media to report local news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	115	19.5	19.5	19.5
	Agree	184	31.2	31.2	50.7
	Neither Agree nor Disagree	210	35.6	35.6	86.3
	Disagree	70	11.9	11.9	98.1
	Strongly Disagree	11	1.9	1.9	100.0
	Total	**590**	**100.0**	**100.0**	

Maximum respondents 210 comprising 35.6 percent took a neutral stand i.e. neither agree nor disagree with the reporters' use of social media for reporting local

news. A slightly closer number of 184 respondents comprising 31.2 percent, however, agreed followed by 115 respondents comprising 19.5 percent strongly agreed with the reporters' use of social media for reporting local news. Less number of respondents only 70 disagreed and even lesser number just 11 respondents comprising 1.9 percent strongly disagreed with the reporters' use of social media for reporting local news.

Table 4.24: Reporters use social media for self promotion

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Strongly Agree	225	38.1	38.1	38.1
	Agree	170	28.8	28.8	66.9
	Neither Agree nor Disagree	141	23.9	23.9	90.8
	Disagree	46	7.8	7.8	98.6
	Strongly Disagree	8	1.4	1.4	100.0
	Total	**590**	**100.0**	**100.0**	

Out of the total sample of 590 respondents, maximum respondents 225 comprising 38.1 percent strongly agreed with reporters' use of social media for self promotion. A slightly closer number of 170 respondents comprising 28.8 percent also agreed to reporters' use of social media for self promotion. 141 respondents, comprising 23.9 percent, however took a neutral stand. A small number of respondents, only 46 disagreed with reporters' use of social media for self promotion and even smaller number of just 8 respondents comprising 1.4 percent strongly disagreed with reporters' use of social media for self promotion.

Table 4.25: Social media has altered news selection and distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	179	30.3	30.3	30.3
	Agree	265	44.9	44.9	75.3
	Neither Agree nor Disagree	116	19.7	19.7	94.9
	Disagree	22	3.7	3.7	98.6
	Strongly Disagree	8	1.4	1.4	100.0
	Total	**590**	**100.0**	**100.0**	

Out of the total sample of 590 respondents, maximum respondents 265 comprising 44.9 percent agreed that social media has altered news selection and distribution pattern. Followed by 179 respondents who strongly agreed. A very small number of 22 respondents disagreed and even smaller number of 8 respondents comprising 1.4 percent strongly disagreed with the statement social media has altered news selection and distribution pattern.

Table 4.26: Social media as platform for public debates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	235	39.8	39.8	39.8
	Agree	243	41.2	41.2	81.0
	Neither Agree nor Disagree	77	13.1	13.1	94.1
	Disagree	28	4.7	4.7	98.8
	Strongly Disagree	7	1.2	1.2	100.0
	Total	**590**	**100.0**	**100.0**	

Maximum respondents 235 comprising 39.8 percent strongly agreed that social media is emerging as a new platform for public debates. A closer number of 243 respondents constituting 41.2 percent agreed with the emergence of social media as a new

forum for public debate. Less number of respondents only 77 took a neutral stand and a very few comprising just 4.7 percent disagreed.

Table 4.27: Social media news has more positive effect on people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	188	31.9	31.9	31.9
	Agree	63	10.7	10.7	42.5
	Neither Agree nor Disagree	158	26.8	26.8	69.3
	Disagree	125	21.2	21.2	90.5
	Strongly Disagree	56	9.5	9.5	100.0
	Total	590	100.0	100.0	

Out of the total sample of 590 respondents, maximum respondents 188 comprising 31.9 percent strongly agreed that news received through social media platforms has more positive effect on people. A neutral stand was followed with 158 respondents comprising 26.8 percent.125 respondents constituting 21.2 percent disagreed. Also, a very small number comprising just 9.5 percent strongly disagreed with social media news having positive effects on people.

Table 4.28: More people can be informed with the help of social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	172	29.2	29.2	29.2
	Agree	263	44.6	44.6	73.7
	Neither Agree nor Disagree	128	21.7	21.7	95.4
	Disagree	24	4.1	4.1	99.5
	Strongly Disagree	3	.5	.5	100.0
	Total	**590**	**100.0**	**100.0**	

Maximum respondents 263 comprising 44.6 percent agreed more people can be informed with the help of social media. 172 respondents strongly agreed that more people can be informed with the help of social media. 128 respondents constituting 21.7 percent

took a neutral stand. However, a very small number of 24 respondents comprising 4.1 percent disagreed and even smaller number comprising 0.5 percent strongly disagreed.

Table 4.29: Editors have the power to set agenda in the age of social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	152	25.8	25.8	25.8
	Agree	225	38.1	38.1	63.9
	Neither Agree nor Disagree	154	26.1	26.1	90.0
	Disagree	52	8.8	8.8	98.8
	Strongly Disagree	7	1.2	1.2	100.0
	Total	**590**	**100.0**	**100.0**	

Out of the total sample of 590 respondents, maximum respondents 225 comprising 38.1 percent agreed that editors have the power to set agenda in the age of social media. A neutral stand was taken by 154 respondents. However, 152 respondents strongly agreed that editors do hold the power to set agenda in the age of social media. Less number of respondents only 52 disagreed and even lesser number of respondents comprising just 1.2 percent strongly disagreed with the statement that editors have the power to set agenda in the age of social media.

Table 4.30: Social media is emerging as the 5th Estate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	34	5.8	5.8	5.8
	Agree	310	52.5	52.5	58.3
	Neither Agree nor Disagree	131	22.2	22.2	80.5
	Disagree	97	16.4	16.4	96.9
	Strongly Disagree	18	3.1	3.1	100.0
	Total	**590**	**100.0**	**100.0**	

Out of the total sample of 590 respondents, maximum respondents 310 comprising 52.5 percent agreed that social media is emerging as the 5th Estate. 131

respondents constituting 22.2 percent however took a neutral stand. Lesser number of respondents only 18 comprising 3.1 percent strongly disagreed with the emergence of social media as the 5th Estate.

Table 4.31: Reporters use social media to share different information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	90	15.3	15.3	15.3
	Agree	263	44.6	44.6	59.8
	Neither Agree nor Disagree	173	29.3	29.3	89.2
	Disagree	56	9.5	9.5	98.6
	Strongly Disagree	8	1.4	1.4	100.0
	Total	**590**	**100.0**	**100.0**	

Maximum respondents 263 comprising 44.6 percent agreed that reporters use social media to share information that is not included in their broadcast/ newspaper stories. A neutral stand was taken by 173 respondents comprising 29.3 percent. 90 respondents, however, strongly agreed and less number of respondents just 56 disagreed. Even lesser number constituting just 1.4 percent strongly disagreed with reporters' use of social media for sharing different information that is not included in their broadcast/ newspaper stories.

Table 4.32: Reporters are free to post news stories on social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	118	20.0	20.0	20.0
	Agree	300	50.8	50.8	70.8
	Neither Agree nor Disagree	124	21.0	21.0	91.9
	Disagree	45	7.6	7.6	99.5
	Strongly Disagree	3	.5	.5	100.0
	Total	**590**	**100.0**	**100.0**	

To a question whether reporters are free to post news stories on social media out of the total sample of 590 respondents, maximum respondents 300 comprising 50.8

percent agreed that reporters are free to post news stories on social media. 118 respondents comprising 20 percent strongly agreed with the same. A slightly more respondents 124 comprising 21 percent took a neutral stand. Lesser number of respondents only 45 comprising 7.6 percent disagreed and even lesser number comprising just 0.5 percent strongly disagreed.

Table 4.33: Access use of social media has declined content quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	228	38.6	38.6	38.6
	Agree	169	28.6	28.6	67.3
	Neither Agree nor Disagree	123	20.8	20.8	88.1
	Disagree	49	8.3	8.3	96.4
	Strongly Disagree	21	3.6	3.6	100.0
	Total	**590**	**100.0**	**100.0**	

Maximum respondents 228 comprising 38.6 percent strongly agreed that access use of social media has declined content quality in India.169 respondents agreed that access use of social media has declined content quality in India. A neutral stand was taken by 123 respondents comprising 20.8 percent. Less number of respondents comprising only 8.3 percent disagreed. Even lesser number constituting just 3.6 percent strongly disagreed.

Table 4.34: Social media has improved investigative reporting in India

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	215	36.4	36.4	36.4
	Agree	151	25.6	25.6	62.0
	Neither Agree nor Disagree	91	15.4	15.4	77.5
	Disagree	95	16.1	16.1	93.6
	Strongly Disagree	38	6.4	6.4	100.0
	Total	**590**	**100.0**	**100.0**	

Out of the total sample of 590 respondents, maximum respondents 215 comprising 36.4 percent strongly agreed that social media has improved investigative

reporting in India. Followed by 151 respondents comprising 25.6 percent also agreed with social media improving the status of investigative reporting in India. 91 respondents neither agreed nor disagreed and took a neutral stand. Less number of respondents only 95 disagreed and even lesser number only 38 respondents comprising 6.4 percent strongly disagreed with social media improving the status of investigative reporting in India.

4. Emerging trends in journalism in India

Table 4.35: Social media helps reporter in different news production process

		Frequency	**Percent**
Breaking News	Strongly Agree	308	52.2
	Agree	176	29.8
	Neither Agree nor Disagree	75	12.7
	Disagree	25	4.2
	Strongly Disagree	6	1
	Total	**590**	**100**
Sharing News	Strongly Agree	319	54.1
	Agree	233	39.5
	Neither Agree nor Disagree	33	5.6
	Disagree	4	0.7
	Strongly Disagree	1	0.2
	Total	**590**	**100**
		Frequency	**Percent**
Finding people for interviews	Strongly Agree	143	24.3
	Agree	198	33.7
	Neither Agree nor Disagree	203	34.4
	Disagree	38	6.3
	Strongly Disagree	8	1.3
	Total	590	100

		Frequency	Percent
Generating story ideas	Strongly Agree	209	35.4
	Agree	204	34.6
	Neither Agree nor Disagree	116	19.7
	Disagree	46	7.8
	Strongly Disagree	15	2.5
	Total	**590**	**100**
		Frequency	**Percent**
Story promotion	Strongly Agree	303	51.4
	Agree	217	36.8
	Neither Agree nor Disagree	52	8.8
	Disagree	16	2.7
	Strongly Disagree	2	0.3
	Total	**590**	**100**
		Frequency	**Percent**
Connecting with audience	Strongly Agree	320	54.2
	Agree	185	31.4
	Neither Agree nor Disagree	63	10.7
	Disagree	21	3.6
	Strongly Disagree	1	0.2
	Total	**590**	**100**
		Frequency	**Percent**
Networking with other journalists	Strongly Agree	143	24.2
	Agree	216	36.6
	Neither Agree nor Disagree	212	35.9
	Disagree	17	2.9
	Strongly Disagree	2	0.3
	Total	**590**	**100**

		Frequency	Percent
More traffic to website	Strongly Agree	159	26.9
	Agree	280	47.5
	Neither Agree nor Disagree	58	9.8
	Disagree	53	9
	Strongly Disagree	40	6.8
	Total	**590**	**100**
		Frequency	**Percent**
Surveillance of news	Strongly Agree	134	22.7
	Agree	345	58.5
	Neither Agree nor Disagree	81	13.7
	Disagree	24	4.1
	Strongly Disagree	6	1
	Total	**590**	**100**

A total of nine categories were developed to understand how social media helps a reporter in their routine work. Out of the total sample of 590 respondents, maximum respondents 345 comprising 58.5 percent agreed that social media helps a reporter in surveillance of news. Followed by 320 respondents constituting 54.2 percent who strongly agreed that social media helps them in connecting with audience. Closely followed by 319 respondents comprising 54.1 percent who strongly agreed that social media helps in sharing news. 308 respondents comprising 52.2 percent strongly agreed that social media helps them in breaking a news story. 303 respondents strongly agreed that social media helps them in promoting their stories. 280 respondents constituting around 47.5 percent agreed that social media helps in bringing more traffic to their site and 216 respondents comprising 36.6 percent agreed that social media helps in networking with other journalists.

Table 4.36: Specific news story types covered better by using social media

		Frequency	Percent
Crime news	Strongly Agree	231	39.2
	Agree	194	32.9
	Neither Agree nor Disagree	104	17.6
	Disagree	50	8.5
	Strongly Disagree	11	1.9
	Total	590	100.0
		Frequency	**Percent**
Education news	Strongly Agree	189	32.0
	Agree	265	44.9
	Neither Agree nor Disagree	105	17.8
	Disagree	26	4.4
	Strongly Disagree	5	.8
	Total	590	100.0
		Frequency	**Percent**
Health news	Strongly Agree	185	31.4
	Agree	281	47.6
	Neither Agree nor Disagree	90	15.3
	Disagree	27	4.6
	Strongly Disagree	7	1.2
	Total	590	100.0
		Frequency	**Percent**
Economic news	Strongly Agree	200	33.9
	Agree	230	39.0
	Neither Agree nor Disagree	112	19.0
	Disagree	38	6.4
	Strongly Disagree	10	1.7
	Total	590	100.0

		Frequency	Percent
Business	Strongly Agree	169	28.6
	Agree	211	35.8
	Neither Agree nor Disagree	146	24.7
	Disagree	49	8.3
	Strongly Disagree	15	2.5
	Total	590	100.0
		Frequency	**Percent**
Entertainment/ Bollywood	Strongly Agree	268	45.4
	Agree	210	35.6
	Neither Agree nor Disagree	91	15.4
	Disagree	17	2.9
	Strongly Disagree	4	.7
	Total	590	100.0
		Frequency	**Percent**
Local Politics	Strongly Agree	183	31.0
	Agree	212	35.9
	Neither Agree nor Disagree	149	25.3
	Disagree	37	6.3
	Strongly Disagree	9	1.5
	Total	590	100.0
		Frequency	**Percent**
National Politics	Strongly Agree	82	13.9
	Agree	210	35.6
	Neither Agree nor Disagree	191	32.4
	Disagree	81	13.7
	Strongly Disagree	26	4.4
	Total	590	100.0

		Frequency	Percent
International Politics	Strongly Agree	144	24.4
	Agree	209	35.4
	Neither Agree nor Disagree	200	33.9
	Disagree	23	3.9
	Strongly Disagree	14	2.4
	Total	590	100.0

A total of nine categories were developed to get the views of journalists on specific news story types covered better by using social media. Out of the total sample of 590 respondents, maximum respondents 281 comprising 47.6 percent agreed that health news is covered better by using social media. 268 respondents comprising 45.4 percent strongly agreed that entertainment/ Bollywood news is covered better by using social media. 265 respondents comprising 44.9 percent agreed that education news type is covered better by using social media. 231 respondents comprising 39.2 percent strongly agreed that crime news is covered better by using social media. Closely followed by around same number 230 respondents comprising 39 percent agreed that economic news is covered better with the help of social media.

B: Inferential Data Analysis

Inferential data was analysed considering independent variables such as age, gender, experience, education and news organisation against the responses given for three broad research objectives covering use of media and social media by working journalists, role of media ecology in news selection and distribution, extent of social media & media ecology effect on journalists in India and emerging trends in journalism. Chi-square test was applied to test the degree of difference or association between the independent and dependent variables for selected questions only. To draw the inferences Factorial analysis, One Way Analysis of Variance (ANOVA) Analysis was used to substantiate trends in journalism in India.

1. Cross tabulation

Age Variable

Table 4.37: Social Media for News Reporting

			Are you using social media for news reporting?				Total
			Yes	No	Company Policy	Don't Like sharing	
Age	25-34	Count	**286**	**40**	**30**	**17**	**373**
		% within Part_A_Q1 Age	**76.7%**	**10.7%**	**8.0%**	**4.6%**	**100.0%**
		% within Part_B_Q1 Are you using social media for news reporting?	62.9%	55.6%	75.0%	73.9%	63.2%
	35-44	Count	**137**	**22**	**8**	**2**	**169**
		% within Part_A_Q1 Age	**81.1%**	**13.0%**	**4.7%**	**1.2%**	**100.0%**
		% within Part_B_Q1 Are you presently using social media for news reporting?	30.1%	30.6%	20.0%	8.7%	28.6%
	45-54	Count	**21**	**6**	**2**	**3**	**32**
		% within Part_A_Q1 Age	**65.6%**	**18.8%**	**6.3%**	**9.4%**	**100.0%**
		% within Part_B_Q1 Are you presently using social media for news reporting?	4.6%	8.3%	5.0%	13.0%	5.4%
	55 & above	Count	**11**	**4**	**0**	**1**	**16**
		% within Part_A_Q1 Age	**68.8%**	**25.0%**	**0.0%**	**6.3%**	**100.0%**
		% within Part_B_Q1 Are you presently using social media for news reporting?	2.4%	5.6%	0.0%	4.3%	2.7%
Total		Count	**455**	**72**	**40**	**23**	**590**
		% within Part_A_Q1 Age	**77.1%**	**12.2%**	**6.8%**	**3.9%**	**100.0%**
		% within Part_B_Q1 Are you presently using social media for news reporting?	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of using social media for news reporting between age group of 25 to more than 55. The data reveal that nearly 77.1 percent are using social media for news reporting, 12.2 percent are not using social media for news reporting, 6.8 percent due to company policy is not using social media for news reporting and about 4 percent do not like to share on social media for news reporting. In the age group of 25 to 34, 76.7

percent people are using social media for news reporting, 10.7 percent people are not using social media for news reporting, 8 percent people due to company policy not use social media for news reporting and about 4.6 percent do not like sharing on social media for news reporting. In the age group of 35 to 44, 81.1 percent people are using social media for news reporting, 13 percent people are not using social media for news reporting, 4.7 percent people due to company policy not using social media for news reporting and about 1.2 percent do not like sharing on social media for news reporting. In the age group of 45 to 54, 65.6 percent people are using social media for news reporting, 18.8 percent people are not using social media for news reporting, 6.3 percent people due to company policy are not using social media for news reporting and about 9.4 percent do not like sharing on social media for news reporting. In the age group of 55 and above, 68.8 percent people are using social media for news reporting, 25 percent people are not using social media for news reporting, 0.0 percent people due to company policy are not using social media for news reporting and about 6.3 percent do not like sharing on social media for news reporting.

The data shows a significance difference between age group of 25 to more than 55 using social media for news reporting. To establish the significance of difference between age group of 25 to above 55 with regard to using social media for news reporting, Chi-square test was applied.

Chi-Square Tests

	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**14.396[a]**	**9**	**.109**
Likelihood Ratio	15.400	9	.081
Linear-by-Linear Association	.027	1	.869
N of Valid Cases	590		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .62.

H_o – There is no significant difference between age group of 25 and above 55 in using social media for news reporting.

H_a – Age group of 25 and above 55 differ significantly in using social media for news reporting habit.

Cal X^2 Val 14.396 (df 9) ≤ Tab Val 16.92 @ 0.05

The analyzed data reveals that there is no significant association between age group of 25 and above 55 with regard to using social media for news reporting. The null hypothesis of no significant difference is accepted as age groups have similar opinion regarding using social media for news reporting. Media technology helps not only young journalists but also senior journalists. Social media is the need of the hour for journalists of all age groups.

Table 4.38: Organisation guidelines for social media

			Does your organization have social media guidelines?			Total
			Yes	No	Can't Say	
Age	25-34	Count	284	33	56	373
		% within Part_A_Q1 Age	76.1%	8.8%	15.0%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	72.3%	70.2%	37.3%	63.2%
	35-44	Count	90	12	67	169
		% within Part_A_Q1 Age	53.3%	7.1%	39.6%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	22.9%	25.5%	44.7%	28.6%
	45-54	Count	14	1	17	32
		% within Part_A_Q1 Age	43.8%	3.1%	53.1%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	3.6%	2.1%	11.3%	5.4%
	55 & above	Count	5	1	10	16
		% within Part_A_Q1 Age	31.3%	6.3%	62.5%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	1.3%	2.1%	6.7%	2.7%
Total		Count	393	47	150	590
		% within Part_A_Q1 Age	66.6%	8.0%	25.4%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given above table of organization guidelines for social media among age group of 25 to more than 55. The data shows that nearly 66.6 percent organizations having guidelines for social media, 8 percent organization have no guidelines for social media, 25.4 percent organization can't say about guidelines for social media. In the age group of 25 to 34, 76.1 percent organizations have guidelines for social media, 8.8 percent organizations have no guidelines for social media, 15 percent organization can't say about guidelines for social media. In the age group of 35 to 44, 53.3 percent organizations having guidelines for social media, 7.1 percent organizations have no guidelines for social media, 39.6 percent organizations can't say about guidelines for social media. In the age group of 45 to 54, 43.8 percent organizations having guidelines for social media, 3.1 percent organizations have no guidelines for social media, 53.1 percent organizations can't say about guidelines for social media. In the age group of 55 and above, 31.3 percent organizations having guidelines for social media, 6.3 percent organizations have no guidelines for social media, 62.5 percent organizations can't say about guidelines for social media.

The data shows a significance difference between age group of 25 and above 55 regarding organizations guidelines for social media. To establish the significance difference between age group of 25 to above 55 with regard to organizations guidelines for social media, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**64.301[a]**	**6**	**.000**
Likelihood Ratio	61.720	6	.000
Linear-by-Linear Association	56.001	1	.000
N of Valid Cases	590		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.27.

H_o – There is no significant difference between age group of 25 and above 55 with regard to organizations guidelines for social media.

H_a – Age group of 25 and above 55 differ significantly with regard to organizations guidelines for social media.

Cal X^2 Val 64.301 (df 6) ≥ Tab Val 12.59 @ 0.05

The analysed data reveals that there is significant association between age group of 25 and above 55 with regard to organizations guidelines for social media. The null hypothesis of no significant difference is rejected as age groups play an important role with regard to organizations guidelines for social media. Media organizations have their particular guidelines regarding use of social media for their journalists belonging to different age groups.

Table 4.39: Use of social media for news reporting before implementation of organization guidelines

			Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?			Total
			Yes	No	Can't Say	
Part_A_Q1 Age	25-34	Count	214	69	90	373
		% within Part_A_Q1 Age	57.4%	18.5%	24.1%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	70.6%	56.6%	54.5%	63.2%
	35-44	Count	72	40	57	169
		% within Part_A_Q1 Age	42.6%	23.7%	33.7%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	23.8%	32.8%	34.5%	28.6%
	45-54	Count	10	9	13	32
		% within Part_A_Q1 Age	31.3%	28.1%	40.6%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	3.3%	7.4%	7.9%	5.4%
	55 & above	Count	7	4	5	16
		% within Part_A_Q1 Age	43.8%	25.0%	31.3%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	2.3%	3.3%	3.0%	2.7%
Total		Count	303	122	165	590
		% within Part_A_Q1 Age	51.4%	20.7%	28.0%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given above table of using social media for news reporting before the organization implemented social media guidelines among age group of 25 to more than 55. The data shows that nearly 51.4 percent using social media for news reporting before the organization implemented social media guidelines, 20.7 percent not using social media for news reporting before the organization implemented social media guidelines, 28 percent can't say about using social media for news reporting before the organization implemented social media guidelines. In the age group of 25 to 34, 57.4 percent using social media for news reporting before the organization implemented social media guidelines, 18.5 percent not using social media for news reporting before the organization implemented social media guidelines, 24.1 percent can't say about using social media for news reporting before the organization implemented social media guidelines. In the age group of 35 to 44, 42.6 percent using social media for news reporting before the organization implemented social media guidelines, 23.7 percent not using social media for news reporting before the organization implemented social media guidelines, 33.7 percent can't say about using social media for news reporting before the organization implemented social media guidelines. In the age group of 45 to 54, 31.3 percent using social media for news reporting before the organization implemented social media guidelines, 28.1 percent not using social media for news reporting before the organization implemented social media guidelines, 40.6 percent can't say about using social media for news reporting before the organization implemented social media guidelines. In the age group of 55 and above, 43.8 percent using social media for news reporting before the organization implemented social media guidelines, 25 percent not using social media for news reporting before the organization implemented social media guidelines, 31.1 percent can't say about using social media for news reporting before the organization implemented social media guidelines.

The data shows a significant difference between age group of 25 and above 55regarding using social media for news reporting before the organization implemented social media guidelines. To establish the significance difference between age group of 25 to above 55 with regard to using social media for news reporting before the organization implemented social media guidelines, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**16.305[a]**	**6**	**.012**
Likelihood Ratio	16.432	6	.012
Linear-by-Linear Association	11.324	1	.001
N of Valid Cases	590		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.31.

H_o – There is no significant difference between age group of 25 and above 55with regard to using social media for news reporting before the organization implemented social media guidelines.

H_a – Age group of 25 and above 55 differ significantly with regard to using social media for news reporting before the organization implemented social media guidelines.

Cal X^2 Val 16.305 (df 6) ≥ Tab Val 12.59 @ 0.05

The analyzed data reveals that there is significant association between age group of 25 and above 55 with regard to using social media for news reporting before the organization implemented social media guidelines. The null hypothesis of no significant difference is rejected as age groups plays an important role with regard to using social media for news reporting before the organization implemented social media guidelines. Implementation of social media guidelines in the media organization on news reporting have different impact on journalists belonging to a particular age group.

Table 4.40: Using Social Media to Stay Ahead

			Do you use Social media to stay ahead of competition?			Total
			Yes	**No**	**Can't Say**	
Age	25-34	Count	22	39	312	373
		% within Part_A_Q1 Age	5.9%	10.5%	83.6%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	26.5%	55.7%	71.4%	63.2%
	35-44	Count	48	18	103	169
		% within Part_A_Q1 Age	28.4%	10.7%	60.9%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	57.8%	25.7%	23.6%	28.6%
	45-54	Count	12	10	10	32
		% within Part_A_Q1 Age	37.5%	31.3%	31.3%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	14.5%	14.3%	2.3%	5.4%
	55 &above	Count	1	3	12	16
		% within Part_A_Q1 Age	6.3%	18.8%	75.0%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	1.2%	4.3%	2.7%	2.7%
Total		Count	83	70	437	590
		% within Part_A_Q1 Age	14.1%	11.9%	74.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of use social media to stay ahead of competition among age group of 25 to 55 & above the data shows that nearly 14 percent use social media to stay ahead of competition, 11.9 percent do not use social media to stay ahead of competition and most of them about 74 percent can't say about using social media to stay ahead of competition. In the age group of 25 to 34, 5.9 percent use social media to stay ahead of

competition. 10.5 percent do not use social media to stay ahead of competition and most of them about 83.6 percent can't say about using social media to stay ahead of competition. In the age group of 35 to 44, 28.4 percent use social media to stay ahead of competition. 10.7 percent not use social media to stay ahead of competition and most of them about 61 percent can't say about using social media to stay ahead of competition. In the age group of 45 to 54, 37.5 percent use social media to stay ahead of competition. 31.3 percent do not use social media to stay ahead of competition and about 31 percent can't say about using social media to stay ahead of competition. In the age group of 55 and above, 6.3 percent use social media to stay ahead of competition. 18.8 percent do not use social media to stay ahead of competition, most of them about 75 percent can't say about using social media to stay ahead of competition.

The data shows a significance difference between age group of 25 and above 55 regarding use of social media to stay ahead of competition. To establish the significance difference between age group of 25 to above 55 with regard to using social media to stay ahead of competition Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**83.646[a]**	**6**	**.000**
Likelihood Ratio	78.244	6	.000
Linear-by-Linear Association	44.616	1	.000
N of Valid Cases	590		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.90.

H_o – There is no significant difference between age group of 25 and above 55 with regard to using social media to stay ahead of competition.

H_a – Age group of 25 and above 55 differ significantly with regard to using social media to stay ahead of competition.

Cal X^2 Val 83.646 (df 6) ≥ Tab Val 12.59 @ 0.05

The evaluated data reveals that there is significant difference between age group of 25 and above55 with regard to using social media to stay ahead of competition. The null hypothesis of no significant difference is rejected as age groups play an important role with regard to using social media to stay ahead of competition. Journalists of all age groups use social media to update themselves with time and technology as well as to keep themselves updated with information. But most of the journalists in different age groups do not trust social media as tool for news reporting.

Table 4.41: Most trusted social media platform

			Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.									Total
			FB	Whats App	Instagram	YouTube	LinkedIn	Google+	Tumbler	Pinterest	Twitter	Other
Age	25-34	Count	77	16	13	86	15	7	2	37	107	13
		% within Age	20.6%	4.3%	3.5%	23.1%	4.0%	1.9%	0.5%	9.9%	28.7%	3.5%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	52.4%	64.0%	86.7%	85.1%	75.0%	43.8%	100.0%	82.2%	53.8%	65.0%
	35-44	Count	57	8	2	11	3	4	0	8	72	4
		% within Age	33.7%	4.7%	1.2%	6.5%	1.8%	2.4%	0.0%	4.7%	42.6%	2.4%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	38.8%	32.0%	13.3%	10.9%	15.0%	25.0%	0.0%	17.8%	36.2%	20.0%

	45-54	Count	9	1	0	4	0	5	0	0	13	0
		% within Age	28.1%	3.1%	0.0%	12.5%	0.0%	15.6 %	0.0%	0.0%	40.6%	0.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	6.1%	4.0%	0.0%	4.0%	0.0%	31.3 %	0.0%	0.0%	6.5%	0.0%
	55 & above	Count	4	0	0	0	2	0	0	0	7	3
		% within Age	25.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	43.8%	18.8%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	2.7%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	3.5%	15.0%
Total	Count	147	25	15	101	20	16	2	45	199	20	590
	% within Age	24.9%	4.2%	2.5%	17.1 %	3.4%	2.7%	0.3%	7.6%	33.7%	3.4%	100.0%
	% within Other than news agencies, the most trusted social media platform your organizatio n uses to receive news/follow updates.	100.0%	100.0%	100.0 %	100.0 %	100.0 %	100.0%	100.0 %	100.0 %	100.0 %	100.0%	100.0%

N= 590

In the given data of other than news agencies, the most trusted social media platform organizations use to receive news updates between age group of 25 to more than 55 the data reveal that nearly 25 percent are using Facebook, 4.2 percent are using WhatsApp, 2.5 are using Instagram, 17 percent are using YouTube, 3.4 percent are using LinkedIn, 2.7 percent are using Google+, 7.6 percent are using Pinterest, 33.7 percent are using Twitter and 3.4 percent are using others platform. In the age group of 25 to 34, 20.6 percent are using Facebook, 4.3 percent are using WhatsApp, 3.5 are using Instagram, 23.1 percent are using YouTube, 4 percent are using LinkedIn, 1.9 percent are using Google+, 10 percent are using Pinterest, 28.7 percent are using Twitter and 3.5 percent are using others platform. In the age group of 35 to 44, 33.7 percent are using Facebook, 4.7 percent are using WhatsApp, 1.2 are using Instagram, 6.5 percent are using YouTube, 1.8 percent are using LinkedIn, 2.4 percent are using Google+, 4.7 percent are using Pinterest, 42.6 percent are using Twitter and 2.4 percent are using others platforms. In the age group of 45 to 54, 28.1 percent are using Facebook, 3.1 percent are using WhatsApp, 0.0 percent is using Instagram, 12.5 percent are using YouTube, 0.0 percent is using LinkedIn, 15.6 percent are using Google+, 0.0 percent are using Pinterest, 40.6 percent are using Twitter and 0.0 percent are using others platforms. In the age group of 55 and above, 25 percent are using Facebook, 0.0 percent are using WhatsApp, 0.0 is using Instagram, 0.0 percent is using YouTube, 12.5 percent are using LinkedIn, 0.0 percent is using Google+, 0.0 percent is using Pinterest, 43.8 percent are using Twitter and 18.8 percent are using others platforms.

The data shows a significant difference between age group of 25 to more than 55 using other social media platforms other than news agencies to receive news updates. To establish the significance of difference between age group of 25 to above 55 with regard to using other than news agencies, the most trusted social media platform your organization uses to receive news updates, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**92.262[a]**	**27**	**.000**
Likelihood Ratio	88.849	27	.000
Linear-by-Linear Association	.880	1	.348
N of Valid Cases	590		

a. 20 cells (50.0%) have expected count less than 5. The minimum expected count is .05.

H_o – There is no significant difference between age group of 25 and above 55 for the question other than news agencies, the most trusted social media platform your organization uses to receive news updates.

H_a – Age group of 25 and above 55 differ significantly for the question other than news agencies, the most trusted social media platform your organization uses to receive news updates.

Cal X^2 Val 92.262 (df 27) ≥ Tab Val 40.11 @ 0.05

The evaluated data reveals that there is significant difference between age group of 25 and above 55 with regard to using other than news agencies, the most trusted social media platform your organization uses to receive news updates. The null hypothesis of no significant difference is rejected as age groups play an important role with regard to using other than news agencies, the most trusted social media platform an organization uses to receive news updates. Other than news agencies, journalists use other social media platforms to update themselves with time and technology as well as to keep in touch with information. But most of the journalists belonging to different age groups trust these social media platforms to gather information only.

Table 4.42: Media Used To Follow Breaking News

			Which media do you use to follow a breaking news story?					Total
			Print	**TV**	**Radio**	**Digital**	**Social media**	
Age	25-34	Count	26	40	6	213	88	373
		% within Part_A_Q1 Age	7.0%	10.7%	1.6%	57.1%	23.6%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	50.0%	54.8%	100.0%	71.5%	54.7%	63.2%
	35-44	Count	20	25	0	63	61	169
		% within Part_A_Q1 Age	11.8%	14.8%	0.0%	37.3%	36.1%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	38.5%	34.2%	0.0%	21.1%	37.9%	28.6%
	45-54	Count	6	6	0	16	4	32
		% within Part_A_Q1 Age	18.8%	18.8%	0.0%	50.0%	12.5%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	11.5%	8.2%	0.0%	5.4%	2.5%	5.4%
	55 & above	Count	0	2	0	6	8	16
		% within Part_A_Q1 Age	0.0%	12.5%	0.0%	37.5%	50.0%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	0.0%	2.7%	0.0%	2.0%	5.0%	2.7%
Total		Count	52	73	6	298	161	590
		% within Part_A_Q1 Age	8.8%	12.4%	1.0%	50.5%	27.3%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given above table of use of media to follow a breaking news story among age group of 25 to more than 55. The data shows that nearly 8.8 percent are using print media to follow a breaking news story, 12.4 percent are using TV to follow a breaking news story, only 1 percent is using radio to follow a breaking news story, 50.5 percent are using digital media to follow a breaking news story and 27.3 percent are using social media to follow a breaking news story. In the age group of 25 to 34, 7 percent are using print media to follow a breaking news story, 10.7 percent are using TV to follow a breaking news story, 1.6 percent are using radio to follow a breaking news story, 57.1 percent are using digital media to follow a breaking news story and 23.6 percent are using social media to follow a breaking news story. In the age group of 35 to 44, 11.8 percent are using print media to follow a breaking news story, 14.8 percent are using TV to follow a breaking news story, 0.0 percent is using radio to follow a breaking news story, 37.3 percent are using digital media to follow a breaking news story and 36.1 percent are using Social media to follow a breaking news story. In the age group of 45 to 54, 18.8 percent are using print media to follow a breaking news story, 18.8 percent are using TV to follow a breaking news story, 0.0 percent is using radio to follow a breaking news story, 50.0 percent are using digital media to follow a breaking news story and 12.5 percent are using social media to follow a breaking news story. In the age group of 55 and above, 0.0 percent is using print media to follow a breaking news story, 12.5 percent are using TV to follow a breaking news story, 0.0 percent is using radio to follow a breaking news story, 37.5 percent are using digital media to follow a breaking news story and 50 percent are using social media to follow a breaking news story.

The data shows a significant difference between age group of 25 and above 55 regarding the use of media to follow a breaking news story. To establish the significance difference between age group of 25 to above 55 with regard to use of media to follow a breaking news story, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**36.211[a]**	**12**	**.000**
Likelihood Ratio	38.743	12	.000
Linear-by-Linear Association	.776	1	.378
N of Valid Cases	590		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .16.

H_0 – There is no significant difference between age group of 25 and above 55 with regard to the use of media to follow a breaking news story.

H_a – Age group of 25 and above 55 differ significantly with regard to the use of media to follow a breaking news story.

Cal X^2 Val 36.211 (df 12) ≥ Tab Val 21.03 @ 0.05

The analyzed data reveals that there is significant association between age group of 25 and above 55 with regard to the use of media to follow a breaking news story. The null hypothesis of no significant difference is rejected as difference in age plays an important role in using the media to follow a breaking news story. To follow breaking news, different media platforms used such as print, electronic and online. Journalists belonging to 25-34 years age group mostly use online or digital platform to keep themselves updated with minute-to-minute information via online news.

Table 4.43: Regulation of News Content

			Which one of the following do you think is needed in order to regulate news content?					Total
			Self regulation	**Govt regulation**	**External regulatory Control**	**Regulation by organization**	**Other**	
		Count	115	111	25	119	3	373
Age	25-34	% within Part_A_Q1 Age	30.8%	29.8%	6.7%	31.9%	0.8%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	50.2%	83.5%	80.6%	61.3%	100. %	63.2%
	35-44	Count	90	18	1	60	0	169
		% within Part_A_Q1 Age	53.3%	10.7%	0.6%	35.5%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	39.3%	13.5%	3.2%	30.9%	0.0%	28.6%
	45-54	Count	15	2	1	14	0	32
		% within Part_A_Q1 Age	46.9%	6.3%	3.1%	43.8%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	6.6%	1.5%	3.2%	7.2%	0.0%	5.4%
	55 & above	Count	9	2	4	1	0	16
		% within Part_A_Q1 Age	56.3%	12.5%	25.0%	6.3%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	3.9%	1.5%	12.9%	0.5%	0.0%	2.7%
Total		Count	229	133	31	194	3	590
		% within Part_A_Q1 Age	38.8%	22.5%	5.3%	32.9%	0.5%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of preference order in order to regulate news content among age group of 25 to more than 55. The data shows that 38.8 percent prefer self-regulation to regulate news content, 22.5 percent prefer government-regulation to regulate news content, 5.3 percent prefer external regulatory control to regulate news content, 32.9 percent prefer regulation by organization to regulate news content and only 0.5 percent prefers other regulations to regulate news content. In the age group of 25 to 34, 30.8 percent prefers self-regulation to regulate news content, 29.8 percent prefers government-regulation to regulate news content, 6.7 percent prefers external regulatory control to regulate news content, 31.9 percent prefer regulation by organization to regulate news content and only 0.8 percent prefers other regulation method to regulate news content. In the age group of 35 to 44, 53.3 percent prefers self-regulation to regulate news content, 10.7 percent prefers government-regulation to regulate news content, 0.0 percent prefers external regulatory control to regulate news content, 35.5 percent prefers regulation by organization to regulate news content and 0.0 percent prefers other regulation to regulate news content. In the age group of 45 to 54, 46.9 percent prefers self-regulation to regulate news content, 6.3 percent prefers government-regulation to regulate news content, 3.1 percent prefers external regulatory control to regulate news content, 43.8 percent prefers regulation by organization to regulate news content and 0.0 percent prefers other regulation to regulate news content. In the age group of 55 and above, 56.3 percent prefers self-regulation to regulate news content, 12.5 percent prefers government-regulation to regulate news content, 25 percent prefers external regulatory control to regulate news content, 6.3 percent prefers regulation by organization to regulate news content and 0.0 percent prefer other regulations to regulate news content.

The data shows a significant difference between age group of 25 and above 55 regarding preference order to regulate news content. To establish the significance difference between age group of 25 to above 55 with regard to preference order to regulate news content, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**68.132[a]**	**12**	**.000**
Likelihood Ratio	72.184	12	.000
Linear-by-Linear Association	3.861	1	.049
N of Valid Cases	590		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .08.

H_o – There is no significant difference between age group of 25 and above 55 with regard to preference order to regulate news content.

H_a – Age group of 25 and above 55 differ significantly with regard to preference order to regulate news content.

Cal X^2 Val 68.132 (df 12) ≥ Tab Val 21.03 @ 0.05

The evaluated data reveals that there is significant difference between age group of 25 and above 55 with regard to preference order to regulate news content. The null hypothesis of no significant difference is rejected as difference in age plays an important role with regard to preference order to regulate news content. To regulate media through different form of regulation, journalists have different opinions on regulation and most of them prefer self-regulation rather than regulation made by government.

Table 4.44: Learning Journalism through Various Means

			Which one helped you the most in learning journalism?					Total
			Education Institute	**Work Place**	**Training/ Workshops**	**Internship**	**Other**	
Age	25-34	Count	31	164	81	96	1	373
		% within Part_A_Q1 Age	8.3%	44.0%	21.7%	25.7%	0.3%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	83.8%	50.0%	72.3%	85.7%	100.0%	63.2%
	35-44	Count	4	122	28	15	0	169
		% within Part_A_Q1 Age	2.4%	72.2%	16.6%	8.9%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	10.8%	37.2%	25.0%	13.4%	0.0%	28.6%
	45-54	Count	2	26	3	1	0	32
		% within Part_A_Q1 Age	6.3%	81.3%	9.4%	3.1%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	5.4%	7.9%	2.7%	0.9%	0.0%	5.4%
	55 & above	Count	0	16	0	0	0	16
		% within Part_A_Q1 Age	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	0.0%	4.9%	0.0%	0.0%	0.0%	2.7%
Total		Count	37	328	112	112	1	590
		% within Part_A_Q1 Age	6.3%	55.6%	19.0%	19.0%	0.2%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

The data of imparting journalism learning among age group of 25 to more than 55 displays that 6.3 percent are learning journalism with the help of education institutes, 55.6 percent are learning journalism at work place, 19 percent are learning journalism with the help of training and workshops, 19 percent are learning journalism through internships and only 0.2 percent are learning journalism with the help of others means. In the age group of 25 to 34, 8.3 percent are learning journalism with the help of education institute, 44 percent are learning journalism at work place, 21.7 percent are learning journalism with the help of training and workshops, 25.7 percent are learning journalism through internships and only 0.3 percent are learning journalism with the help of others means. In the age group of 35 to 44, 2.4 percent are learning journalism with the help of education institute, 72.2 percent are learning journalism at work place, 16.6 percent are learning journalism with the help of training and workshops, 8.9 percent are learning journalism through internships and 0.0 percent is learning journalism with the help of others means. In the age group of 45 to 54, 6.3 percent are learning journalism with the help of education institute, 81.3 percent are learning journalism at work place, 9.4 percent are learning journalism with the help of training and workshops, 3.1 percent are learning journalism through internships and 0.0 percent is learning journalism with the help of others means. In the age group of 55 and above, 100 percent are in favour of learning journalism at work place only. The data shows a significance difference between age group of 25 and above 55 regarding learning journalism through various means. To establish the significance difference between age group of 25 to above 55 with regard to learning journalism through various means, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**66.988[a]**	**12**	**.000**
Likelihood Ratio	77.843	12	.000
Linear-by-Linear Association	29.854	1	.000
N of Valid Cases	590		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .03.

H_o – There is no significant difference between age group of 25 and above 55 with regard to learning journalism through various means.

H_a – Age group of 25 and above 55 differ significantly with regard to learning journalism through various means.

Cal X^2 Val 66.988 (df 12) ≥ Tab Val 21.03 @ 0.05

The evaluated data reveals that there is significant difference between age group of 25 and above 55 with regard to learning journalism through various means. The null hypothesis of no significant difference is rejected as difference in age play an important role with regard to learning journalism through various means. Journalists learn basics of journalism in the educational institution but earn practical knowledge of journalism at their work only. Internship, training and workshops are for every age group of journalists.

Table 4.45: Journalists Recommend Social Media to Report News Stories

			You recommend journalists to use social media to report news stories.					Total
			Strongly Agree	**Agree**	**Neither Agree nor Disagree**	**Disagree**	**Strongly Disagree**	
Age	25-34	Count	195	92	65	17	4	373
		% within Part_A_Q1 Age	52.3%	24.7%	17.4%	4.6%	1.1%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	68.7%	55.4%	69.9%	48.6%	33.3%	63.2%
	35-44	Count	67	61	23	13	5	169
		% within Part_A_Q1 Age	39.6%	36.1%	13.6%	7.7%	3.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	23.6%	36.7%	24.7%	37.1%	41.7%	28.6%

	45-54	Count	15	8	1	5	3	32
		% within Part_A_Q1 Age	46.9%	25.0%	3.1%	15.6%	9.4%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	5.3%	4.8%	1.1%	14.3%	25.0%	5.4%
	55 & above	Count	7	5	4	0	0	16
		% within Part_A_Q1 Age	43.8%	31.3%	25.0%	0.0%	0.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	2.5%	3.0%	4.3%	0.0%	0.0%	2.7%
Total		Count	284	166	93	35	12	590
		% within Part_A_Q1 Age	48.1%	28.1%	15.8%	5.9%	2.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

The data of recommend journalists to use social media to report news stories among age group of 25 to more than 55. The data exhibits that 48.1 percent strongly agree to the use of social media to report news stories, 28.1 percent agree to the use of social media to report news stories, 15.8 percent neither agree nor disagree to the use of social media to report news stories, 5.9 percent disagree to the use of social media to report news stories and only 2 percent strongly disagree to the use of social media to report news stories. In the age group of 25 to 34, 52.3 percent strongly agree to the use of social media to report news stories, 24.7 percent agree to the use of social media to report news stories, 17.4 percent neither agree nor disagree to the use of social media to report news stories, 4.6 percent disagree to the use of social media to report news stories and 1.1 percent strongly disagree to the use of social media to report news stories. In the age

group of 35 to 44, 39.6 percent strongly agree to the use of social media to report news stories, 36.1 percent agree to the use of social media to report news stories, 13.6 percent neither agree nor disagree to the use of social media to report news stories, 7.7 percent disagree to the use of social media to report news stories and 3 percent strongly disagree to the use of social media to report news stories. In the age group of 45 to 54, 46.9 percent strongly agree to the use of social media to report news stories, 25 percent agree to the use social media to report news stories, 3.1 percent are neither agree nor disagree to the use of social media to report news stories, 15.6 percent disagree to the use of social media to report news stories and 9.4 percent strongly disagree to the use of social media to report news stories. In the age group of 55 and above, 43.8 percent strongly agree to the use of social media to report news stories, 31.3 percent agree to the use of social media to report news stories, 25 percent neither agree nor disagree to the use of social media to report news stories, 0.0 percent disagree to the use of social media to report news stories and 0.0 percent strongly disagree to the use of social media to report news stories.

The data shows a significance difference between age group of 25 and above 55 regarding journalists' recommendation for use of social media to report news stories. To establish the significance difference between age group of 25 to above 55 regarding journalists use of social media to report news stories, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**34.063[a]**	**12**	**.001**
Likelihood Ratio	31.405	12	.002
Linear-by-Linear Association	4.634	1	.031
N of Valid Cases	590		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .33.

H_0 – There is no significant difference between age group of 25 and above 55regardingjournalists to use social media to report news stories.

H_a – Age group of 25 and above 55 differ significantly regarding journalists to use social media to report news stories.

Cal X^2 Val 34.063 (df 12) ≥ Tab Val 21.03 @ 0.05

The evaluated data reveals that there is significant difference between age group of 25 and above 55 regarding journalists to use social media to report news stories. The null hypothesis of no significant difference is rejected as different age plays an important role regarding journalists to use social media to report news stories. Journalists of each age group have different opinion on using social media to report a news story. Nearly fifty percent journalists are in favour of using social media to report news stories and thus recommend journalists to social media for news reporting.

Table 4.46: Use of Social Media in the Newsroom

			Social media is a more useful reporting tool in the newsroom.					Total
			Strongly Agree	**Agree**	**Neither Agree nor Disagree**	**Disagree**	**Strongly Disagree**	
Age	25-34	Count	139	97	92	36	9	373
		% within Part_A_Q1 Age	37.3%	26.0%	24.7%	9.7%	2.4%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	79.0%	50.0%	63.4%	61.0%	56.3%	63.2%
	35-44	Count	29	74	44	17	5	169
		% within Part_A_Q1 Age	17.2%	43.8%	26.0%	10.1%	3.0%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	16.5%	38.1%	30.3%	28.8%	31.3%	28.6%
	45-54	Count	2	18	7	3	2	32
		% within Part_A_Q1 Age	6.3%	56.3%	21.9%	9.4%	6.3%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	1.1%	9.3%	4.8%	5.1%	12.5%	5.4%
	55 & above	Count	6	5	2	3	0	16
		% within Part_A_Q1 Age	37.5%	31.3%	12.5%	18.8%	0.0%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	3.4%	2.6%	1.4%	5.1%	0.0%	2.7%

Total	Count	176	194	145	59	16	590
	% within Part_A_Q1 Age	29.8%	32.9%	24.6%	10.0%	2.7%	100.0%
	% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

The data of social media is a more useful reporting tool in the newsroom among age group of 25 to more than 55. The data exhibits that 29.8 percent strongly agree that social media is a more useful tool in the newsroom, 32.9 percent agree that social media is more useful in the newsroom, 24.6 percent neither agree nor disagree to the use of social media in the newsroom, 10 percent disagree social media is a more useful tool in the newsroom and 2.7 percent strongly disagree with social media as more useful tool in the newsroom. In the age group of 25 to 34, 37.3 percent strongly agree with social media being a more useful reporting tool in the newsroom, 26 percent agree social media is a more useful reporting tool in the newsroom, 24 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 9.7 percent disagree with social media being a more useful tool in the newsroom and 2.4 percent strongly disagree with social media being a more useful tool in the newsroom. In the age group of 35 to 44, 17.2 percent strongly agree that social media is a more useful tool in the newsroom, 43.8 percent agree that social media is useful in the newsroom, 26 percent are neither agree nor disagree with social media being a more useful tool in the newsroom, 10.1 percent disagree with social media being a more useful tool in the newsroom and 3 percent strongly disagree with social media being a more useful reporting tool in the newsroom. In the age group of 45 to 54, 6.3 percent strongly agree that social media is a more useful tool in the newsroom, 56.3 percent agree that social media is a more useful tool in the newsroom, 21.9 percent neither agree nor disagree with social media being a useful reporting tool in the newsroom, 9.4 percent disagree with social media being a useful tool in the newsroom and 6.3 percent strongly disagree with social media being a useful tool in the newsroom. In the age group of 55 and above, 37.5 percent strongly agree that social media is a useful tool in the newsroom, 31.3 percent agree that social media is a more useful tool in the newsroom, 12.5 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 18.8 percent disagree that social media

is a more useful tool in the newsroom and 0.0 percent strongly disagree with social media being a more useful tool in the newsroom.

The data shows a significance difference between age group of 25 and above 55 regarding social media being a useful tool in the newsroom. To establish the significance difference between age group of 25 to above 55 regarding social media being a useful reporting tool in the newsroom, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**43.639[a]**	**12**	**.000**
Likelihood Ratio	46.527	12	.000
Linear-by-Linear Association	4.511	1	.034
N of Valid Cases	590		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .43.

H_o – There is no significant difference between age group of 25 and above 55regardingsocial media is a more useful reporting tool in the newsroom.

H_a – Age group of 25 and above 55 differ significantly regardingsocial media is a more useful reporting tool in the newsroom.

Cal X^2 Val 43.639(df 12) ≥ Tab Val 21.03 @ 0.05

The calculated data reveals that there is significant difference between age group of 25 and above 55 regarding social media being a more useful tool in the newsroom. The null hypothesis of no significant difference is rejected as difference in age plays an important role regarding social media usage in the newsroom. Journalists of each age group have different opinion on social media being a useful tool in the newsroom. Nearly 30 percent journalists are in favour of using social media as a tool in the newsroom.

Gender Variable

Table 4.47: Social Media for News Reporting

			Are you presently using social media for news reporting?				Total
			Yes	**No**	**Company Policy**	**Don't Like sharing**	
Gender	Male	Count	270	39	28	20	357
		% within Part_A_Q2 Gender	75.6%	10.9%	7.8%	5.6%	100.0%
		% within Part_B_Q1 Are you presently using social media for news reporting?	59.3%	54.2%	70.0%	87.0%	60.5%
	Female	Count	185	33	12	3	233
		% within Part_A_Q2 Gender	79.4%	14.2%	5.2%	1.3%	100.0%
		% within Part_B_Q1 Are you presently using social media for news reporting?	40.7%	45.8%	30.0%	13.0%	39.5%
Total		Count	455	72	40	23	590
		% within Part_A_Q2 Gender	77.1%	12.2%	6.8%	3.9%	100.0%
		% within Part_B_Q1 Are you presently using social media for news reporting?	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of using social media for news reporting among male and female data reveal that nearly 77.1 percent are using social media for news reporting, 12.2 percent are not using social media for news reporting, 6.8 percent due to company policy are not using social media for news reporting and only about 4 percent do not like to share using social media for news reporting. Among male, 75.6 percent are using social media for news reporting, 10.9 percent are not using social media for news reporting, 7.8 percent due to company policy not use social media for news reporting and about 5.6

percent do not like to share using social media for news reporting. Among female, 79.4 percent are using social media for news reporting, 14.2 percent are not using social media for news reporting, 5.2 percent due to company policy do not use social media for news reporting and about 1.3 percent do not like to share using social media for news reporting.

The data shows a significant difference between male and female using social media for news reporting. To establish the significance of difference between male and female with regard to using social media for news reporting, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**9.712[a]**	**3**	**.021**
Likelihood Ratio	10.873	3	.012
Linear-by-Linear Association	5.309	1	.021
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.08.

H_o – There is no significant difference between male and female in using social media for news reporting.

H_a – Male and female differ significantly in using social media for news reporting habit.

Cal X^2 Val 9.712 (df 3) ≥ Tab Val 7.82 @ 0.05

The analyzed data reveals that there is significant association between male and female with regard to using social media for news reporting. The null hypothesis of no significant difference is rejected as gender plays an important role with regard to using social media for news reporting. In the media profession use of technology is helps in news gathering and spread of news quickly. Social media is the need-of-the hour for male and female journalists around the world.

Table 4.48: Organisation guidelines for social media

			Does your organization have social media guidelines?			Total
			Yes	**No**	**Can't Say**	
Gender	Male	Count	229	25	103	357
		% within Part_A_Q2 Gender	64.1%	7.0%	28.9%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	58.3%	53.2%	68.7%	60.5%
	Female	Count	164	22	47	233
		% within Part_A_Q2 Gender	70.4%	9.4%	20.2%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	41.7%	46.8%	31.3%	39.5%
Total		Count	393	47	150	590
		% within Part_A_Q2 Gender	66.6%	8.0%	25.4%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	100.0%	100.0%	100.0%	100.0%

N= 590

In the above table of organization guidelines for social media among male and female. The data shows that nearly 66.6 percent organizations having guidelines for social media, 8 percent organizations have no guidelines for social media and 25.4 percent organization can't say about guidelines for social media. Among males, 64.1 percent agreed having guidelines for social media in their organization, 7 percent organizations have no guidelines for social media and 28.9 percent can't say about guidelines for social media in their organizations. Among female, 70.4 percent agreed having guidelines for social media in their organization, 9.4 percent organization have no guidelines for social media and 20.2 percent can't say about guidelines for social media in their organization.

The data shows a significant difference between male and female regarding organizations guidelines for social media. To establish the significance difference

between male and female with regard to organizations guidelines for social media, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.055[a]**	**2**	**.048**
Likelihood Ratio	6.157	2	.046
Linear-by-Linear Association	4.174	1	.041
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.56.

H_o – There is no significant difference between male and female with regard to guidelines for social media in their organizations.

H_a – Male and female differ significantly with regard to guidelines for social media in their organizations.

Cal X^2 Val 6.055 (df 2) ≥ Tab Val 5.99 @ 0.05

The analyzed data reveals that there is significant association between male and female with regard to organizations guidelines for social media. The null hypothesis of no significant difference is rejected as gender groups play an important role with regard to organizations guidelines for social media. Media organizations have their own guidelines regarding use of social media for their male and female journalists.

Table 4.49: Use of social media for news reporting before implemention of organisation guidelines

			Did you begin using social media for news reporting before the organization implemented social media guidelines?			Total
			Yes	**No**	**Can't Say**	
Gender	Male	Count	184	73	100	357
		% within Part_A_Q2 Gender	51.5%	20.4%	28.0%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	60.7%	59.8%	60.6%	60.5%
	Female	Count	119	49	65	233
		% within Part_A_Q2 Gender	51.1%	21.0%	27.9%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	39.3%	40.2%	39.4%	39.5%
Total		Count	303	122	165	590
		% within Part_A_Q2 Gender	51.4%	20.7%	28.0%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	100.0%	100.0%	100.0%	100.0%

N=590

In the given table of using social media for news reporting before the organization implemented social media guidelines among male and female. The data shows that nearly 51 percent use social media for news reporting before the organization implemented social media guidelines, 20.7 percent are not using social media for news reporting before the organization implemented social media guidelines and 28 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among male, 51.5 percent are using social media for news reporting before the organization implemented social media guidelines, 20.4 percent are not using social

media for news reporting before the organization implemented social media guidelines and 28 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among female, 51.1 percent use social media for news reporting before the organization implemented social media guidelines, 21 percent are not using social media for news reporting before the organization implemented social media guidelines and 28.9 percent can't say about using social media for news reporting before the organization implemented social media guidelines.

The data shows a significant difference between male and female regarding the use of social media for news reporting before the organization implemented social media guidelines. To establish the significance difference between male and female with regard to using social media for news reporting before the organization implemented social media guidelines, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**.030[a]**	**2**	**.985**
Likelihood Ratio	.030	2	.985
Linear-by-Linear Association	.002	1	.961
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 48.18.

H_o – There is no significant difference between male and female with regard to using social media for news reporting before the organization implemented social media guidelines.

H_a – Male and female differ significantly with regard to using social media for news reporting before the organization implemented social media guidelines.

Cal X^2 Val .030 (df 2) ≤ Tab Val 5.99@ 0.05

The analyzed data reveals that there is no significant association between male and female with regard to using social media for news reporting before the organization implemented social media guidelines. The null hypothesis of no significant difference is accepted as gender have similar opinion with regard to using social media for news reporting before the organization implemented social media guidelines. Among male and female journalists implementation of social media guidelines in the media organization on news reporting have similar view points.

Table 4.50: Social media to stay ahead of competition

			Do you use Social media to stay ahead of competition?			Total
			Yes	**No**	**Can't Say**	
Gender	Male	Count	52	45	260	357
		% within Part_A_Q2 Gender	14.6%	12.6%	72.8%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	62.7%	64.3%	59.5%	60.5%
	Female	Count	31	25	177	233
		% within Part_A_Q2 Gender	13.3%	10.7%	76.0%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	37.3%	35.7%	40.5%	39.5%
Total		Count	83	70	437	590
		% within Part_A_Q2 Gender	14.1%	11.9%	74.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data regarding use of social media to stay ahead of competition among male and female the data shows that nearly 14 percent use social media to stay ahead of competition, around 12 percent are not using social media to stay ahead of competition and most of them about 74 percent can’t say about using social media to stay ahead of competition. Among male, 14.6 percent are using social media to stay ahead of competition. 12.6 percent not using social media to stay ahead of competition and most of

them about 73 percent can't say about using social media to stay ahead of competition. Among female, 13.3 percent uses social media to stay ahead of competition. 10.7 percent are not using social media to stay ahead of competition and most of them about 76 percent can't say about the use of social media to stay ahead of competition.

The data shows a significant difference between male and female with regard to using social media to stay ahead of competition. To establish the significance difference between male and female with regard to using social media to stay ahead of competition, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**.765[a]**	**2**	**.682**
Likelihood Ratio	.770	2	.680
Linear-by-Linear Association	.522	1	.470
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.64.

H_o – There is no significant difference between male and female with regard to using social media to stay ahead of competition.

H_a – Male and female differ significantly with regard to using social media to stay ahead of competition.

Cal X^2 Val .765 (df 2) ≤ Tab Val 5.99@ 0.05

The evaluated data reveals that there is no significant difference between male and female with regard to using social media to stay ahead of competition. The null hypothesis of no significant difference is accepted as genders have similar opinion with regard to using social media to stay ahead of competition. Male and female journalists are both using social media to stay updated with technology as well as to keep in touch with information. They both use social media to stay ahead of competition.

Table 4.51: Social media platform used other than news agencies

			Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.										Total
			Facebook	WhatsApp	Instagram	YouTube	LinkedIn	Google+	Tumbler	Pinterest	Twitter	Other	
Part_A_Q2 Gender	Male	Count	87	20	6	50	10	12	1	26	130	15	357
		% within Part_A_Q2 Gender	24.4%	5.6%	1.7%	14.0%	2.8%	3.4%	0.3%	7.3%	36.4%	4.2%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	59.2%	80.0%	40.0%	49.5%	50.0%	75.0%	50.0%	57.8%	65.3%	75.0%	60.5%
	Female	Count	60	5	9	51	10	4	1	19	69	5	233
		% within Part_A_Q2 Gender	25.8%	2.1%	3.9%	21.9%	4.3%	1.7%	0.4%	8.2%	29.6%	2.1%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	40.8%	20.0%	60.0%	50.5%	50.0%	25.0%	50.0%	42.2%	34.7%	25.0%	39.5%
Total		Count	147	25	15	101	20	16	2	45	199	20	590
		% within Part_A_Q2 Gender	24.9%	4.2%	2.5%	17.1%	3.4%	2.7%	0.3%	7.6%	33.7%	3.4%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of other than news agencies, the most trusted social media platform your organization uses to receive news updates between male and female. The data reveal that nearly 25 percent are using Facebook, 4.2 percent are using WhatsApp, 2.5 using Instagram, 17 percent are using YouTube, 3.4 percent are using LinkedIn, 2.7 percent are using Google+, 7.6 percent are using Pinterest, 33.7 percent are using Twitter and 3.4 percent are using others platform. Among male, 24.4 percent are using Facebook, 5.6 percent are using WhatsApp, 1.7 using Instagram, 14 percent are using YouTube, 2.8 percent are using LinkedIn, 3.4 percent are using Google+, 7.3 percent are using Pinterest, 36.4 percent are using Twitter and 4.2 percent are using other platforms. Among female, 25.8 percent are using Facebook, 2.1 percent are using WhatsApp, 4 percent are using Instagram, 22 percent are using YouTube, 4.3 percent are using LinkedIn, 1.7 percent are using Google+, 8.2 percent are using Pinterest, 29.6 percent are using Twitter and 2.1 percent are using other platforms.

The data shows a significant difference between male and female in using other social media platforms to receive news/information other than news agencies. To establish the significance of difference between male and female with regard to using other than news agencies, the most trusted social media platform your organization to receive news updates, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18.095[a]**	**9**	**.034**
Likelihood Ratio	18.497	9	.030
Linear-by-Linear Association	2.344	1	.126
N of Valid Cases	590		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is .79.

H_o – There is no significant difference between male and female using other than news agencies, the most trusted social media platform your organization to receive news updates.

H_a – Male and female differ significantly in using other than news agencies, the most trusted social media platform your organization to receive news updates.

Cal X^2 Val 18.096 (df 9) ≥ Tab Val 16.92@ 0.05

The evaluated data reveals that there is significant difference between male and female with regard to using other than news agencies, the most trusted social media platform your organization uses to receive news updates. The null hypothesis of no significant difference is rejected as gender plays an important role with regard to using other social media platforms other than news agencies. Journalists use of social media platforms other than news agencies to receive news and information is a particular phenomenon among male and female journalists. But most of the journalists trust these social media platforms for gathering information only.

Table 4.52: Media used to follow breaking news

			Which media do you use to follow a breaking news story?					Total
			Print	**TV**	**Radio**	**Digital**	**Social media**	
Gender	Male	Count	39	53	4	159	102	357
		% within Part_A_Q2 Gender	10.9%	14.8%	1.1%	44.5%	28.6%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	75.0%	72.6%	66.7%	53.4%	63.4%	60.5%
	Female	Count	13	20	2	139	59	233
		% within Part_A_Q2 Gender	5.6%	8.6%	0.9%	59.7%	25.3%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	25.0%	27.4%	33.3%	46.6%	36.6%	39.5%
Total		Count	52	73	6	298	161	590
		% within Part_A_Q2 Gender	8.8%	12.4%	1.0%	50.5%	27.3%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the above table of use of media to follow breaking news among male and female the data shows that nearly 8.8 percent are using print media to follow a breaking news story, 12.4 percent are using TV to follow a breaking news story, only 1 percent is using radio to follow a breaking news story, 50.5 percent are using digital media to follow a breaking news story and 27.3 percent are using social media to follow a breaking news story. Among male, nearly 11 percent are using print media to follow a breaking news story, 14.8 percent are using TV to follow a breaking news story, 1.1 percent are using radio to follow a breaking news story, 44.5 percent are using digital media to follow a breaking news story and 28.6 percent are using social media to follow a breaking news story. Among female, 5.6 percent are using print media to follow a breaking news story, 8.6 percent are using TV to follow a breaking news story, 0.9 percent are using radio to follow a breaking news story, 59.7 percent are using digital media to follow a breaking news story and 25.3 percent are using social media to follow a breaking news story.

The data shows a significant difference between male and female regarding the use of media to follow a breaking news story. To establish the significance difference between male and female with regard to the use of media to follow a breaking news story, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**16.060[a]**	**4**	**.003**
Likelihood Ratio	16.469	4	.002
Linear-by-Linear Association	6.099	1	.014
N of Valid Cases	590		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.37.

H_o – There is no significant difference between male and female with regard to the use of media to follow a breaking news story.

H_a – Male and female differ significantly with regard to the use of media to follow a breaking news story.

Cal X^2 Val 16.060 (df 4) ≥ Tab Val 9.49@ 0.05

The analyzed data reveals that there is significant association between male and female with regard to the use of media to follow a breaking news story. The null hypothesis of no significant difference is rejected as gender plays an important role with regard to the use of media to follow a breaking news story. Male and female journalists act differently to follow breaking news on different media platform such as print, electronic and online. They mostly use online or digital platforms to stay updated with moment-to-moment information online.

Table 53: Regulation of news content

			Which one of the following do you think is needed in order to regulate news content?					Total
			Self regulation	**Government regulation**	**External regulatory Control**	**Regulation by organization**	**Other**	
Gender	Male	Count	159	70	12	115	1	357
		% within Part_A_Q2 Gender	44.5%	19.6%	3.4%	32.2%	0.3%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	69.4%	52.6%	38.7%	59.3%	33.3%	60.5%
	Female	Count	70	63	19	79	2	233
		% within Part_A_Q2 Gender	30.0%	27.0%	8.2%	33.9%	0.9%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	30.6%	47.4%	61.3%	40.7%	66.7%	39.5%
Total		Count	229	133	31	194	3	590
		% within Part_A_Q2 Gender	38.8%	22.5%	5.3%	32.9%	0.5%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of preference order to regulate news content among male and female. The data shows that 38.8 percent prefer self-regulation to regulate news content, 22.5 percent prefer government-regulation to regulate news content, 5.3 percent prefer external regulatory control to regulate news content, 32.9 percent prefers regulation by organization to regulate news content and only 0.5 percent prefers other regulation method to regulate news content. Among male, 44.5 percent prefer self-regulation to regulate news content, 19.6 percent prefer government-regulation to regulate news content, 3.4 percent prefer external regulatory control to regulate news content, 32.2 percent prefer regulation by organization to regulate news content and only 0.3 percent prefer other regulation to regulate news content. Among female, 30 percent prefer self-regulation to regulate news content, 27 percent prefer government-regulation to regulate news content, 8.2 percent prefer external regulatory control to regulate news content, 34 percent prefer regulation by organization to regulate news content and only 0.9 percent prefer other regulation method to regulate news content.

The data shows a significant difference between male and female regarding preference order to regulate news content. To establish the significance difference between male and female with regard to preference order to regulate news content, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18.300[a]**	**4**	**.001**
Likelihood Ratio	18.283	4	.001
Linear-by-Linear Association	4.968	1	.026
N of Valid Cases	590		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.18.

H_o – There is no significant difference between male and female with regard to preference order to regulate news content.

H_a – Male and female differ significantly with regard to preference order to regulate news content.

Cal X^2 Val 18.300(df 4) ≥ Tab Val 9.49@ 0.05

The calculated data reveals that there is significant difference between male and female with regard to preference order to regulate news content. The null hypothesis of no significant difference is rejected as gender plays an important role with regard to preference order to regulate news content. Male and female journalists have opinions to regulate media through different forms of regulation. They prefer mostly self-regulation rather than regulation imposed through government.

Table 54: Learning journalism through various means

			Which one helped you the most in learning journalism?					Total
			Education Institute	Work Place	Training/ Workshops	Internship	Other	
Gender	Male	Count	23	208	66	59	1	357
		% within Part_A_Q2 Gender	6.4%	58.3%	18.5%	16.5%	0.3%	100.0 %
		% within Part_C_Q10 Which one helped you the most in learning journalism?	62.2%	63.4%	58.9%	52.7%	100.0 %	60.5%
	Female	Count	14	120	46	53	0	233
		% within Part_A_Q2 Gender	6.0%	51.5%	19.7%	22.7%	0.0%	100.0 %
		% within Part_C_Q10 Which one helped you the most in learning journalism?	37.8%	36.6%	41.1%	47.3%	0.0%	39.5%
Total		Count	37	328	112	112	1	590
		% within Part_A_Q2 Gender	6.3%	55.6%	19.0%	19.0%	0.2%	100.0 %
		% within Part_C_Q10 Which one helped you the most in learning journalism?	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0 %

N= 590

The data of learning journalism through different means among male and female shows that 6.3 percent are learning journalism with the help of educational institutes, 55.6 percent are learning journalism at work place, 19 percent are learning journalism with the help of training and workshops, 19 percent are learning journalism through internships and only 0.2 percent are learning journalism with the help of others means. Among male, 6.4 percent are learning journalism with the help of educational institutes, 58.3 percent are learning journalism at work place, 18.5 percent are learning journalism with the help of training and workshops, 16.5 percent are learning journalism through internships and only 0.3 percent are learning journalism with the help of others means. Among female, 6 percent are learning journalism with the help of educational institute, 51.5 percent are learning journalism at work place, 19.7 percent are learning journalism with the help of training and workshops, 22.7 percent are learning journalism through internships and 0.0 percent are learning journalism with the help of others means.

The data shows a significant difference between male and female regarding learning journalism through various means. To establish the significance difference between male and female with regard to learning journalism through various means, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.845[a]	4	.304
Likelihood Ratio	5.155	4	.272
Linear-by-Linear Association	3.249	1	.071
N of Valid Cases	590		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .39.

H_o – There is no significant difference between male and female with regard to learning journalism through various means.

H_a – Male and female differ significantly with regard to learning journalism through various means.

Cal X^2 Val 4.845 (df 4) ≤ Tab Val 9.49@ 0.05

The evaluated data reveals that there is no significant difference between male and female with regard to learning journalism through various means. The null hypothesis of no significant difference is accepted as both the genders have similar views with respect to learning journalism through various means. Male and female journalists both agree that basic learning of journalism takes place at educational institutions but earn practical knowledge of journalism at work place only through internships, trainings and workshops.

Table 55: Journalists recommend use of social media

			You recommend journalists to use social media to report news stories.					Total
			Strongly Agree	**Agree**	**Neither Agree nor Disagree**	**Dis-agree**	**Strongly Disagree**	
Gender	Male	Count	170	102	54	23	8	357
		% within Part_A_Q2 Gender	47.6%	28.6%	15.1%	6.4%	2.2%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	59.9%	61.4%	58.1%	65.7%	66.7%	60.5%
	Female	Count	114	64	39	12	4	233
		% within Part_A_Q2 Gender	48.9%	27.5%	16.7%	5.2%	1.7%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	40.1%	38.6%	41.9%	34.3%	33.3%	39.5%
Total		Count	284	166	93	35	12	590
		% within Part_A_Q2 Gender	48.1%	28.1%	15.8%	5.9%	2.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

The data of journalists recommend use of social media to report news stories among male and female exhibits that 48.1 percent strongly agree to the use of social

media to report news stories, 28.1 percent agree to the use of social media to report news stories, 15.8 percent neither agree nor disagree to the use of social media to report news stories, 5.9 percent disagree to the use of social media to report news stories and only 2 percent strongly disagree to the use of social media to report news stories. Among male, 47.6 percent strongly agree to the use of social media to report news stories, 28.6 percent agree to the use of social media to report news stories, 15.1 percent neither agree nor disagree to the use of social media to report news stories, 6.4 percent disagree to the use of social media to report news stories and only 2.2 percent strongly disagree to the use of social media to report news stories. Among female, 49 percent strongly agree to the use of social media to report news stories, 27.5 percent agree to the use of social media to report news stories, 16.7 percent neither agree nor disagree to the use of social media to report news stories, 5.2 percent disagree to the use of social media to report news stories and 1.7 percent strongly disagree to the use of social media to report news stories.

The data shows a significant difference between male and female regarding journalists use of social media to report news stories. To establish the significance difference between male and female regarding journalists' recommendation of use of social media to report news stories, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.931[a]	4	.920
Likelihood Ratio	.941	4	.919
Linear-by-Linear Association	.201	1	.654
N of Valid Cases	590		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.74.

H_o – There is no significant difference between male and female regarding journalists' recommendation of use of social media to report news stories.

H_a – Male and female differ significantly regarding journalists' recommendation of use of social media to report news stories.

Cal X^2 Val .931(df 4) ≤ Tab Val 9.49@ 0.05

The evaluated data reveals that there is no significant difference between male and female regarding journalists' recommendation of use of social media to report news stories. The null hypothesis of no significant difference is accepted as male and female have similar opinion regarding journalists' recommendation of use of social media to report news stories. Both male and female journalists are in favour of using social media for reporting news stories and thus recommend the use of social media to report news stories.

Table 56: Use of social media in the newsroom

			Social media is a more useful reporting tool in the newsroom.					Total
			Strongly Agree	**Agree**	**Neither Agree nor Disagree**	**Disagree**	**Strongly Disagree**	
Gender	Male	Count	98	143	82	27	7	357
		% within Part_A_Q2 Gender	27.5%	40.1%	23.0%	7.6%	2.0%	100.0 %
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	55.7%	73.7%	56.6%	45.8%	43.8%	60.5%
	Female	Count	78	51	63	32	9	233
		% within Part_A_Q2 Gender	33.5%	21.9%	27.0%	13.7%	3.9%	100.0 %
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	44.3%	26.3%	43.4%	54.2%	56.3%	39.5%
Total		Count	176	194	145	59	16	590
		% within Part_A_Q2 Gender	29.8%	32.9%	24.6%	10.0%	2.7%	100.0 %
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	100.0%	100.0 %	100.0%	100.0%	100.0%	100.0 %

N=590

The data of social media is a more useful in the newsroom among male and female exhibits that 29.8 percent strongly agree social media is a more useful in the newsroom, 32.9 percent agree social media is a more useful reporting tool in the newsroom, 24.6 percent neither agree nor disagree with social media being a useful reporting tool in the newsroom, 10 percent disagree with social media being a useful reporting tool in the newsroom and only 2.7 percent strongly disagree with social media being a more useful tool in the newsroom. Among male, 27.5 percent strongly agree with social media being more useful reporting tool in the newsroom, 40.1 percent agree with social media being a more useful reporting tool in the newsroom, 23 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 7.6 percent disagree with social media being a more useful tool in the newsroom and only 2 percent strongly disagree with social media being a more useful tool in the newsroom. Among female, 33.5 percent strongly agree with social media being a more useful tool in the newsroom, 22 percent agree with social media being a more useful tool in the newsroom, 27 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 13.7 percent disagree with social media being a more useful tool in the newsroom and only 4 percent strongly disagree with social media being more useful in the newsroom.

The data shows a significant difference between male and female regarding the use of social media as a more useful tool in the newsroom. To establish the significance difference between male and female regarding the use of social media as a more useful tool in the newsroom, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**24.067[a]**	**4**	**.000**
Likelihood Ratio	24.625	4	.000
Linear-by-Linear Association	3.209	1	.073
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.32.

H_o – There is no significant difference between male and female regarding the social media as a more useful tool in the newsroom.

H_a – Male and female differ significantly regarding the use of social media as a more useful tool in the newsroom.

Cal X^2 Val 24.067(df 4) ≥ Tab Val 9.49@ 0.05

The calculated data reveals that there is significant difference between male and female with respect to the use of social media as a more useful tool in the newsroom. The null hypothesis of no significant difference is rejected as male and female play an important role regarding social media as a more useful reporting tool in the newsroom. Male or female journalists have different opinions on social media as a more useful reporting tool in the newsroom. Female journalists are using more social media as compare to male journalists in the newsroom.

Experience Variable

Table 57: Social media for news reporting

			Are you presently using social media for news reporting?				Total
			Yes	**No**	**Company Policy**	**Don't Like sharing**	
Industry experience (in years)	1-5 years	Count	223	28	27	16	294
		% within Part_A_Q3 Industry experience (in years)	75.9%	9.5%	9.2%	5.4%	100.0%
		% within Part_B_Q1 Are you presently using social media for news reporting?	49.0%	38.9%	67.5%	69.6%	49.8%
	6-10 years	Count	89	14	8	2	113
		% within Part_A_Q3 Industry experience (in years)	78.8%	12.4%	7.1%	1.8%	100.0%
		% within Part_B_Q1 Are you presently using social media for news reporting?	19.6%	19.4%	20.0%	8.7%	19.2%
	11-15 years	Count	57	12	1	2	72
		% within Part_A_Q3 Industry experience (in years)	79.2%	16.7%	1.4%	2.8%	100.0%
		% within Part_B_Q1 Are you presently using social media for news reporting?	12.5%	16.7%	2.5%	8.7%	12.2%
	16 year and above	Count	86	18	4	3	111
		% within Part_A_Q3 Industry experience (in years)	77.5%	16.2%	3.6%	2.7%	100.0%
		% within Part_B_Q1 Are you presently using social media for news reporting?	18.9%	25.0%	10.0%	13.0%	18.8%
Total		Count	455	72	40	23	590
		% within Part_A_Q3 Industry experience (in years)	77.1%	12.2%	6.8%	3.9%	100.0%
		% within Part_B_Q1 Are you presently using social media for news reporting?	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of using social media for news reporting among experienced journalists of 16 years and above the data reveals that nearly 77.1 percent are using social media for news reporting, 12.2 percent are not using social media for news reporting, 6.8 percent due to company policy are not using social media for news reporting and about 4 percent do not like sharing on social media. Journalists having experience from 1 to 5 years, nearly 76 percent are using social media for news reporting, 9.5 percent are not using social media for news reporting, 9.2 percent due to company policy are not using social media for news reporting and about 5.4 percent do not like sharing on social media for news reporting. Journalists having experience from 6 to 10 years, 78.8 percent are using social media for news reporting, 12.4 percent are not using social media for news reporting, 7.1 percent due to company policy are not using social media for news reporting and about 1.8 percent do not like sharing on social media for news reporting. Journalists having experience from 11 to 15 years, 79.2 percent are using social media for news reporting, 16.7 percent are not using social media for news reporting, 1.4 percent due to company policy are not using social media for news reporting and about 3 percent do not like sharing on social media for news reporting. Journalists having 16 years and above experience, 77.5 percent are using social media for news reporting, 16.2 percent are not using social media for news reporting, 0.0 percent journalists due to company policy are not using social media for news reporting and about 6.3 percent don't like to share using social media for news reporting.

The data shows a significant difference among experienced journalists of 16 years and above using social media for news reporting. To establish the significance of difference between experienced journalists of 16 years and above with regard to using social media for news reporting, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.524[a]	9	.078
Likelihood Ratio	17.217	9	.045
Linear-by-Linear Association	3.266	1	.071
N of Valid Cases	590		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.81.

H_o – There is no significant difference among experienced journalists of 16 years and above in using social media for news reporting.

H_a – Experienced journalists of 16 years and above differ significantly in using social media for news reporting habit.

Cal X^2 Val 15.524 (df 9) $\leq$ Tab Val 16.92 @ 0.05

The analyzed data reveals that there is no significant association among experienced journalists of 16 years and above with regard to using social media for news reporting. The null hypothesis of no significant difference is accepted as experienced journalists have similar attitude regarding using social media for news reporting. In the profession of media, technology helps not only young journalists but also experienced journalists as well.

Table 58: Organisation guidelines for social media

			Does your organization have social media guidelines?			Total
			Yes	**No**	**Can't Say**	
Industry experience (in years)	1-5 years	Count	239	22	33	294
		% within Part_A_Q3 Industry experience (in years)	81.3%	7.5%	11.2%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	60.8%	46.8%	22.0%	49.8%
	6-10 years	Count	53	12	48	113
		% within Part_A_Q3 Industry experience (in years)	46.9%	10.6%	42.5%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	13.5%	25.5%	32.0%	19.2%
	11-15 years	Count	43	3	26	72
		% within Part_A_Q3 Industry experience (in years)	59.7%	4.2%	36.1%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	10.9%	6.4%	17.3%	12.2%
	16 year and above	Count	58	10	43	111
		% within Part_A_Q3 Industry experience (in years)	52.3%	9.0%	38.7%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	14.8%	21.3%	28.7%	18.8%
Total		Count	393	47	150	590
		% within Part_A_Q3 Industry experience (in years)	66.6%	8.0%	25.4%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given table of organization guidelines for social media among experienced journalists the data shows that nearly 66.6 percent organizations have guidelines for social media, 8 percent organizations have no guidelines for social media and 25.4 percent journalists can't say about having guidelines for social media in their organizations. Journalists having experience from 1 to 5 years, 81.3 percent agreed having organization guidelines for social media, 7.5 percent organization have no guidelines for social media and 11.2 percent journalists can't say about having guidelines for social media in their organization. Journalists having experience from 6 to 10 years, nearly 47 percent organizations have guidelines for social media, 10.6 percent organizations have no guidelines for social media and 42.5 percent organizations can't say about having guidelines for social media. Journalists having experience from 11 to 15 years, 59.7 percent organizations have guidelines for social media, 4.2 percent organizations have no guidelines for social media and 36.1 percent journalists can't say about having guidelines for social media in their organization. Journalists having 16 years and above experience, 52.3 percent organizations have guidelines for social media, 9 percent organizations have no guidelines for social media and 38.7 percent journalists can't say about organization guidelines for social media.

The data shows a significant difference among journalists' experience with regard to organizations' guidelines for social media. To establish the significance difference among journalists' experience with regard to organizations' guidelines for social media, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**69.810[a]**	**6**	**.000**
Likelihood Ratio	72.987	6	.000
Linear-by-Linear Association	41.505	1	.000
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.74.

H_o – There is no significant difference among journalists' experience with regard to organizations' guidelines for social media

H_a – Journalists' experience differ significantly with regard to organizations guidelines for social media.

Cal X^2 Val 69.810 (df 6) ≥ Tab Val 12.59 @ 0.05

The analyzed data reveals that there is significant association among journalists' experience with regard to organizations' guidelines for social media. The null hypothesis of no significant difference is rejected as journalists' experience plays an important role with regard to organizations' guidelines for social media.

Table 59: Use of social media for news reporting before implementation of organisation guidelines

			Did you begin using social media for news reporting before the organization implemented social media guidelines?			Total
			Yes	No	Can't Say	
Part_A_Q3 Industry experience (in years)	1-5 years	Count	190	45	59	294
		% within Part_A_Q3 Industry experience (in years)	64.6%	15.3%	20.1%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	62.7%	36.9%	35.8%	49.8%
	6-10 years	Count	31	26	56	113
		% within Part_A_Q3 Industry experience (in years)	27.4%	23.0%	49.6%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	10.2%	21.3%	33.9%	19.2%
	11-15 years	Count	27	21	24	72
		% within Part_A_Q3 Industry experience (in years)	37.5%	29.2%	33.3%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	8.9%	17.2%	14.5%	12.2%
	16 year and above	Count	55	30	26	111
		% within Part_A_Q3 Industry experience (in years)	49.5%	27.0%	23.4%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	18.2%	24.6%	15.8%	18.8%
Total		Count	303	122	165	590
		% within Part_A_Q3 Industry experience (in years)	51.4%	20.7%	28.0%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given above table of using social media for news reporting before the organization implemented social media guidelines among experience journalist. The data shows that nearly 51.4 percent using social media for news reporting before the organization implemented social media guidelines, 20.7 percent not using social media for news reporting before the organization implemented social media guidelines and 28 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Journalist experience from 1 to 5 years 64.6 percent using social media for news reporting before the organization implemented social media guidelines, 15.3 percent not using social media for news reporting before the organization implemented social media guidelines and 20.1 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Journalist experience from 6 to 10 years, 27.4 percent using social media for news reporting before the organization implemented social media guidelines, 23 percent not using social media for news reporting before the organization implemented social media guidelines and 49.6 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Journalist experience from 11 to 15 years, 37.5 percent using social media for news reporting before the organization implemented social media guidelines, 29.2 percent not using social media for news reporting before the organization implemented social media guidelines and 33.3 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Journalist experience 16 years and above, 49.5 percent using social media for news reporting before the organization implemented social media guidelines, 27 percent not using social media for news reporting before the organization implemented social media guidelines and 23.4 percent can't say about using social media for news reporting before the organization implemented social media guidelines.

The data shows a significance difference among experience journalist regarding using social media for news reporting before the organization implemented social media guidelines. To establish the significance difference among experience journalists with regard to using social media for news reporting before the organization implemented social media guidelines, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**61.463[a]**	**6**	**.000**
Likelihood Ratio	60.666	6	.000
Linear-by-Linear Association	8.177	1	.004
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.89.

H_o – There is no significant difference among experience journalists with regard to using social media for news reporting before the organization implemented social media guidelines.

H_a – Experience journalists differ significantly with regard to using social media for news reporting before the organization implemented social media guidelines.

Cal X^2 Val 61.463 (df 6) ≥ Tab Val 12.59 @ 0.05

The evaluated data reveals that there is significant association among experience journalists with regard to using social media for news reporting before the organization implemented social media guidelines. The null hypothesis of no significant difference is rejected as journalist experience plays an important role with regard to using social media for news reporting before the organization implemented social media guidelines. Implementation of social media guidelines in media organization have different impact on young and senior journalists.

Table 60: Using social media to stay ahead

			Do you use Social media to stay ahead of competition?			Total
			Yes	**No**	**Can't Say**	
Industry experience (in years)	1-5 years	Count	7	21	266	294
		% within Part_A_Q3 Industry experience (in years)	2.4%	7.1%	90.5%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	8.4%	30.0%	60.9%	49.8%
	6-10 years	Count	40	13	60	113
		% within Part_A_Q3 Industry experience (in years)	35.4%	11.5%	53.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	48.2%	18.6%	13.7%	19.2%
	11-15 years	Count	21	18	33	72
		% within Part_A_Q3 Industry experience (in years)	29.2%	25.0%	45.8%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	25.3%	25.7%	7.6%	12.2%
	16 year and above	Count	15	18	78	111
		% within Part_A_Q3 Industry experience (in years)	13.5%	16.2%	70.3%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	18.1%	25.7%	17.8%	18.8%
Total		Count	83	70	437	590
		% within Part_A_Q3 Industry experience (in years)	14.1%	11.9%	74.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of using social media to stay ahead of competition among experienced journalists the data shows that nearly 14 percent journalists use social media to stay ahead of competition, 11.9 percent do not use social media to stay ahead of competition and most of them about 74 percent can't say about using social media to stay ahead of competition. Journalists having experience from 1 to 5 years, 2.4 percent are using social media to stay ahead of competition. 7.1 percent are not using social media to

stay ahead of competition and most of them about 90.5 percent can't say about using social media to stay ahead of competition. Journalists' experience from 6 to 10 years, 35.4 percent are using social media to stay ahead of competition, 11.5 percent are not using social media to stay ahead of competition and most of them about 53.1 percent can't say about using social media to stay ahead of competition. Journalists' experience from 11 to 15 years, 29.2 percent are using social media to stay ahead of competition. 25 percent are not using social media to stay ahead of competition and about 46 percent can't say about using social media to stay ahead of competition. Journalists experience 16 years and above, 13.5 percent using social media to stay ahead of competition. 16.2 percent are not using social media to stay ahead of competition and most of them about 70 percent can't say about using social media to stay ahead of competition.

The data shows a significant difference among experience journalists regarding using social media to stay ahead of competition. To establish the significance difference among experience journalists with regard to using social media to stay ahead of competition, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**119.924[a]**	**6**	**.000**
Likelihood Ratio	120.963	6	.000
Linear-by-Linear Association	34.611	1	.000
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.54.

H_o – There is no significant difference among experienced journalists with regard to using social media to stay ahead of competition.

H_a – Experienced journalists differ significantly with regard to using social media to stay ahead of competition.

Cal X^2 Val 119.924 (df 6) ≥ Tab Val 12.59 @ 0.05

The evaluated data reveals that there is significant difference among experienced journalists with regard to using social media to stay ahead of competition. The null hypothesis of no significant difference is rejected as journalists' experience plays an important role with regard to using social media to stay ahead of competition. Even young and senior journalists are using social media to update themselves with time and technology as well. But most of the journalists do not trust social media as tool for news reporting.

Table 4.61: Social media platform used other than news agencies

			Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.										Total
			Facebook	**WhatsApp**	**Instagram**	**YouTube**	**Linkedln**	**Google+**	**Tumbler**	**Pinterest**	**Twitter**	**Other**	
Part_A_Q3 Industry experience (in years)	1-5 years	Count	70	7	8	84	11	6	2	43	57	6	294
		% within Part_A_Q3 Industry experience (in years)	23.8%	2.4%	2.7%	28.6%	3.7%	2.0%	0.7%	14.6%	19.4%	2.0%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	47.6%	28.0%	53.3%	83.2%	55.0%	37.5%	100.0%	95.6%	28.6%	30.0%	49.8%
	6-10 years	Count	34	10	4	7	3	1	0	2	45	7	113
		% within Part_A_Q3 Industry experience (in years)	30.1%	8.8%	3.5%	6.2%	2.7%	0.9%	0.0%	1.8%	39.8%	6.2%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	23.1%	40.0%	26.7%	6.9%	15.0%	6.3%	0.0%	4.4%	22.6%	35.0%	19.2%
	11-15 years	Count	17	5	3	5	4	1	0	0	35	2	72
		% within Part_A_Q3 Industry experience (in years)	23.6%	6.9%	4.2%	6.9%	5.6%	1.4%	0.0%	0.0%	48.6%	2.8%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	11.6%	20.0%	20.0%	5.0%	20.0%	6.3%	0.0%	0.0%	17.6%	10.0%	12.2%
	16 year and above	Count	26	3	0	5	2	8	0	0	62	5	111
		% within Part_A_Q3 Industry experience (in years)	23.4%	2.7%	0.0%	4.5%	1.8%	7.2%	0.0%	0.0%	55.9%	4.5%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	17.7%	12.0%	0.0%	5.0%	10.0%	50.0%	0.0%	0.0%	31.2%	25.0%	18.8%

Total	Count	147	25	15	101	20	16	2	45	199	20	590
	% within Part_A_Q3 Industry experience (in years)	24.9%	4.2%	2.5%	17.1%	3.4%	2.7%	0.3%	7.6%	33.7%	3.4%	100.0%
	% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of other than news agencies, the most trusted social media platform your organization uses to receive news updates among experienced journalists. The data reveal that nearly 25 percent are using Facebook, 4.2 percent are using WhatsApp, 2.5 using Instagram, 17 percent are using YouTube, 3.4 percent using LinkedIn, 2.7 percent are using Google+, 7.6 percent are using Pinterest, 33.7 percent are using Twitter and 3.4 percent are using other platforms. Journalists having experience from 1 to 5 years, 23.8 percent are using Facebook, 2.4 percent are using WhatsApp, 2.7 are using Instagram, 28.6 percent are using YouTube, 3.7 percent are using LinkedIn, 2.9 percent are using Google+, 14.6 percent are using Pinterest, 19.4 percent are using Twitter and 2 percent are using other platforms. Journalists' experience from 6 to 10 years, 30.1 percent are using Facebook, 8.8 percent are using WhatsApp, 3.5 percent are using Instagram, 6.2 percent are using YouTube, 2.7 percent are using LinkedIn, 0.9 percent are using Google+, 1.8 percent are using Pinterest, 39.8 percent are using Twitter and 6.2 percent are using other platforms. Journalists having experience from 11 to 15 years, 23.6 percent are using Facebook, 6.9 percent are using WhatsApp, 4.2 percent are using Instagram, 6.9 percent are using YouTube, 5.6 percent using LinkedIn, 1.4 percent are using Google+, 0.0 percent is using Pinterest, 48.6 percent are using Twitter and 2.8 percent are using other platforms. Journalists having experience between 16 years and above, 23.4 percent are using Facebook, 2.7 percent are using WhatsApp, 0.0 percent is using Instagram, 4.5 percent are using YouTube, 1.8 percent are using LinkedIn, 7.2 percent are using Google+, 0.0 percent is using Pinterest, 55.9 percent are using Twitter and 4.5 percent are using other platforms.

The data shows a significant difference in responses among experienced journalists for the research question other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates. To establish the significance of difference among experienced journalists for using other than news agencies, the most trusted social media platform by their organization to receive news/follow updates, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**157.915[a]**	**27**	**.000**
Likelihood Ratio	174.559	27	.000
Linear-by-Linear Association	16.160	1	.000
N of Valid Cases	590		

a. 19 cells (47.5%) have expected count less than 5. The minimum expected count is .24.

H_o – There is no significant difference among experienced journalists' for other than news agencies, the most trusted social media platform by news organizations to receive news/follow updates.

H_a – Experienced journalists' responses differ significantly for other than news agencies, the most trusted social media platform by news organizations to receive news/follow updates.

Cal X^2 Val 157.915 (df 27) ≥ Tab Val 40.11 @ 0.05

The evaluated data reveals that there is significant difference among experienced journalists with regard to using other than news agencies, the most trusted social media platform by news organizations to receive news updates. The null hypothesis of no significant difference is rejected as journalists experience plays an important role with regard to using other than news agencies, the most trusted social media platforms by news organizations to receive news updates. Other than news agencies, journalists agreed that news organizations do use other social media platforms to update with time and technology.

Table 4.62: Media Used To Follow Breaking News

			Which media do you use to follow a breaking news story?					Total
			Print	**TV**	**Radio**	**Digital**	**Social media**	
Industry experience (in years)	1-5 years	Count	7	25	6	182	74	294
		% within Part_A_Q3 Industry experience (in years)	2.4%	8.5%	2.0%	61.9%	25.2%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	13.5%	34.2%	100.0%	61.1%	46.0%	49.8%
	6-10 years	Count	11	20	0	53	29	113
		% within Part_A_Q3 Industry experience (in years)	9.7%	17.7%	0.0%	46.9%	25.7%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	21.2%	27.4%	0.0%	17.8%	18.0%	19.2%
	11-15 years	Count	14	13	0	28	17	72
		% within Part_A_Q3 Industry experience (in years)	19.4%	18.1%	0.0%	38.9%	23.6%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	26.9%	17.8%	0.0%	9.4%	10.6%	12.2%
	16 year and above	Count	20	15	0	35	41	111
		% within Part_A_Q3 Industry experience (in years)	18.0%	13.5%	0.0%	31.5%	36.9%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	38.5%	20.5%	0.0%	11.7%	25.5%	18.8%
Total		Count	52	73	6	298	161	590
		% within Part_A_Q3 Industry experience (in years)	8.8%	12.4%	1.0%	50.5%	27.3%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the above table of use of media to follow a breaking news story among experienced journalists the data shows that nearly 8.8 percent are using print media to follow a breaking news story, 12.4 percent are using TV to follow a breaking news story, 1 percent is using radio to follow a breaking news story, 50.5 percent are using digital media to follow a breaking news story and 27.3 percent are using social media to follow a breaking news story. Journalists experience from 1 to 5 years shows 2.4 percent are using print media to follow a breaking news story, 8.5 percent are using TV to follow a breaking news story, only 2 percent are using radio to follow a breaking news story, 62 percent are using digital media to follow a breaking news story and 25.2 percent are using social media to follow a breaking news story. Journalists experienced between 6 to 10 years shows 9.7 percent are using print media to follow a breaking news story, 17.7 percent are using TV to follow a breaking news story, 0.0 percent is using radio to follow a breaking news story, 47 percent are using digital media to follow a breaking news story and 25.7 percent are using social media to follow a breaking news story. Journalists experienced between 11 to 15 years shows 19.4 percent are using print media to follow a breaking news story, 18.1 percent are using TV to follow a breaking news story, 0.0 percent is using radio to follow a breaking news story, 39 percent are using digital media to follow a breaking news story and 23.6 percent are using social media to follow a breaking news story. Journalists experienced between 16 years and above shows 8.8 percent are using print media to follow a breaking news story, 12.4 percent are using TV to follow a breaking news story, 1 percent use radio to follow a breaking news story, 50.5 percent are using digital media to follow a breaking news story and 27.3 percent are using social media to follow a breaking news story.

The data shows a significant difference among experienced journalists regarding the use of media to follow a breaking news story. To establish the significance difference among experience in journalists with regard to the use of media to follow a breaking news story, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**70.426[a]**	**12**	**.000**
Likelihood Ratio	73.995	12	.000
Linear-by-Linear Association	17.409	1	.000
N of Valid Cases	590		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is .73.

H_o – There is no significant difference among experienced journalists' use of media to follow a breaking news story.

H_a – Experienced journalists differ significantly with regard to the use of media to follow a breaking news story.

Cal X^2 Val 70.426 (df 12) ≥ Tab Val 21.03 @ 0.05

The explored data reveals that there is significant association among experienced journalists with regard to the use of media to follow a breaking news story. The null hypothesis of no significant difference is rejected as difference in journalists' experience plays an important role with regard to the use of media to follow a breaking news story. Young and senior journalists use different media platforms to follow breaking news such as print, electronic and online. However, they mostly use online or digital platforms because of every second news update.

Table 4.63: Regulation of news content

			Which one of the following do you think is needed in order to regulate news content?					Total
			Self regulation	**Government regulation**	**External regulatory Control**	**Regulation by organization**	**other**	
Industry experience (in years)	1-5 years	Count	61	110	21	99	3	294
		% within Part_A_Q3 Industry experience (in years)	20.7%	37.4%	7.1%	33.7%	1.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	26.6%	82.7%	67.7%	51.0%	100.0%	49.8%
	6-10 years	Count	56	11	5	41	0	113
		% within Part_A_Q3 Industry experience (in years)	49.6%	9.7%	4.4%	36.3%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	24.5%	8.3%	16.1%	21.1%	0.0%	19.2%
	11-15 years	Count	57	0	0	15	0	72
		% within Part_A_Q3 Industry experience (in years)	79.2%	0.0%	0.0%	20.8%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	24.9%	0.0%	0.0%	7.7%	0.0%	12.2%
	16 year and above	Count	55	12	5	39	0	111
		% within Part_A_Q3 Industry experience (in years)	49.5%	10.8%	4.5%	35.1%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	24.0%	9.0%	16.1%	20.1%	0.0%	18.8%

Total	Count	229	133	31	194	3	590
	% within Part_A_Q3 Industry experience (in years)	38.8%	22.5%	5.3%	32.9%	0.5%	100.0%
	% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	100.0%	100.0 %	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of preference order on regulation of news content among experienced journalists the data shows that 38.8 percent prefer self-regulation to regulate news content, 22.5 percent prefer government-regulation to regulate news content, 5.3 percent prefer external regulatory control to regulate news content, 32.9 percent prefer regulation by organization to regulate news content and 0.5 percent prefer other regulations to regulate news content. Among journalists experienced between 1 to 5 years, 20.7 percent prefer self-regulation to regulate news content, 37.4 percent prefer government-regulation to regulate news content, 7.1 percent prefer external regulatory control to regulate news content, 33.7 percent prefer regulation by organization to regulate news content and only 1 percent prefers other regulation to regulate news content. Among journalists experienced between from 6 to 10 years, 49.6 percent prefer self-regulation to regulate news content, 9.7 percent prefer government-regulation to regulate news content, 4.4 percent prefer external regulatory control to regulate news content, 36.3 percent prefer regulation by organization to regulate news content and 0.0 percent prefers other regulation method to regulate news content. Among journalists experienced between 11 to 15 years, 79.2 percent prefer self-regulation to regulate news content, 0.0 percent prefers government-regulation to regulate news content, 0.0 percent prefers external regulatory control to regulate news content, 20.8 percent prefers regulation by organization to regulate news content and 0.0 percent prefers other regulation method to regulate news content. Among journalists experienced between 16 years and above, 49.5 percent prefer self-regulation to regulate news content, 10.8 percent prefer government-regulation to regulate news content, 4.5 percent prefer external regulatory control to regulate news content, 35 percent prefer regulation by

organization to regulate news content and 0.0 percent prefers other regulation method to regulate news content.

The data shows a significant difference among experience in journalists regarding preference order to regulate news content. To establish the significance difference among experienced journalists' preference with regard to news regulation, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**134.532[a]**	**12**	**.000**
Likelihood Ratio	152.523	12	.000
Linear-by-Linear Association	13.905	1	.000
N of Valid Cases	590		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .37.

H_o – There is no significant difference among experience in journalists regarding preference order to regulate news content

H_a – Experience in journalists differ significantly with regard to preference order to regulate news content.

Cal X^2 Val 134.532 (df 12) ≥ Tab Val 21.03 @ 0.05

The evaluated data reveals that there is significant difference among experience in journalists with regard to preference order to regulate news content. The null hypothesis of no significant difference is rejected as difference in experience among journalists plays an important role with regard to their preference order to regulate news content. Journalists having experience in the industry understand better how to regulate their profession. They have different opinion on regulation but most of them prefer self - regulation rather than regulation by the government.

Table 4.64: Learning journalism through various means

			Which one helped you the most in learning journalism?					Total
			Education Institute	**Work Place**	**Training/ Workshops**	**Internship**	**Other**	
Industry experience (in years)	1-5 years	Count	17	100	75	101	1	294
		% within Part_A_Q3 Industry experience (in years)	5.8%	34.0%	25.5%	34.4%	0.3%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	45.9%	30.5%	67.0%	90.2%	100.0%	49.8%
	6-10 years	Count	13	75	18	7	0	113
		% within Part_A_Q3 Industry experience (in years)	11.5%	66.4%	15.9%	6.2%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	35.1%	22.9%	16.1%	6.3%	0.0%	19.2%
	11-15 years	Count	6	52	12	2	0	72
		% within Part_A_Q3 Industry experience (in years)	8.3%	72.2%	16.7%	2.8%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	16.2%	15.9%	10.7%	1.8%	0.0%	12.2%
	16 year and above	Count	1	101	7	2	0	111
		% within Part_A_Q3 Industry experience (in years)	0.9%	91.0%	6.3%	1.8%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	2.7%	30.8%	6.3%	1.8%	0.0%	18.8%
Total		Count	37	328	112	112	1	590
		% within Part_A_Q3 Industry experience (in years)	6.3%	55.6%	19.0%	19.0%	0.2%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N=590

In the given data of learning journalism through various meansamong experienced journalists the data displays that 6.3 percent are learning journalism with the help of education institute, 55.6 percent are learning journalism at work place, 19 percent are learning journalism with the help of training and workshops, 19 percent are learning journalism through internships and 0.2 percent are learning journalism with the help of others means. Journalists having experience between 1 to 5 years show 5.8 percent are learning journalism with the help of education institutes, 34 percent are learning journalism at their work place, 25.5 percent are learning journalism with the help of training and workshops, 34.4 percent are learning journalism through internships and 0.3 percent are learning journalism with the help of others means. Journalists experience between 6 to 10 years show 11.5 percent are learning journalism with the help of education institutes, 66.4 percent are learning journalism at their work place, 16 percent are learning journalism with the help of training and workshops, 6 percent are learning journalism through internships and 0.0 percent are learning journalism with the help of others means. Journalists experience between 11 to 15 years show 8.3 percent are learning journalism with the help of education institutes, 72.2 percent are learning journalism at their work place, 16.7 percent are learning journalism with the help of training and workshops, 2.8 percent are learning journalism through internships and 0.0 percent is learning journalism with the help of other means. Journalists having experience between 16 years and above, 0.9 percent are learning journalism with the help of education institutes, 91 percent are learning journalism at their work place, 6.3 percent are learning journalism with the help of training and workshops, 1.8 percent are learning journalism through internships and 0.0 percent are learning journalism with the help of others means. To establish the significance difference among experience in journalists with regard to learning journalism through various means, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**157.535[a]**	**12**	**.000**
Likelihood Ratio	175.501	12	.000
Linear-by-Linear Association	87.451	1	.000
N of Valid Cases	590		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .12.

H_o – There is no significant difference among experience in journalists with regard to learning journalism through various means.

H_a – Experience in journalists differ significantly with regard to learning journalism through various means.

Cal X^2 Val 157.535 (df 12) ≥ Tab Val 21.03 @ 0.05

The evaluated data reveals that there is significant difference among experience in journalists with regard to learning journalism through various means. The null hypothesis of no significant difference is rejected as difference in experience among journalists plays an important role with regard to learning journalism through various means. Every journalist supports that basic understanding of journalism takes place at the institution level but earn practical knowledge of journalism at their work place through internships, training and workshops.

Table 4.65 Journalists recommend use of social media

			You recommend journalists to use social media to report news stories.					Total
			Strongly Agree	**Agree**	**Neither Agree nor Disagree**	**Dis-agree**	**Strongly Disagree**	
Industry experience (in years)	1-5 years	Count	183	48	51	8	4	294
		% within Part_A_Q3 Industry experience (in years)	62.2%	16.3%	17.3%	2.7%	1.4%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	64.4%	28.9%	54.8%	22.9%	33.3%	49.8%
	6-10 years	Count	41	54	8	10	0	113
		% within Part_A_Q3 Industry experience (in years)	36.3%	47.8%	7.1%	8.8%	0.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	14.4%	32.5%	8.6%	28.6%	0.0%	19.2%
	11-15 years	Count	27	27	14	2	2	72
		% within Part_A_Q3 Industry experience (in years)	37.5%	37.5%	19.4%	2.8%	2.8%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	9.5%	16.3%	15.1%	5.7%	16.7%	12.2%
	16 year and above	Count	33	37	20	15	6	111
		% within Part_A_Q3 Industry experience (in years)	29.7%	33.3%	18.0%	13.5%	5.4%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	11.6%	22.3%	21.5%	42.9%	50.0%	18.8%
Total		Count	284	166	93	35	12	590
		% within Part_A_Q3 Industry experience (in years)	48.1%	28.1%	15.8%	5.9%	2.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	100.0%	100.0 %	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of journalists' recommendation of use of social media to report news stories among experienced journalists the data exhibits that 48.1 percent strongly agree to use social media to report news stories, 28.1 percent agree to use social media to report news stories, 15.8 percent are neither agree nor disagree to use social media to report news stories, 5.9 percent disagree to use social media to report news stories and only 2 percent strongly disagree to use social media to report news stories. Among journalists experienced between 1 to 5 years 62.2 percent strongly agree to use social media to report news stories, 16.3 percent agree to use social media to report news stories, 17.3 percent neither agree nor disagree to use social media to report news stories, 2.7 percent disagree to use social media to report news stories and 1.4 percent strongly disagree to use social media to report news stories. Among journalists experienced between 6 to 10 years, 36.3 percent strongly agree to use social media to report news stories, 47.8 percent agree to use social media to report news stories, 7.1 percent neither agree nor disagree to use social media to report news stories, 8.8 percent disagree to use social media to report news stories and 0.0 percent strongly disagree to use social media to report news stories. Among journalists experienced between 11 to 15 years, 37.5 percent strongly agree to use social media to report news stories, 37.5 percent agree to use social media to report news stories, 19.4 percent neither agree nor disagree to use social media to report news stories, 2.8 percent disagree to use social media to report news stories and 2.8 percent strongly disagree to use social media to report news stories. Among journalists experienced between 16 years and above, 29.7 percent strongly agree to use social media to report news stories, 33.3 percent agree to use social media to report news stories, 18 percent neither agree nor disagree to use social media to report news stories, 13.5 percent disagree to use social media to report news stories and 5.4 percent strongly disagree to use social media to report news stories.

The data shows a significant difference among experience in journalists and the use social media to report news stories. To establish the significance difference among experience in journalists and the use social media to report news stories, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**93.251[a]**	**12**	**.000**
Likelihood Ratio	93.781	12	.000
Linear-by-Linear Association	34.701	1	.000
N of Valid Cases	590		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.46.

H_o – There is no significant difference among experience in journalists and the use social media to report news stories.

H_a – Experienced journalists differ significantly regarding the use social media to report news stories.

Cal X^2 Val 93.251(df 12) ≥ Tab Val 21.03 @ 0.05

The evaluated data reveals that there is significant difference among experienced journalists use of social media to report news stories. The null hypothesis of no significant difference is rejected as experience among journalists plays an important role regarding journalists' use of social media to report news stories. Experienced journalists have different opinions on using social media to report a news story. But most of them are in favour of using social media to report news stories.

Table 4.66: Using social media use in the newsroom

			Social media is a more useful reporting tool in the newsroom.					Total
			Strongly Agree	**Agree**	**Neither Agree nor Disagree**	**Dis-agree**	**Strongly Disagree**	
Industry experience (in years)	1-5 years	Count	134	68	64	20	8	294
		% within Part_A_Q3 Industry experience (in years)	45.6%	23.1%	21.8%	6.8%	2.7%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	76.1%	35.1%	44.1%	33.9%	50.0%	49.8%
	6-10 years	Count	20	39	37	16	1	113
		% within Part_A_Q3 Industry experience (in years)	17.7%	34.5%	32.7%	14.2%	0.9%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	11.4%	20.1%	25.5%	27.1%	6.3%	19.2%
	11-15 years	Count	9	31	21	8	3	72
		% within Part_A_Q3 Industry experience (in years)	12.5%	43.1%	29.2%	11.1%	4.2%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	5.1%	16.0%	14.5%	13.6%	18.8%	12.2%
	16 year and above	Count	13	56	23	15	4	111
		% within Part_A_Q3 Industry experience (in years)	11.7%	50.5%	20.7%	13.5%	3.6%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	7.4%	28.9%	15.9%	25.4%	25.0%	18.8%
Total		Count	176	194	145	59	16	590
		% within Part_A_Q3 Industry experience (in years)	29.8%	32.9%	24.6%	10.0%	2.7%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	100.0%	100.0%	100.0%	100.0 %	100.0%	100.0%

N= 590

The data of social media as a more useful tool in the newsroom among experienced journalists exhibits that 29.8 percent strongly agree that social media is a more useful tool in the newsroom, 32.9 percent agree social media is a more useful tool in the newsroom, 24.6 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 10 percent disagree with social media being a useful tool in the newsroom and only 2.7 percent strongly disagree with social media being a more useful reporting tool in the newsroom. Among journalists experienced between 1 to 5 years, 45.6 percent strongly agree social media is a more useful tool in the newsroom, 23 percent agree social media is a more useful tool in the newsroom, 21.8 percent neither agree nor disagree with social media being a more useful reporting tool in the newsroom, 6.8 percent disagree with social media being more useful tool in the newsroom and only 2.7 percent strongly disagree with social media being a more useful tool in the newsroom. Among journalists experienced between 6 to 10 years, 17.7 percent strongly agree social media is a more useful tool in the newsroom, 34.5 percent agree social media being a more useful reporting tool in the newsroom, 32.7 percent neither agree nor disagree with social media being a more useful reporting tool in the newsroom, 14.2 percent disagree with social media being a more useful reporting tool in the newsroom and 0.9 percent strongly disagree with social media being a more useful reporting tool in the newsroom. Among journalists experienced between 11 to 15 years, 12.5 percent strongly agree social media is a more useful tool in the newsroom, 43 percent agree social media is a more useful tool in the newsroom, 29.2 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 11 percent disagree that social media is a more useful reporting tool in the newsroom and 4.2 percent strongly disagree with social media being a more useful tool in the newsroom. Among journalists experienced between 16 years and above, 11.7 percent strongly agree social media is a more useful tool in the newsroom, 50.5 percent agree social media is a more useful tool in the newsroom, 20.7 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 13.5 percent disagree with social media being a useful tool in the newsroom and only 3.6 percent strongly disagree with social media being a more useful tool in the newsroom.

The data shows a significant difference among views of experienced journalists regarding the social media being a useful tool in the newsroom. To establish the significance difference among experience in journalists regarding the use of social media as a more useful tool in the newsroom, Chi-square test was applied.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**84.759[a]**	**12**	**.000**
Likelihood Ratio	87.502	12	.000
Linear-by-Linear Association	23.449	1	.000
N of Valid Cases	590		

a. 3 cells (15.0%) have expected count less than 5. The minimum expected count is 1.95.

H_o – There is no significant difference among experienced journalists' views on social media being a more useful tool in the newsroom.

H_a – Experienced journalists' differ in their views on social media being a more useful tool in the newsroom.

Cal X^2 Val 84.759 (df 12) ≥ Tab Val 21.03 @ 0.05

The calculated data reveals that there is significant difference among experienced journalists' views on social media being a more useful tool in the newsroom. The null hypothesis of no significant difference is rejected as difference in experience among journalists plays an important role regarding social media use in the newsroom. Journalists with different experience have different opinions on the use of social media as tool in the newsroom. They are in favour of using social media as tool in the newsroom.

Table 4.67: Social media for news reporting

			Social media is a more useful reporting tool in the newsroom.					Total
			Strongly Agree	Agree	Neither Agree nor Disagree	Dis-agree	Strongly Disagree	
Part_A_Q3 Industry experience (in years)	1-5 years	Count	134	68	64	20	8	294
		% within Part_A_Q3 Industry experience (in years)	45.6%	23.1%	21.8%	6.8%	2.7%	100.0 %
		% within Social media is a more useful reporting tool in the newsroom.	76.1%	35.1%	44.1%	33.9%	50.0%	49.8%
	6-10 years	Count	20	39	37	16	1	113
		% within Part_A_Q3 Industry experience (in years)	17.7%	34.5%	32.7%	14.2%	0.9%	100.0 %
		% within Social media is a more useful reporting tool in the newsroom.	11.4%	20.1%	25.5%	27.1%	6.3%	19.2%
	11-15 years	Count	9	31	21	8	3	72
		% within Part_A_Q3 Industry experience (in years)	12.5%	43.1%	29.2%	11.1%	4.2%	100.0 %
		% within Social media is a more useful reporting tool in the newsroom.	5.1%	16.0%	14.5%	13.6%	18.8%	12.2%
	16 year and above	Count	13	56	23	15	4	111
		% within Part_A_Q3 Industry experience (in years)	11.7%	50.5%	20.7%	13.5%	3.6%	100.0 %
		% within Social media is a more useful reporting tool in the newsroom.	7.4%	28.9%	15.9%	25.4%	25.0%	18.8%
Total		Count	176	194	145	59	16	590
		% within Part_A_Q3 Industry experience (in years)	29.8%	32.9%	24.6%	10.0%	2.7%	100.0 %
		% within Social media is a more useful reporting tool in the newsroom.	100.0%	100.0 %	100.0%	100.0%	100.0%	100.0 %

N= 590

In the given data of using social media for news reporting among educated journalists the data reveals that nearly 77 percent are using social media for news reporting, 12.2 percent are not using social media for news reporting, 6.8 percent due to company policy are not using social media for news reporting and about 4 percent do not like to share on social media for news reporting. Among graduate, nearly 69.2 percent are using social media for news reporting, 19.2 percent are not using social media for news reporting, 0.0 percent due to company policy do not use social media for news reporting and about 11.5 percent do not like to share on social media for news reporting. Among post-graduates, 80.4 percent are using social media for news reporting, 17.4 percent are not using social media for news reporting, 2.5 percent due to company policy do not use social media for news reporting and 0.0 percent do not like to share on social media for news reporting. Among graduates in journalism, 78.3 percent are using social media for news reporting, 14.2 percent are not using social media for news reporting, 6.7 percent due to company policy do not use social media for news reporting and 0.8 percent do not like to share on social media for news reporting. Among post-graduate journalists, nearly 80 percent are using social media for news reporting, 8.1 percent are not using social media for news reporting, 8.4 percent people due to company policy do not use social media for news reporting and about 3.6 percent do not like to share using social media for news reporting. Among other educated journalists, 60.9 percent are using social media for news reporting, 23.4 percent are not using social media for news reporting, 4.7 percent journalists due to company policy do not use social media for news reporting and about 11 percent do not like to share on social media for news reporting.

The data shows a significant difference among educated journalists using social media for news reporting. To establish the significance of difference among educated journalists with regard to using social media for news reporting, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**38.202[a]**	**12**	**.000**
Likelihood Ratio	38.657	12	.000
Linear-by-Linear Association	2.634	1	.105
N of Valid Cases	590		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.01.

H_o – There is no significant difference among educated journalists in using social media for news reporting.

H_a – Educated journalists differ significantly in using social media for news reporting habit.

Cal X^2 Val 38.202 (df 12) $\geq$ Tab Val 21.03@ 0.05

The analyzed data reveals that there is a significant association among educated journalists with regard to using social media for news reporting. The null hypothesis of no significant difference is rejected as education plays an important role regarding the use of social media for news reporting. Media education helps journalists to think differently and work actively.

Table 4.68: Organisation guidelines for social media

			Does your organization have social media guidelines?			Total
			Yes	**No**	**Can't Say**	
Education	BA	Count	20	2	4	26
		% within Part_A_Q4 Education	76.9%	7.7%	15.4%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	5.1%	4.3%	2.7%	4.4%
	MA	Count	36	7	3	46
		% within Part_A_Q4 Education	78.3%	15.2%	6.5%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	9.2%	14.9%	2.0%	7.8%
	BA (Journalism)	Count	96	12	12	120
		% within Part_A_Q4 Education	80.0%	10.0%	10.0%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	24.4%	25.5%	8.0%	20.3%
	MA (Mass communication & Journalism)	Count	195	21	118	334
		% within Part_A_Q4 Education	58.4%	6.3%	35.3%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	49.6%	44.7%	78.7%	56.6%
	Other	Count	46	5	13	64
		% within Part_A_Q4 Education	71.9%	7.8%	20.3%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	11.7%	10.6%	8.7%	10.8%
Total		Count	393	47	150	590
		% within Part_A_Q4 Education	66.6%	8.0%	25.4%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given table of organization guidelines for social media among educated journalists the data shows that nearly 66.6 percent organizations having guidelines for social media, 8 percent organizations have no guidelines for social media and 25.4 percent organizations can't say about guidelines for social media. Among graduates, nearly 77 percent organizations having guidelines for social media, 7.7 percent organizations have no guidelines for social media and 15.4 percent journalists can't say about guidelines for social media in their organization. Among post-graduate journalists, nearly 78.3 percent agreed having social media guidelines in their organizations, 15.2 percent organizations have no guidelines for social media and 6.5 percent journalists opted for can't say about guidelines for social media in their organizations. Among graduates in journalism, 80 percent journalists agreed having guidelines for social media in their organizations, 10 percent have no guidelines for social media and equal 10 percent opted for can't say about guidelines for social media in their organization. Among post-graduates in journalism, 58.4 percent agreed having guidelines for social media in their organizations, 6.3 percent organizations have no guidelines for social media and 35.3 percent opted can't say about guidelines for social media. Among other educated journalists, 71.9 percent agreed having guidelines for social media in their organizations, 7.8 percent opted for having no guidelines for social media and20.3 percent opted for can't say about guidelines for social media.

The data shows a significant difference among educated journalists regarding organizations guidelines for social media. To establish the significance difference among educated journalists with regard to organizations guidelines for social media, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**45.360[a]**	**8**	**.000**
Likelihood Ratio	49.602	8	.000
Linear-by-Linear Association	13.345	1	.000
N of Valid Cases	590		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.07.

H_o – There is no significant difference among educated journalists with regard to organizations guidelines for social media.

H_a – Educated journalists differ significantly with regard to organizations guidelines for social media.

Cal X^2 Val 45.360(df 8) ≥ Tab Val 15.51@ 0.05

The analyzed data reveals that there is significant association among educated journalists with regard to organizations guidelines for social media. The null hypothesis of no significant difference is rejected as education plays an important role with regard to organizations guidelines for social media. Educated journalists have their specific approaches regarding the use of social media for covering a news story.

Education Variable

Table 4.69: Use of social media for news reporting before implemention of organisation guidelines

			Did you begin using social media for news reporting before the organization implemented social media guidelines?			Total
			Yes	**No**	**Can't Say**	
Education	BA	Count	10	13	3	26
		% within Part_A_Q4 Education	38.5%	50.0%	11.5%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	3.3%	10.7%	1.8%	4.4%
	MA	Count	27	16	3	46
		% within Part_A_Q4 Education	58.7%	34.8%	6.5%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	8.9%	13.1%	1.8%	7.8%

	BA (Journalism)	Count	75		19	26	120
		% within Part_A_Q4 Education	62.5%		15.8%	21.7%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	24.8%		15.6%	15.8%	20.3%
	MA (Mass communication & Journalism)	Count	154		55	125	334
		% within Part_A_Q4 Education	46.1%		16.5%	37.4%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	50.8%	45.1%	75.8%	56.6%	
	Other	Count	37	19	8	64	
		% within Part_A_Q4 Education	57.8%	29.7%	12.5%	100.0%	
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	12.2%	15.6%	4.8%	10.8%	
Total		Count	303	122	165	590	
		% within Part_A_Q4 Education	51.4%	20.7%	28.0%	100.0%	
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	100.0%		100.0%	100.0%	100.0%

N= 590

In the given table above of using social media for news reporting before the organization implemented social media guidelines among educated journalists. The data shows that nearly 51.4 percent journalists were using social media for news reporting before the organization implemented social media guidelines, 20.7 percent were not using social media for news reporting before the organization implemented social media guidelines and 28 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among graduates, 38.5 percent journalists are using social media for news reporting before the organization implemented

social media guidelines, 50 percent are not using social media for news reporting before the organization implemented social media guidelines and 11.5 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among post-graduate, 58.7 percent are using social media for news reporting before the organization implemented social media guidelines, 34.8 percent opted for not using social media for news reporting before the organization implemented social media guidelines and 6.5 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among graduates in journalism, 62.5 percent are using social media for news reporting before the organization implemented social media guidelines, 15.8 percent are not using social media for news reporting before the organization implemented social media guidelines and 21.7 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among post-graduates in journalism, 46.1 percent are using social media for news reporting before the organization implemented social media guidelines, 16.5 percent are not using social media for news reporting before the organization implemented social media guidelines and 37.4 percent can't say about using social media for news reporting before the organization implemented social media guidelines.

The data shows a significant difference among educated journalists regarding the use of social media for news reporting before the organization implemented social media guidelines. To establish the significance difference among educated journalists with regard to using social media for news reporting before the organization implemented social media guidelines, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**56.447[a]**	**8**	**.000**
Likelihood Ratio	57.235	8	.000
Linear-by-Linear Association	3.425	1	.064
N of Valid Cases	590		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.38.

H_o – There is no significant difference among educated journalists with regard to using social media for news reporting before the organization implemented social media guidelines.

H_a – Educated journalists differ significantly with regard to using social media for news reporting before the organization implemented social media guidelines.

Cal X^2 Val 56.447 (df 8) ≥ Tab Val 15.51@ 0.05

The evaluated data reveals that there is significant association among educated journalists with regard to using social media for news reporting before the organization implemented social media guidelines. The null hypothesis of no significant difference is rejected as journalists education background plays an important role with regard to using social media for news reporting before the organization implemented social media guidelines. Educated journalists use social media guidelines given by the media organizations differently and implement them differently for news reporting.

Table 4.70: Using social media to stay ahead

			Do you use Social media to stay ahead of competition?			Total
			Yes	**No**	**Can't Say**	
Education	BA	Count	0	4	22	26
		% within Part_A_Q4 Education	0.0%	15.4%	84.6%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	5.7%	5.0%	4.4%
	MA	Count	0	8	38	46
		% within Part_A_Q4 Education	0.0%	17.4%	82.6%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	11.4%	8.7%	7.8%
	BA (Journalism)	Count	5	11	104	120
		% within Part_A_Q4 Education	4.2%	9.2%	86.7%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	6.0%	15.7%	23.8%	20.3%

	MA (Mass communication & Journalism)	Count	78	36	220	334
		% within Part_A_Q4 Education	23.4%	10.8%	65.9%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	94.0%	51.4%	50.3%	56.6%
	Other	Count	0	11	53	64
		% within Part_A_Q4 Education	0.0%	17.2%	82.8%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	15.7%	12.1%	10.8%
Total		Count	83	70	437	590
		% within Part_A_Q4 Education	14.1%	11.9%	74.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of use of social media to stay ahead of competition among educated journalists the data shows that nearly 14 percent journalists are using social media to stay ahead of competition, 11.9 percent journalists do not use social media to stay ahead of competition and most of them about 74 percent can't say about using social media to stay ahead of competition. Among graduates, 0.0 percent use social media to stay ahead of competition. 15.4 percent do not use social media to stay ahead of competition and most of them about 84.6 percent can't say about using social media to stay ahead of competition. Among post-graduates, 0.0 percent use social media to stay ahead of competition, 17.4 percent do not use social media to stay ahead of competition and most of them about 82.6 percent can't say about using social media to stay ahead of competition. Among graduates in journalism, 4.2 percent are using social media to stay ahead of competition, 9.2 percent are not using social media to stay ahead of competition and about 86.7 percent can't say about using social media to stay ahead of competition. Among post-graduates in journalism, 23.4 percent are using social media to stay ahead of competition. 10.8 percent do not use social media to stay ahead of competition and most of them about 66 percent can't say about using social media to stay ahead of competition. Among other educated journalists, 0.0 percent use social media to stay ahead of competition. 17.2 percent do not use social media to stay ahead of competition and most of them about 83 percent can't say about using social media to stay ahead of competition.

The data shows a significant difference among educated journalists regarding the use of social media to stay ahead of competition. To establish the significance difference among educated journalists with regard to using social media to stay ahead of competition, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**59.125[a]**	**8**	**.000**
Likelihood Ratio	77.699	8	.000
Linear-by-Linear Association	10.200	1	.001
N of Valid Cases	590		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.08.

H_o – There is no significant difference among educated journalists with regard to using social media to stay ahead of competition.

H_a –Educated journalists differ significantly with regard to using social media to stay ahead of competition.

Cal X^2 Val 59.125 (df 8) ≥ Tab Val 15.51@ 0.05

The evaluated data reveals that there is significant difference among educated journalists with regard to using social media to stay ahead of competition. The null hypothesis of no significant difference is rejected as education plays an important role with regard to using social media to stay ahead of competition. Educated journalists are using social media to update themselves for timely information through technology. But most of them do not have faith on the social media as tool for news reporting.

Table 4.71: Social media platforms used other than news agencies

			Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.										Total
			FB	WhatsApp	Instagram	YouTube	Linkedln	Google+	Tumbler	Pinterest	Twitter	Other	
Part_A_Q4 Education	BA	Count	2	2	0	0	0	2	0	0	20	0	26
		% within Part_A_Q4 Education	7.7%	7.7%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	76.9%	0.0%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	1.4%	8.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	10.1%	0.0%	4.4%
	MA	Count	7	0	1	2	3	4	0	0	25	4	46
		% within Part_A_Q4 Education	15.2%	0.0%	2.2%	4.3%	6.5%	8.7%	0.0%	0.0%	54.3%	8.7%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	4.8%	0.0%	6.7%	2.0%	15.0%	25.0%	0.0%	0.0%	12.6%	20.0%	7.8%
	BA (Journalism)	Count	29	1	5	39	1	3	1	17	19	5	120
		% within Part_A_Q4 Education	24.2%	0.8%	4.2%	32.5%	0.8%	2.5%	0.8%	14.2%	15.8%	4.2%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	19.7%	4.0%	33.3%	38.6%	5.0%	18.8%	50.0%	37.8%	9.5%	25.0%	20.3%

	MA (Mass communication & Journalism)	Count	101	20	7	58	12	7	1	28	92	8	334
		% within Part_A_Q4 Education	30.2%	6.0%	2.1%	17.4%	3.6%	2.1%	0.3%	8.4%	27.5%	2.4%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	68.7%	80.0%	46.7%	57.4%	60.0%	43.8%	50.0%	62.2%	46.2%	40.0%	56.6%
	Other	Count	8	2	2	2	4	0	0	0	43	3	64
		% within Part_A_Q4 Education	12.5%	3.1%	3.1%	3.1%	6.3%	0.0%	0.0%	0.0%	67.2%	4.7%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	5.4%	8.0%	13.3%	2.0%	20.0%	0.0%	0.0%	0.0%	21.6%	15.0%	10.8%
Total		Count	147	25	15	101	20	16	2	45	199	20	590
		% within Part_A_Q4 Education	24.9%	4.2%	2.5%	17.1%	3.4%	2.7%	0.3%	7.6%	33.7%	3.4%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of other than news agencies, the most trusted social media platform your organization uses to receive news updates among educated journalists. The data reveals that nearly 25 percent are using Facebook, 4.2 percent are using WhatsApp,

2.5 are using Instagram, 17 percent are using YouTube, 3.4 percent are using LinkedIn, 2.7 percent are using Google+, 7.6 percent are using Pinterest, 33.7 percent are using Twitter and 3.4 percent are using other platforms. Among graduates, 7.7 percent are using Facebook, 7.7 percent are using WhatsApp, 0.0 are using Instagram, 0.0 percent is using YouTube, 0.0 percent are using LinkedIn, 7.7 percent are using Google+, 0.0 percent are using Pinterest, 76.9 percent are using Twitter and 0.0 percent are using other platforms. Among post-graduate, 15.2 percent are using Facebook, 0.0 percent are using WhatsApp, 2.2 are using Instagram, 4.3 percent are using You Tube, 6.5 percent are using LinkedIn, 8.7 percent are using Google+, 0.0 percent are using Pinterest, 54.3 percent are using Twitter and 8.7 percent are using other platforms. Among graduates in journalism, 24.2 percent are using Facebook, 0.8 percent are using WhatsApp, 4.2 are using Instagram, 32.5 percent are using YouTube, 0.8 percent are using LinkedIn, 2.5 percent are using Google+, 14.2 percent are using Pinterest, 15.8 percent are using Twitter and 4.2 percent are using other platforms. Among post-graduate in journalism, 30.2 percent are using Facebook, 6 percent are using WhatsApp, 2.1 are using Instagram, 17.4 percent are using You Tube, 3.6 percent are using LinkedIn, 2.1 percent are using Google+, 8.4 percent are using Pinterest, 27.5 percent are using Twitter and 2.4 percent are using other platforms. Among other educated journalists, 12.5 percent are using Facebook, 3.1 percent are using WhatsApp, 3.1 percent are using Instagram, 3.1 percent are using YouTube, 6.3 percent are using LinkedIn, 0.0 percent are using Google+, 0.0 percent are using Pinterest, 67.2 percent are using Twitter and 4.7 percent are using other platforms.

The data shows a significant difference among educated journalists using other social media platforms other than news agencies. To establish the significance of difference among educated journalists with regard to using other social media platforms other than news agencies, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**154.503[a]**	**36**	**.000**
Likelihood Ratio	169.369	36	.000
Linear-by-Linear Association	3.116	1	.078
N of Valid Cases	590		

a. 28 cells (56.0%) have expected count less than 5. The minimum expected count is .09.

H_0 – There is no significant difference among educated journalists using other social media platforms other than news agencies.

H_a – Educated journalists differ significantly in using other social media platforms other than news agencies.

Cal X^2 Val 154.503(df 36) ≥ Tab Val 51.00@ 0.05

The evaluated data reveals that there is significant difference among educated journalists with regard to using other than news agencies, the most trusted social media platform your organization uses to receive news updates. The null hypothesis of no significant difference is rejected as education plays an important role among journalists in using other social media platforms other than news agencies to receive news updates. Other than news agencies, journalists use other social media platforms to update themselves for timely information.

Table 4.72: Media used to follow breaking news

			Which media do you use to follow a breaking news story?					Total
			Print	**TV**	**Radio**	**Digital**	**Social media**	
Education	BA	Count	6	7	0	9	4	26
		% within Part_A_Q4 Education	23.1%	26.9%	0.0%	34.6%	15.4%	100.0 %
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	11.5%	9.6%	0.0%	3.0%	2.5%	4.4%

	MA	Count	4	3	0	24	15	46
		% within Part_A_Q4 Education	8.7%	6.5%	0.0%	52.2%	32.6%	100.0 %
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	7.7%	4.1%	0.0%	8.1%	9.3%	7.8%
	BA (Journalism)	Count	5	6	2	69	38	120
		% within Part_A_Q4 Education	4.2%	5.0%	1.7%	57.5%	31.7%	100.0 %
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	9.6%	8.2%	33.3%	23.2%	23.6%	20.3%
	MA (Mass communication & Journalism)	Count	33	47	4	173	77	334
		% within Part_A_Q4 Education	9.9%	14.1%	1.2%	51.8%	23.1%	100.0 %
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	63.5%	64.4%	66.7%	58.1%	47.8%	56.6%
	Other	Count	4	10	0	23	27	64
		% within Part_A_Q4 Education	6.3%	15.6%	0.0%	35.9%	42.2%	100.0 %
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	7.7%	13.7%	0.0%	7.7%	16.8%	10.8%
Total		Count	52	73	6	298	161	590
		% within Part_A_Q4 Education	8.8%	12.4%	1.0%	50.5%	27.3%	100.0 %
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0 %

N= 590

In the given table of use media to follow a breaking news story among educated journalists the data shows that nearly 8.8 percent journalists are using print media to follow a breaking news story, 12.4 percent are using TV to follow a breaking news story,

only 1 percent is using radio to follow a breaking news story, 50.5 percent are using digital media to follow a breaking news story and 27.3 percent are using social media to follow a breaking news story. Among graduate journalists, 23.1 percent are using print media to follow a breaking news story, 26.9 percent are using TV to follow a breaking news story, 0.0 percent are using radio to follow a breaking news story, 34.6 percent are using digital media to follow a breaking news story and 15.4 percent are using social media to follow a breaking news story. Among post-graduate journalists, 8.7 percent are using print media to follow a breaking news story, 6.5 percent journalists are using TV to follow a breaking news story, 0.0 percent is using radio to follow a breaking news story, 52.2 percent are using digital media to follow a breaking news story and 32.6 percent are using social media to follow a breaking news story. Among graduates in journalism, 4.2 percent are using print media to follow a breaking news story, 5 percent are using TV to follow a breaking news story, 1.7 percent are using radio to follow a breaking news story, 57.5 percent are using digital media to follow a breaking news story and 31.7 percent are using social media to follow a breaking news story. Among post-graduates in journalism, 10 percent are using print media to follow a breaking news story, 14.1 percent are using TV to follow a breaking news story, 1.2 percent are using radio to follow a breaking news story, 51.8 percent are using digital media to follow a breaking news story and 23.1percent are using social media to follow a breaking news story.

The data shows a significant difference among educated journalists regarding the use of media to follow a breaking news story. To establish the significance difference among educated journalists with regard to use of media to follow a breaking news story, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**39.517[a]**	**16**	**.001**
Likelihood Ratio	40.288	16	.001
Linear-by-Linear Association	.498	1	.481
N of Valid Cases	590		

a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is .26.

H_o – There is no significant difference among educated journalists with regard to the use of media to follow a breaking news story.

H_a – Educated journalists differ significantly with regard to the use of media to follow a breaking news story.

Cal X^2 Val 39.517 (df 16) ≥ Tab Val 26.30@ 0.05

The explored data reveals that there is significant association among educated journalists with regard to the use of media to follow a breaking news story. The null hypothesis of no significant difference is rejected as different education background plays an important role with regard to the use of media to follow a breaking news story. Differently educated journalists use different media platforms to follow breaking news such as print, electronic and online. However, they mostly use online or digital platforms to follow breaking news since every second there is a news update on these media platforms.

Table 4.73: Regulation of news content

			Which one of the following do you think is needed in order to regulate news content?					Total
			Self regulation	Government regulation	External regulatory Control	Regulationby organization	other	
Education	BA	Count	12	2	4	8	0	26
		% within Part_A_Q4 Education	46.2%	7.7%	15.4%	30.8%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	5.2%	1.5%	12.9%	4.1%	0.0%	4.4%
	MA	Count	24	6	7	8	1	46
		% within Part_A_Q4 Education	52.2%	13.0%	15.2%	17.4%	2.2%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	10.5%	4.5%	22.6%	4.1%	33.3%	7.8%

	BA (Journalism)	Count	20	59	3	38	0	120
		% within Part_A_Q4 Education	16.7%	49.2%	2.5%	31.7%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	8.7%	44.4%	9.7%	19.6%	0.0%	20.3%
	MA (Mass communic-ation & Journalism)	Count	129	61	17	127	0	334
		% within Part_A_Q4 Education	38.6%	18.3%	5.1%	38.0%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	56.3%	45.9%	54.8%	65.5%	0.0%	56.6%
	Other	Count	44	5	0	13	2	64
		% within Part_A_Q4 Education	68.8%	7.8%	0.0%	20.3%	3.1%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	19.2%	3.8%	0.0%	6.7%	66.7%	10.8%
Total		Count	229	133	31	194	3	590
		% within Part_A_Q4 Education	38.8%	22.5%	5.3%	32.9%	0.5%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of preference order to regulate news content among educated journalists the data shows that 38.8 percent prefer self-regulation to regulate news content, 22.5 percent prefer government-regulation to regulate news content, 5.3 percent prefer external regulatory control to regulate news content, 32.9 percent prefer regulation by organization to regulate news content and only 0.5 percent prefer other regulations to regulate news content. Among graduates, 46.2 percent prefer self-regulation to regulate news content, 7.7 percent prefer government-regulation to regulate news content, 15.4 percent prefer external regulatory control to regulate news content, 30.8percent prefer regulation by organization to regulate news content and 0.0 percent prefers other

regulations to regulate news content. Among post-graduates, 52.2 percent prefer self-regulation to regulate news content, 13 percent prefer government-regulation to regulate news content, 15.2 percent prefer external regulatory control to regulate news content, 17.4 percent prefer regulation by organization to regulate news content and 2.2 percent prefer other regulation method to regulate news content. Among graduates in journalism, 16.7 percent prefer self-regulation to regulate news content, 49.2 percent prefer government-regulation to regulate news content, only 2.5 percent prefer external regulatory control to regulate news content, 31.7 percent prefer regulation by organization to regulate news content and 0.0 percent prefers other regulation method to regulate news content. Among post-graduate journalists in journalism, 38.6 percent prefer self-regulation to regulate news content, 18.3 percent prefer government-regulation to regulate news content, 5.1 percent prefer external regulatory control to regulate news content, 38 percent prefer regulation by organization to regulate news content and 0.0 percent prefers other regulation methods to regulate news content.

The data shows a significant difference among educated journalists regarding preference order to regulate news content. To establish the significant difference among educated journalists with regard to preference order to regulate news content, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**125.068[a]**	**16**	**.000**
Likelihood Ratio	116.841	16	.000
Linear-by-Linear Association	.595	1	.440
N of Valid Cases	590		

a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is .13.

H_o – There is no significant difference among educated journalists with regard to preference order to regulate news content.

H_a – Educated journalists differ significantly with regard to preference order to regulate news content.

Cal X^2 Val 125.068 (df 16) ≥ Tab Val 26.30@ 0.05

The evaluated data reveals that there is significant difference among educated journalists with regard to preference order to regulate news content. The null hypothesis of no significant difference is rejected as educated journalists play an important role with regard to preference order to regulate news content. Journalists, having better education and sound professional knowledge in the industry, understand better how to regulate their profession. They have different opinions on regulation but most of them prefer self-regulate rather than being regulated by others.

Table 4.74: Learning journalism through various means

			Which one helped you the most in learning journalism?					Total
			Education Institute	**Work Place**	**Training/ Workshops**	**Internship**	**Other**	
Education	BA	Count	0	24	1	1	0	26
		% within Part_A_Q4 Education	0.0%	92.3%	3.8%	3.8%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	0.0%	7.3%	0.9%	0.9%	0.0%	4.4%
	MA	Count	0	41	3	1	1	46
		% within Part_A_Q4 Education	0.0%	89.1%	6.5%	2.2%	2.2%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	0.0%	12.5%	2.7%	0.9%	100.0%	7.8%
	BA (Journalism)	Count	10	37	29	44	0	120
		% within Part_A_Q4 Education	8.3%	30.8%	24.2%	36.7%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	27.0%	11.3%	25.9%	39.3%	0.0%	20.3%

	MA (Mass comm uni-cation & Journa lism)	Count	23	173	74	64	0	334
		% within Part_A_Q4 Education	6.9%	51.8%	22.2%	19.2%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	62.2%	52.7%	66.1%	57.1%	0.0%	56.6%
	Other	Count	4	53	5	2	0	64
		% within Part_A_Q4 Education	6.3%	82.8%	7.8%	3.1%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	10.8%	16.2%	4.5%	1.8%	0.0%	10.8%
Total		Count	37	328	112	112	1	590
		% within Part_A_Q4 Education	6.3%	55.6%	19.0%	19.0%	0.2%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N=590

In the given data of learning journalism through various means among educated journalists the data displays that 6.3 percent are learning journalism with the help of education institutes, 55.6 percent are learning journalism at work place, 19 percent are learning journalism with the help of training and workshops, 19 percent are learning journalism through internships and 0.2 percent are learning journalism with the help of others means. Among graduates, 0.0 percent is learning journalism with the help of education institutes, 92.3 percent are learning journalism at work place, 3.8 percent are learning journalism with the help of trainings and workshops, 3.8 percent are learning journalism through internships and 0.0 percent is learning journalism with the help of others means. Among post-graduates, 0.0 percent is learning journalism with the help of education institutes, 89.1 percent are learning journalism at work place, 6.5 percent are

learning journalism with the help of training and workshops, 2.2 percent are learning journalism through internships and 2.2 percent are learning journalism with the help of others means. Among graduates in journalism, 8.3 percent are learning journalism with the help of education institutes, 30.8 percent are learning journalism at work place, 24.2 percent are learning journalism with the help of training and workshops, 36.7 percent are learning journalism through internships and 0.0 percent is learning journalism with the help of others means. Among post-graduates in journalism, 6.9 percent are learning journalism with the help of education institutes, 51.8 percent are learning journalism at work place, 22.2 percent are learning journalism with the help of training and workshops, 19.2 percent are learning journalism through internships and 0.0 percent is learning journalism with the help of other means.

The data shows a significant difference among educated journalists regarding learning journalism through various means. To establish the significance difference among educated journalists with regard to learning journalism through various means, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**108.410[a]**	**16**	**.000**
Likelihood Ratio	115.040	16	.000
Linear-by-Linear Association	.324	1	.569
N of Valid Cases	590		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .04.

H_o – There is no significant difference among educated journalists with regard to learning journalism through various means.

H_a – Educated journalists differ significantly with regard to learning journalism through various means.

Cal X^2 Val 108.410 (df 16) ≥ Tab Val 26.30@ 0.05

The evaluated data reveals that there is significant difference among educated journalists with regard to learning journalism through various means. The null hypothesis of no significant difference is rejected as education plays an important role with regard to learning journalism through various means. Educated journalists favour basic understanding of journalism takes place at the institution level but earn practical knowledge of journalism at work place through internships, trainings and workshops.

Table 4.75: Journalists recommend social media to report news stories

			You recommend journalists to use social media to report news stories.					Total
			Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
Part_A_Q4 Education	BA	Count	2	18	2	4	0	26
		% within Part_A_Q4 Education	7.7%	69.2%	7.7%	15.4%	0.0%	100.0%
		% within You recommend journalists to use social media to report news stories.	0.7%	10.8%	2.2%	11.4%	0.0%	4.4%
	MA	Count	10	22	10	3	1	46
		% within Part_A_Q4 Education	21.7%	47.8%	21.7%	6.5%	2.2%	100.0%
		% within You recommend journalists to use social media to report news stories.	3.5%	13.3%	10.8%	8.6%	8.3%	7.8%
	BA (Journalism)	Count	70	18	25	5	2	120
		% within Part_A_Q4 Education	58.3%	15.0%	20.8%	4.2%	1.7%	100.0%
		% within You recommend journalists to use social media to report news stories.	24.6%	10.8%	26.9%	14.3%	16.7%	20.3%
	MA (Mass communication & Journalism)	Count	183	86	48	14	3	334
		% within Part_A_Q4 Education	54.8%	25.7%	14.4%	4.2%	0.9%	100.0%
		% within You recommend journalists to use social media to report news stories.	64.4%	51.8%	51.6%	40.0%	25.0%	56.6%

	Other	Count	19	22	8	9	6	64
		% within Part_A_Q4 Education	29.7%	34.4%	12.5%	14.1%	9.4%	100.0%
		% within You recommend journalists to use social media to report news stories.	6.7%	13.3%	8.6%	25.7%	50.0%	10.8%
Total		Count	284	166	93	35	12	590
		% within Part_A_Q4 Education	48.1%	28.1%	15.8%	5.9%	2.0%	100.0%
		% within You recommend journalists to use social media to report news stories.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of journalists recommendation of use of social media to report news stories among educated journalists the data exhibits that 48.1 percent strongly agree to the use of social media to report news stories, 28.1 percent agree to the use of social media to report news stories, 15.8 percent neither agree nor disagree to use social media to report news stories, 5.9 percent disagree to the use of social media to report news stories and 2 percent strongly disagree to the use of social media to report news stories. Among graduates, 7.7 percent strongly agree to the use of social media to report news stories, 69.2 percent agree to the use of social media to report news stories, 7.7 percent neither agree nor disagree to the use of social media to report news stories, 15.4 percent disagree to the use of social media to report news stories and 0.0 percent strongly disagree to the use of social media to report news stories. Among post-graduates, 21.7 percent strongly agree to the use of social media to report news stories, 47.8 percent agree to the use of social media to report news stories, 21.7 percent neither agree nor disagree to the use of social media to report news stories, 6.5 percent disagree to the use of social media to report news stories and 2.2 percent strongly disagree to the use of social media to report news stories. Among graduates in journalism, 58.2 percent strongly agree to the use of social media to report news stories, 15 percent agree to the use of social media to report news stories, 20.8 percent neither agree nor disagree to the use of social media to report news stories, 4.2 percent disagree to the use of social media to report news stories and 1.7 percent strongly disagree to the use of social media to report

news stories. Among post-graduates in journalism, 54.8 percent strongly agree to the use of social media to report news stories, 25.7 percent agree to the use of social media to report news stories, 14.4 percent neither agree nor disagree to the use of social media to report news stories, 4.2 percent disagree to the use of social media to report news stories and 0.9 percent strongly disagree to the use of social media to report news stories. Among other educated journalists, 29.7 percent strongly agree to the use of social media to report news stories, 34.4 percent agree to the use of social media to report news stories, 12.5 percent neither agree nor disagree to the use of social media to report news stories, 14.1percent disagree to the use of social media to report news stories and 9.4 percent strongly disagree to the use of social media to report news stories.

The data shows a significant difference among educated journalists recommending the use of social media to report news stories. To establish the significance difference among educated journalists regarding journalists to use social media to report news stories, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**94.566[a]**	**16**	**.000**
Likelihood Ratio	87.539	16	.000
Linear-by-Linear Association	.788	1	.375
N of Valid Cases	590		

a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is .53.

H_o – There is no significant difference among educated journalists regarding recommending the use of social media to report news stories.

H_a – Educated journalists differ significantly in recommending the use of social media to report news stories.

Cal X^2 Val 94.566 (df 16) ≥ Tab Val 26.30@ 0.05

The evaluated data reveals that there is a significant difference among educated journalists regarding recommending the use of social media to report news stories. The null hypothesis of no significant difference is rejected as different educated journalists play an important role in recommending the use of social media to report news stories. Educated journalists have different outlook regarding the use of social media to report a news story. But most of them prefer to use social media to report news stories.

Table 4.76: Use of social media in the newsroom

			Social media is a more useful reporting tool in the newsroom.					Total
			Strongly Agree	**Agree**	**Neither Agree nor Disagree**	**Dis-agree**	**Strongly Disagree**	
Education	BA	Count	2	10	8	4	2	26
		% within Part_A_Q4 Education	7.7%	38.5%	30.8%	15.4%	7.7%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	1.1%	5.2%	5.5%	6.8%	12.5%	4.4%
	MA	Count	9	12	14	8	3	46
		% within Part_A_Q4 Education	19.6%	26.1%	30.4%	17.4%	6.5%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	5.1%	6.2%	9.7%	13.6%	18.8%	7.8%
	BA (Journalism)	Count	55	21	31	9	4	120
		% within Part_A_Q4 Education	45.8%	17.5%	25.8%	7.5%	3.3%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	31.3%	10.8%	21.4%	15.3%	25.0%	20.3%

	MA (Mass communication & Journalism)	Count	95	119	82	33	5	334
		% within Part_A_Q4 Education	28.4%	35.6%	24.6%	9.9%	1.5%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	54.0%	61.3%	56.6%	55.9%	31.3%	56.6%
	Other	Count	15	32	10	5	2	64
		% within Part_A_Q4 Education	23.4%	50.0%	15.6%	7.8%	3.1%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	8.5%	16.5%	6.9%	8.5%	12.5%	10.8%
Total		Count	176	194	145	59	16	590
		% within Part_A_Q4 Education	29.8%	32.9%	24.6%	10.0%	2.7%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	100.0%	100.0 %	100.0%	100.0 %	100.0%	100.0%

N= 590

The data of social media as a more useful tool in the newsroom among educated journalists above exhibits that 29.8 percent strongly agree social media is a more useful reporting tool in the newsroom, 32.9 percent agree social media is a more useful reporting tool in the newsroom, 24.6 percent neither agree nor disagree with social media as a more useful tool in the newsroom, 10 percent disagree with social media being a useful tool in the newsroom and 2.7 percent strongly disagree with social media being a more useful tool in the newsroom. Among graduates, 7.7 percent strongly agree with social media being a more useful tool in the newsroom, 38.5 percent agree with social media being a more useful tool in the newsroom, 30.8 percent neither agree nor disagree with social media being a more useful reporting tool in the newsroom, 15.4 percent disagree with social media being a more useful tool in the newsroom and 7.7 percent

strongly disagree with social media being a more useful tool in the newsroom. Among post-graduates, 19.6 percent strongly agree with social media being a more useful tool in the newsroom, 26.1 percent agree with social media being a more useful tool in the newsroom, 30.4 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 17.4 percent disagree with social media being a more useful tool in the newsroom and 6.5 percent strongly disagree with social media being a more useful tool in the newsroom. Among graduates in journalism, 45.8 percent strongly agree with social media being a more useful tool in the newsroom, 17.5 percent agree with social media being a more useful tool in the newsroom, 25.8 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 7.5 percent disagree with social media being a more useful tool in the newsroom and 3.3 percent strongly disagree with social media being a more useful reporting tool in the newsroom. Among post-graduates in journalism, 28.4 percent strongly agree with social media being a more useful tool in the newsroom, 35.6 percent agree with social media being a more useful reporting tool in the newsroom, 24.6 percent neither agree nor disagree with social media being a more useful reporting tool in the newsroom, 10 percent disagree with social media being a more useful tool in the newsroom and 1.5 percent strongly disagree with social media being a more useful tool in the newsroom. Among other educated journalists, 23.4 percent strongly agree with social media being a more useful tool in the newsroom, 50 percent agree with social media being a more useful reporting tool in the newsroom, 15.6 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 7.8 percent disagree with social media being a more useful tool in the newsroom and 3.1percent strongly disagree with social media being a more useful tool in the newsroom.

The data shows a significant difference among educated journalists regarding the use of social media as a useful tool in the newsroom. To establish the significance difference among educated journalists regarding the use of social media as useful reporting tool in the newsroom, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**47.697[a]**	**16**	**.000**
Likelihood Ratio	47.975	16	.000
Linear-by-Linear Association	6.830	1	.009
N of Valid Cases	590		

a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is .71.

H_o – There is no significant difference among educated journalists regarding the use of social media as a useful reporting tool in the newsroom.

H_a – Educated journalists differ significantly regarding the use of social media as a useful reporting tool in the newsroom.

Cal X^2 Val 47.697(df 16) ≥ Tab Val 26.30@ 0.05

The calculated data reveals that there is significant difference among educated journalists regarding the use of social media as a useful tool in the newsroom. The null hypothesis of no significant difference is rejected as education plays an important role in selecting and using social media is a useful tool in the newsroom. Journalists with different education background have different opinions on social media as useful tool in the newsroom. They are in favour of using social media as useful tool in the newsroom.

Organisation Variable

Table 4.77: Social media for news reporting

			Are you presently using social media for news reporting?				Total
			Yes	**No**	**Company Policy**	**Don't Like sharing**	
Organisation	Dainik Bhaskar	Count	4	0	1	0	5
		% within Part_A_Q5 Organisation	80.0%	0.0%	20.0%	0.0%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	0.9%	0.0%	2.5%	0.0%	0.8%
	Dainik Jagran	Count	37	4	6	1	48
		% within Part_A_Q5 Organisation	77.1%	8.3%	12.5%	2.1%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	8.1%	5.6%	15.0%	4.3%	8.1%
	The Times of India	Count	150	13	20	8	191
		% within Part_A_Q5 Organisation	78.5%	6.8%	10.5%	4.2%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	33.0%	18.1%	50.0%	34.8%	32.4%
	Hindu-stan	Count	9	4	0	0	13
		% within Part_A_Q5 Organisation	69.2%	30.8%	0.0%	0.0%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	2.0%	5.6%	0.0%	0.0%	2.2%
	Amar Ujala	Count	5	1	1	0	7
		% within Part_A_Q5 Organisation	71.4%	14.3%	14.3%	0.0%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	1.1%	1.4%	2.5%	0.0%	1.2%
	The Hindu	Count	8	1	0	0	9
		% within Part_A_Q5 Organisation	88.9%	11.1%	0.0%	0.0%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	1.8%	1.4%	0.0%	0.0%	1.5%

	Punjab Kesari	Count	26	2	1	1	30
		% within Part_A_Q5 Organisation	86.7%	6.7%	3.3%	3.3%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	5.7%	2.8%	2.5%	4.3%	5.1%
	Hindu-stan Times	Count	7	2	4	4	17
		% within Part_A_Q5 Organisation	41.2%	11.8%	23.5%	23.5%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	1.5%	2.8%	10.0%	17.4%	2.9%
	AajTak	Count	74	13	2	3	92
		% within Part_A_Q5 Organisation	80.4%	14.1%	2.2%	3.3%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	16.3%	18.1%	5.0%	13.0%	15.6%
	ABP News	Count	79	17	4	5	105
		% within Part_A_Q5 Organisation	75.2%	16.2%	3.8%	4.8%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	17.4%	23.6%	10.0%	21.7%	17.8%
	Republic TV	Count	31	11	0	0	42
		% within Part_A_Q5 Organisation	73.8%	26.2%	0.0%	0.0%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	6.8%	15.3%	0.0%	0.0%	7.1%
	Times Now	Count	25	4	1	1	31
		% within Part_A_Q5 Organisation	80.6%	12.9%	3.2%	3.2%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	5.5%	5.6%	2.5%	4.3%	5.3%
Total		Count	455	72	40	23	590
		% within Part_A_Q5 Organisation	77.1%	12.2%	6.8%	3.9%	100.0 %
		% within Part_B_Q1 Are you presently using social media for news reporting?	100.0%	100.0 %	100.0 %	100.0%	100.0 %

N= 590

In the given data of using social media for news reporting among working journalists in an organization the data reveals that nearly 77 percent are using social

media for news reporting, 12.2 percent are not using social media for news reporting, 6.8 percent due to company policy are not using social media for news reporting and about 4 percent don't like sharing using social media for news reporting. Among journalists working with Dainik Jagran, nearly 77 percent are using social media for news reporting, 8.3 percent are not using social media for news reporting, 12.5 percent due to company policy are not using social media for news reporting and about 2 percent do not like sharing on social media for news reporting. Among journalists working with The Times of India, 78.5 percent are using social media for news reporting, 6.8 percent are not using social media for news reporting, 10.5 percent due to company policy are not using social media for news reporting and 4.2 percent do not like sharing on social media for news reporting. Among journalists working with AajTak, 80.4 percent are using social media for news reporting, 14.1 percent are not using social media for news reporting, 2.2 percent due to company policy are not using social media for news reporting and 3.3 percent do not like sharing on social media for news reporting. Among journalists working with ABP News, nearly 75 percent are using social media for news reporting, 16.2 percent are not using social media for news reporting, 3.8 percent journalists due to company policy do not use social media for news reporting and about 4.8 percent do not like sharing on social media for news reporting.

The data shows a significant difference among working journalists in an organization using social media for news reporting. To establish the significance of difference among working journalists in an organization regarding the use of social media for news reporting, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**67.777[a]**	**33**	**.000**
Likelihood Ratio	62.599	33	.001
Linear-by-Linear Association	1.030	1	.310
N of Valid Cases	590		

a. 28 cells (58.3%) have expected count less than 5. The minimum expected count is .19.

H_o – There is no significant difference among working journalists in media organizations using social media for news reporting.

H_a – Working journalists differ significantly in using social media for news reporting habit.

Cal X^2 Val 67.777(df 33) ≥ Tab Val 47.40@ 0.05

The analyzed data reveals that there is significant association among working journalists in an organization with regard to using social media for news reporting. The null hypothesis of no significant difference is rejected as working place plays an important role regarding the use of social media for news reporting. In the profession of media, organizations do helps journalists to think differently and work actively.

Table 4.78: Organisation guidelines for social media

			Does your organization have social media guidelines?			Total
			Yes	No	Can't Say	
Organisation	Dainik Bhaskar	Count	5	0	0	5
		% within Part_A_Q5 Organisation	100.0%	0.0%	0.0%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	1.3%	0.0%	0.0%	0.8%
	Dainik Jagran	Count	35	6	7	48
		% within Part_A_Q5 Organisation	72.9%	12.5%	14.6%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	8.9%	12.8%	4.7%	8.1%
	The Times of India	Count	109	6	76	191
		% within Part_A_Q5 Organisation	57.1%	3.1%	39.8%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	27.7%	12.8%	50.7%	32.4%
	Hindu-stan	Count	10	0	3	13
		% within Part_A_Q5 Organisation	76.9%	0.0%	23.1%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	2.5%	0.0%	2.0%	2.2%

	Amar Ujala	Count	7	0	0	7
		% within Part_A_Q5 Organisation	100.0%	0.0%	0.0%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	1.8%	0.0%	0.0%	1.2%
	The Hindu	Count	7	0	2	9
		% within Part_A_Q5 Organisation	77.8%	0.0%	22.2%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	1.8%	0.0%	1.3%	1.5%
	Punjab Kesari	Count	19	2	9	30
		% within Part_A_Q5 Organisation	63.3%	6.7%	30.0%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	4.8%	4.3%	6.0%	5.1%
	Hindu-stan Times	Count	13	1	3	17
		% within Part_A_Q5 Organisation	76.5%	5.9%	17.6%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	3.3%	2.1%	2.0%	2.9%
	Aaj Tak	Count	74	1	17	92
		% within Part_A_Q5 Organisation	80.4%	1.1%	18.5%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	18.8%	2.1%	11.3%	15.6%
	ABP News	Count	71	17	17	105
		% within Part_A_Q5 Organisation	67.6%	16.2%	16.2%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	18.1%	36.2%	11.3%	17.8%
	Repub-licTV	Count	24	4	14	42
		% within Part_A_Q5 Organisation	57.1%	9.5%	33.3%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	6.1%	8.5%	9.3%	7.1%
	Times Now	Count	19	10	2	31
		% within Part_A_Q5 Organisation	61.3%	32.3%	6.5%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	4.8%	21.3%	1.3%	5.3%
Total		Count	393	47	150	590
		% within Part_A_Q5 Organisation	66.6%	8.0%	25.4%	100.0%
		% within Part_B_Q2 Does your organization have social media guidelines?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given table of organization guidelines for social media among working journalists in an organization the data shows that nearly 66.6 percent organizations having guidelines for social media, 8 percent organizations have no guidelines for social media and 25.4 percent organizations can't say about guidelines for social media. Among journalists working with Dainik Jagran, nearly 73 percent journalists agreed having guidelines for social media, 12.5 percent journalists responded having no guidelines for social media and 14.6 percent journalists opted for can't say about guidelines for social media. Among journalists working with The Times of India, nearly 57 percent journalists agreed having guidelines for social media, 3.1 percent journalists opted for having no guidelines for social media in their organization and 39.8 percent journalists opted for can't say about guidelines for social media. Among journalists working with AajTak, 80.4 percent journalists agreed having guidelines for social media, 1.1 percent responded having no guidelines for social media and 18.5 percent journalists selected can't say about guidelines for social media. Among journalists working with ABP News, 67.7 percent journalists agreed having guidelines for social media, 16.2 percent journalists responded having no guidelines for social media and 16.2 percent journalists can't say about having guidelines for social media.

The data shows a significant difference among working journalists in an organization regarding organizations guidelines for social media. To establish the significance difference among working journalists in an organization with regard to organizations guidelines for social media, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**88.269[a]**	**22**	**.000**
Likelihood Ratio	86.958	22	.000
Linear-by-Linear Association	5.983	1	.014
N of Valid Cases	590		

a. 16 cells (44.4%) have expected count less than 5. The minimum expected count is .40.

H_o – There is no significant difference among working journalists in an organization with regard to organizations guidelines for social media.

H_a – Working journalists differ significantly with regard to organizations guidelines for social media.

Cal X^2 Val 88.269(df 22) ≥ Tab Val 33.92@ 0.05

The analyzed data reveals that there is a significant association among working journalists in an organization with regard to organizations' guidelines for social media. The null hypothesis of no significant difference is rejected as working place plays an important role with regard to guidelines for social media. Working journalists have their specific approaches regarding use of social media for covering a news story.

Table 4.79: Use of social media for news reporting before implementation of organisation guidelines

			Did you begin using social media for news reporting before the organization implemented social media guidelines?			Total
			Yes	**No**	**Can't Say**	
Organisation	Dainik Bhaskar	Count	3	2	0	5
		% within Part_A_Q5 Organisation	60.0%	40.0%	0.0%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	1.0%	1.6%	0.0%	0.8%
	Dainik Jagran	Count	37	8	3	48
		% within Part_A_Q5 Organisation	77.1%	16.7%	6.3%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	12.2%	6.6%	1.8%	8.1%
	The Times of India	Count	96	28	67	191
		% within Part_A_Q5 Organisation	50.3%	14.7%	35.1%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	31.7%	23.0%	40.6%	32.4%

	Hindu-stan	Count	5	4	4	13
		% within Part_A_Q5 Organisation	38.5%	30.8%	30.8%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	1.7%	3.3%	2.4%	2.2%
	Amar Ujala	Count	5	1	1	7
		% within Part_A_Q5 Organisation	71.4%	14.3%	14.3%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	1.7%	0.8%	0.6%	1.2%
	The Hindu	Count	4	1	4	9
		% within Part_A_Q5 Organisation	44.4%	11.1%	44.4%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	1.3%	0.8%	2.4%	1.5%
	Punjab Kesari	Count	10	6	14	30
		% within Part_A_Q5 Organisation	33.3%	20.0%	46.7%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	3.3%	4.9%	8.5%	5.1%
	Hindu-stan Times	Count	11	3	3	17
		% within Part_A_Q5 Organisation	64.7%	17.6%	17.6%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	3.6%	2.5%	1.8%	2.9%
	AajTak	Count	47	14	31	92
		% within Part_A_Q5 Organisation	51.1%	15.2%	33.7%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	15.5%	11.5%	18.8%	15.6%
	ABP News	Count	46	39	20	105
		% within Part_A_Q5 Organisation	43.8%	37.1%	19.0%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	15.2%	32.0%	12.1%	17.8%

	Repub-licTV	Count	18	10	14	42
		% within Part_A_Q5 Organisation	42.9%	23.8%	33.3%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	5.9%	8.2%	8.5%	7.1%
	Times Now	Count	21	6	4	31
		% within Part_A_Q5 Organisation	67.7%	19.4%	12.9%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	6.9%	4.9%	2.4%	5.3%
Total		Count	303	122	165	590
		% within Part_A_Q5 Organisation	51.4%	20.7%	28.0%	100.0%
		% within Part_B_Q3 Did you begin using social media for news reporting before the organization implemented social media guidelines?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given above table of using social media for news reporting before the organization implemented social media guidelines among working journalists in an organization. The data shows that nearly 51.4 percent using social media for news reporting before the organization implemented social media guidelines, 20.7 percent not using social media for news reporting before the organization implemented social media guidelines and 28 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among journalist working with DainikJagran,77 percent using social media for news reporting before the organization implemented social media guidelines, 16.7 percent not using social media for news reporting before the organization implemented social media guidelines and 6.3 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among journalist working with The Times of India, 50.3 percent using social media for news reporting before the organization implemented social media guidelines, 14.7 percent not using social media for news reporting before the organization implemented social media guidelines and about 35

percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among journalist working with AajTak, 51.1 percent using social media for news reporting before the organization implemented social media guidelines, 15.2 percent not using social media for news reporting before the organization implemented social media guidelines and 33.7 percent can't say about using social media for news reporting before the organization implemented social media guidelines. Among journalist working with ABP News, 43.8 percent using social media for news reporting before the organization implemented social media guidelines, 37 percent not using social media for news reporting before the organization implemented social media guidelines and 19 percent can't say about using social media for news reporting before the organization implemented social media guidelines.

The data shows a significance difference among working journalist in an organization regarding using social media for news reporting before the organization implemented social media guidelines. To establish the significance difference among working journalist in an organization with regard to using social media for news reporting before the organization implemented social media guidelines, Chi-square test was applied.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**60.160[a]**	**22**	**.000**
Likelihood Ratio	62.439	22	.000
Linear-by-Linear Association	.153	1	.696
N of Valid Cases	590		

a. 13 cells (36.1%) have expected count less than 5. The minimum expected count is 1.03.

H_o – There is no significant difference among working journalist in an organization with regard to using social media for news reporting before the organization implemented social media guidelines.

H_a – Among working journalist differ significantly with regard to using social media for news reporting before the organization implemented social media guidelines.

Cal X^2 Val 60.160 (df 22) ≥ Tab Val 33.92@ 0.05

The evaluated data reveals that there is significant association among working journalist in an organization with regard to using social media for news reporting before the organization implemented social media guidelines. The null hypothesis of no significant difference is rejected as journalist working place plays an important role with regard to using social media for news reporting before the organization implemented social media guidelines. Working journalist use differently guidelines given by the media organization to implement on social media regarding news reporting.

Table 4.80: Social media to stay ahead

			Do you use Social media to stay ahead of competition?			Total
			Yes	**No**	**Can't Say**	
Organisation	Dainik Bhaskar	Count	0	0	5	5
		% within Part_A_Q5 Organisation	0.0%	0.0%	100.0%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	0.0%	1.1%	0.8%
	Dainik Jagran	Count	0	9	39	48
		% within Part_A_Q5 Organisation	0.0%	18.8%	81.3%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	12.9%	8.9%	8.1%
	The Times of India	Count	45	14	132	191
		% within Part_A_Q5 Organisation	23.6%	7.3%	69.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	54.2%	20.0%	30.2%	32.4%
	Hindustan	Count	0	3	10	13
		% within Part_A_Q5 Organisation	0.0%	23.1%	76.9%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	4.3%	2.3%	2.2%
	Amar Ujala	Count	0	6	1	7
		% within Part_A_Q5 Organisation	0.0%	85.7%	14.3%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	8.6%	0.2%	1.2%

	The Hindu	Count	0	0	9	9
		% within Part_A_Q5 Organisation	0.0%	0.0%	100.0%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	0.0%	2.1%	1.5%
	Punjab Kesari	Count	8	2	20	30
		% within Part_A_Q5 Organisation	26.7%	6.7%	66.7%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	9.6%	2.9%	4.6%	5.1%
	Hindustan Times	Count	0	1	16	17
		% within Part_A_Q5 Organisation	0.0%	5.9%	94.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	1.4%	3.7%	2.9%
	AajTak	Count	17	14	61	92
		% within Part_A_Q5 Organisation	18.5%	15.2%	66.3%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	20.5%	20.0%	14.0%	15.6%
	ABP News	Count	8	10	87	105
		% within Part_A_Q5 Organisation	7.6%	9.5%	82.9%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	9.6%	14.3%	19.9%	17.8%
	Republic TV	Count	5	7	30	42
		% within Part_A_Q5 Organisation	11.9%	16.7%	71.4%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	6.0%	10.0%	6.9%	7.1%
	Times Now	Count	0	4	27	31
		% within Part_A_Q5 Organisation	0.0%	12.9%	87.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	0.0%	5.7%	6.2%	5.3%
Total		Count	83	70	437	590
		% within Part_A_Q5 Organisation	14.1%	11.9%	74.1%	100.0%
		% within Part_B_Q4 Do you use Social media to stay ahead of competition?	100.0%	100.0%	100.0%	100.0%

N= 590

In the given data of use social media to stay ahead of competition among working journalists in the organization the data shows that nearly 14 percent are using social

media to stay ahead of competition, 11.9 percent are not using social media to stay ahead of competition and most of them about 74 percent can't say about using social media to stay ahead of competition. Among journalists working with Dainik Jagran, 0.0 percent is using social media to stay ahead of competition. 18.8 percent are not using social media to stay ahead of competition and most of them about 81.3 percent can't say about using social media to stay ahead of competition. Among journalists working with The Times of India, 23.6 percent are using social media to stay ahead of competition, 7.3 percent are not using social media to stay ahead of competition and most of them about 69 percent can't say about using social media to stay ahead of competition. Among journalists working with Aaj Tak, 18.5 percent are using social media to stay ahead of competition, 15.2 percent are not using social media to stay ahead of competition and about 66.3 percent can't say about using social media to stay ahead of competition. Among journalists working with ABP News, 7.6 percent are using social media to stay ahead of competition, 9.5 percent are not using social media to stay ahead of competition and most of them about 83 percent can't say about using social media to stay ahead of competition.

The data shows a significant difference among working journalists in the organization regarding using social media to stay ahead of competition. To establish the significance difference among working journalists in the organization with regard to using social media to stay ahead of competition, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**91.634[a]**	**22**	**.000**
Likelihood Ratio	92.033	22	.000
Linear-by-Linear Association	3.338	1	.068
N of Valid Cases	590		

a. 16 cells (44.4%) have expected count less than 5. The minimum expected count is .59.

H_0 – There is no significant difference among working journalists in the organization with regard to using social media to stay ahead of competition.

H_a –Working journalists differ significantly with regard to using social media to stay ahead of competition.

Cal X^2 Val 91.634 (df 22) ≥ Tab Val 33.92@ 0.05

The evaluated data reveals that there is a significant difference among working journalists in the organization with regard to using social media to stay ahead of competition. The null hypothesis of no significant difference is rejected as organization plays an important role with regard to using social media to stay ahead of competition. Working journalists are using social media to update themselves for timely information through technology. But most of them do not have faith on social media as tool for news reporting.

Table 4.81: Social media platform used other than news agencies

			Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.										Total
			Facebook	WhatsApp	Instagram	YouTube	Linkedln	Google+	Tumbler	Pinterest	Twitter	Other	
Organisation	Dainik Bhaskar	Count	0	0	0	0	0	0	0	0	5	0	5
		% within Organisation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.8%
	Dainik Jagran	Count	10	4	0	1	0	2	0	14	13	4	48
		% within Organisation	20.8%	8.3%	0.0%	2.1%	0.0%	4.2%	0.0%	29.2%	27.1%	8.3%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	6.8%	16.0%	0.0%	1.0%	0.0%	12.5%	0.0%	31.1%	6.5%	20.0%	8.1%

	The Times of India	Count	46	7	5	46	7	6	1	14	55	4	191
		% within Organisation	24.1%	3.7%	2.6%	24.1%	3.7%	3.1%	0.5%	7.3%	28.8%	2.1%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	31.3%	28.0%	33.3%	45.5%	35.0%	37.5%	50.0%	31.1%	27.6%	20.0%	32.4%
	Hindustan	Count	1	0	2	0	2	2	0	0	6	0	13
		% within Organisation	7.7%	0.0%	15.4%	0.0%	15.4%	15.4%	0.0%	0.0%	46.2%	0.0%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	0.7%	0.0%	13.3%	0.0%	10.0%	12.5%	0.0%	0.0%	3.0%	0.0%	2.2%
	Amar Ujala	Count	0	0	0	0	0	0	0	1	6	0	7
		% within Organisation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	85.7%	0.0%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.0%	0.0%	1.2%
	The Hindu	Count	2	3	0	1	1	1	0	0	0	1	9
		% within Organisation	22.2%	33.3%	0.0%	11.1%	11.1%	11.1%	0.0%	0.0%	0.0%	11.1%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	1.4%	12.0%	0.0%	1.0%	5.0%	6.3%	0.0%	0.0%	0.0%	5.0%	1.5%

	Punjab Kesari	Count	11	2	0	5	1	0	0	0	9	2	30
		% within Organisation	36.7%	6.7%	0.0%	16.7%	3.3%	0.0%	0.0%	0.0%	30.0 %	6.7%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	7.5%	8.0%	0.0%	5.0%	5.0%	0.0%	0.0%	0.0%	4.5%	10.0 %	5.1%
	Hindustan Times	Count	5	0	0	3	0	0	0	3	6	0	17
		% within Organisation	29.4%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	17.6 %	35.3 %	0.0%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	3.4%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	6.7%	3.0%	0.0%	2.9%
	Aaj Tak	Count	29	4	2	19	5	1	0	7	21	4	92
		% within Organisation	31.5%	4.3%	2.2%	20.7%	5.4%	1.1%	0.0%	7.6%	22.8 %	4.3%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	19.7%	16.0%	13.3%	18.8%	25.0 %	6.3%	0.0%	15.6 %	10.6 %	20.0 %	15.6%
	ABP News	Count	27	2	5	22	2	4	1	6	36	0	105
		% within Organisation	25.7%	1.9%	4.8%	21.0%	1.9%	3.8%	1.0%	5.7%	34.3 %	0.0%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	18.4%	8.0%	33.3%	21.8%	10.0 %	25.0 %	50.0 %	13.3 %	18.1 %	0.0%	17.8%

		Count	11	2	0	2	0	0	0	0	24	3	42
		% within Organisation	26.2%	4.8%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	57.1 %	7.1%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	7.5%	8.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	12.1 %	15.0 %	7.1%
		Count	5	1	1	2	2	0	0	0	18	2	31
		% within Organisation	16.1%	3.2%	3.2%	6.5%	6.5%	0.0%	0.0%	0.0%	58.1 %	6.5%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	3.4%	4.0%	6.7%	2.0%	10.0 %	0.0%	0.0%	0.0%	9.0%	10.0 %	5.3%
	Total	Count	147	25	15	101	20	16	2	45	199	20	590
		% within Organisation	24.9%	4.2%	2.5%	17.1%	3.4%	2.7%	0.3%	7.6%	33.7 %	3.4%	100.0%
		% within Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates.	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0%

N= 590

In the given data of other than news agencies, the most trusted social media platform your organization uses to receive news updates among working journalists. The data reveals that nearly 25 percent are using Facebook, 4.2 percent are using WhatsApp, 2.5 are using Instagram, 17 percent are using YouTube, 3.4 percent are using LinkedIn, 2.7 percent are using Google+, 7.6 percent are using Pinterest, 33.7 percent are using Twitter and 3.4 percent are using other platforms. Among working journalists with DainikJagran, 20.8 percent are using Facebook, 8.3 percent are using WhatsApp, 0.0 is

using Instagram, 2.1 percent are using YouTube, 0.0 percent is using LinkedIn, 4.2 percent are using Google+, 29.2 percent are using Pinterest, 27.1 percent are using Twitter and 8.3 percent are using other platforms. Among working journalists with The Times of India, 24 percent are using Facebook, 3.7 percent are using WhatsApp, 2.6 are using Instagram, 24 percent are using YouTube, 3.7 percent are using LinkedIn, 3.1 percent are using Google+, 7.3 percent are using Pinterest, 28.8 percent are using Twitter and 2.1 percent are using other platforms. Among journalists with AajTak, 31.5 percent are using Facebook, 4.3 percent are using WhatsApp, 2.2 are using Instagram, 20.7 percent are using YouTube, 5.4 percent are using LinkedIn, 1.1 percent is using Google+, 7.6 percent are using Pinterest, 22.8 percent are using Twitter and 4.3 percent are using other platforms. Among journalists with ABP News, 25.7 percent are using Facebook, 1.9 percent are using WhatsApp, 4.8 percent are using Instagram, 21 percent are using YouTube, 1.9 percent are using LinkedIn, 3.8 percent are using Google+, 5.7 percent are using Pinterest, 34.3 percent are using Twitter and 0.0 percent is using other platforms.

The data shows a significant difference among working journalists with different media organizations using other social media platforms other than news agencies to receive news updates. To establish the significance of difference among working journalists in the organization with regard to using other than news agencies, the most trusted social media platform their organization used to receive news updates, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**193.411[a]**	**99**	**.000**
Likelihood Ratio	193.146	99	.000
Linear-by-Linear Association	.001	1	.975
N of Valid Cases	590		

a. 91 cells (75.8%) have expected count less than 5. The minimum expected count is .02.

H_o – There is no significant difference among working journalists in different media organizations using other social media platforms other than news agencies to receive news updates.

H_a – Working journalists in different media organizations differ in using other social media platforms other than news agencies to receive news updates.

Cal X^2 Val 193.411(df 99) ≥ Tab Val 123.33@ 0.05

The evaluated data reveals that there is a significant difference among working journalists in different media organization with regard to using other than news agencies, the most trusted social media platform by their organization to receive news updates. The null hypothesis of no significant difference is rejected as different media organizations play an important role with regard to using other than news agencies, the most trusted social media platform to receive news updates. Journalists are found using other social media platforms other than news agencies as most trusted social media platform to update themselves for timely information and stay updated with technology.

Table 4.82: Media used to follow breaking news

			Part_C_Q8 Which media do you use to follow a breaking news story?					Total
			Print	TV	Radio	Digital	Social media	
Organisation	Dainik Bhaskar	Count	1	0	0	2	2	5
		% within Organisation	20.0%	0.0%	0.0%	40.0%	40.0%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	1.9%	0.0%	0.0%	0.7%	1.2%	0.8%
	Dainik Jagran	Count	6	0	0	28	14	48
		% within Organisation	12.5%	0.0%	0.0%	58.3%	29.2%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	11.5%	0.0%	0.0%	9.4%	8.7%	8.1%
	The Times of India	Count	20	17	4	101	49	191
		% within Organisation	10.5%	8.9%	2.1%	52.9%	25.7%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	38.5%	23.3%	66.7%	33.9%	30.4%	32.4%

	Hindustan	Count	2	2	0	5	4	13
		% within Organisation	15.4%	15.4%	0.0%	38.5%	30.8%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	3.8%	2.7%	0.0%	1.7%	2.5%	2.2%
	Amar Ujala	Count	6	0	0	1	0	7
		% within Organisation	85.7%	0.0%	0.0%	14.3%	0.0%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	11.5%	0.0%	0.0%	0.3%	0.0%	1.2%
	The Hindu	Count	0	2	0	1	6	9
		% within Organisation	0.0%	22.2%	0.0%	11.1%	66.7%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	0.0%	2.7%	0.0%	0.3%	3.7%	1.5%
	Punjab Kesari	Count	1	6	0	14	9	30
		% within Organisation	3.3%	20.0%	0.0%	46.7%	30.0%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	1.9%	8.2%	0.0%	4.7%	5.6%	5.1%
	Hindustan Times	Count	0	1	1	13	2	17
		% within Organisation	0.0%	5.9%	5.9%	76.5%	11.8%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	0.0%	1.4%	16.7%	4.4%	1.2%	2.9%
	Aaj Tak	Count	9	20	0	39	24	92
		% within Organisation	9.8%	21.7%	0.0%	42.4%	26.1%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	17.3%	27.4%	0.0%	13.1%	14.9%	15.6%
	ABP News	Count	2	12	1	66	24	105
		% within Organisation	1.9%	11.4%	1.0%	62.9%	22.9%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	3.8%	16.4%	16.7%	22.1%	14.9%	17.8%

	Republic TV	Count	5	5	0	12	20	42
		% within Organisation	11.9%	11.9%	0.0%	28.6%	47.6%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	9.6%	6.8%	0.0%	4.0%	12.4%	7.1%
	Times Now	Count	0	8	0	16	7	31
		% within Organisation	0.0%	25.8%	0.0%	51.6%	22.6%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	0.0%	11.0%	0.0%	5.4%	4.3%	5.3%
	Total	Count	52	73	6	298	161	590
		% within Organisation	8.8%	12.4%	1.0%	50.5%	27.3%	100.0%
		% within Part_C_Q8 Which media do you use to follow a breaking news story?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

In the given table of using media to follow a breaking news story among working journalists in the organization the data shows that nearly 8.8 percent are using print media to follow a breaking news story, 12.4 percent are using TV to follow a breaking news story, 1 percent are using radio to follow a breaking news story, 50.5 percent are using digital media to follow a breaking news story and 27.3 percent are using social media to follow a breaking news story. Among journalists working with Dainik Jagran, 12.5 percent are using print media to follow a breaking news story, 0.0 percent are using TV to follow a breaking news story, 0.0 percent using radio to follow a breaking news story, 58.3 percent are using digital media to follow a breaking news story and 29.2 percent are using social media to follow a breaking news story. Among journalists working with The Times of India, 10.5 percent are using print media to follow a breaking news story, 8.9 percent are using TV to follow a breaking news story, 2.1 percent are using radio to follow a breaking news story, 52.9 percent are using digital media to follow a breaking news story and 25.7 percent are using social media to follow a breaking news story. Among journalists with AajTak, 9.8 percent are using print media to follow a breaking news story, 21.7 percent are using TV to follow a breaking news story, 0.0 percent are

using radio to follow a breaking news story, 42.4 percent are using digital media to follow a breaking news story and 26.1 percent are using social media to follow a breaking news story. Among journalists with ABP News, 1.9 percent are using print media to follow a breaking news story, 11.4 percent are using TV to follow a breaking news story, 1 percent are using radio to follow a breaking news story, 63 percent are using digital media to follow a breaking news story and 23 percent are using social media to follow a breaking news story.

The data shows a significant difference among working journalists in different media organizations regarding the use of media to follow a breaking news story. To establish the significance difference among working journalists in different media organizations with regard to the use of media to follow a breaking news story, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**127.322[a]**	**44**	**.000**
Likelihood Ratio	111.757	44	.000
Linear-by-Linear Association	.108	1	.742
N of Valid Cases	590		

a. 36 cells (60.0%) have expected count less than 5. The minimum expected count is .05.

H_o – There is no significant difference among working journalists in different media organizations with regard to the use of media to follow a breaking news story.

H_a – Working journalists in different media organizations differ significantly with regard to the use of media to follow a breaking news story.

Cal X^2 Val 127.322 (df 44) ≥ Tab Val 60.48@ 0.05

The explored data reveals that there is a significant association among working journalists in different media organizations with regard to the use of media to follow a breaking news story. The null hypothesis of no significant difference is rejected as

journalists working in different media organizations play an important role with regard to the use of media to follow a breaking news story. Working journalists use social media platforms to follow breaking news such as print, electronic and online. However, they mostly use online or digital platform to follow breaking news since every second news updates are available on social media platforms.

Table 4.83: Regulation of news content

			Which one of the following do you think is needed in order to regulate news content?					Total
			Self regulation	Government regulation	External regulatory Control	Regulation by organization	other	
Organis-ation	Dainik Bhaskar	Count	5	0	0	0	0	5
		% within Part_A_Q5 Organisation	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	2.2%	0.0%	0.0%	0.0%	0.0%	0.8%
	Dainik Jagran	Count	16	16	2	14	0	48
		% within Part_A_Q5 Organisation	33.3%	33.3%	4.2%	29.2%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	7.0%	12.0%	6.5%	7.2%	0.0%	8.1%
	The Times of India	Count	75	38	3	73	2	191
		% within Part_A_Q5 Organisation	39.3%	19.9%	1.6%	38.2%	1.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	32.8%	28.6%	9.7%	37.6%	66.7%	32.4%

	Hindustan	Count	4	0	1	8	0	13
		% within Part_A_Q5 Organisation	30.8%	0.0%	7.7%	61.5%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	1.7%	0.0%	3.2%	4.1%	0.0%	2.2%
	Amar Ujala	Count	4	3	0	0	0	7
		% within Part_A_Q5 Organisation	57.1%	42.9%	0.0%	0.0%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	1.7%	2.3%	0.0%	0.0%	0.0%	1.2%
	The Hindu	Count	2	1	2	4	0	9
		% within Part_A_Q5 Organisation	22.2%	11.1%	22.2%	44.4%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	0.9%	0.8%	6.5%	2.1%	0.0%	1.5%
	Punjab Kesari	Count	10	7	1	12	0	30
		% within Part_A_Q5 Organisation	33.3%	23.3%	3.3%	40.0%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	4.4%	5.3%	3.2%	6.2%	0.0%	5.1%

	Hindustan Times	Count	7	1	1	8	0	17
		% within Part_A_Q5 Organisation	41.2%	5.9%	5.9%	47.1%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	3.1%	0.8%	3.2%	4.1%	0.0%	2.9%
	AajTak	Count	33	28	4	27	0	92
		% within Part_A_Q5 Organisation	35.9%	30.4%	4.3%	29.3%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	14.4%	21.1%	12.9%	13.9%	0.0%	15.6%
	ABP News	Count	35	34	6	29	1	105
		% within Part_A_Q5 Organisation	33.3%	32.4%	5.7%	27.6%	1.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	15.3%	25.6%	19.4%	14.9%	33.3%	17.8%
	Republic TV	Count	26	4	4	8	0	42
		% within Part_A_Q5 Organisation	61.9%	9.5%	9.5%	19.0%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	11.4%	3.0%	12.9%	4.1%	0.0%	7.1%

	Times Now	Count	12	1	7	11	0	31
		% within Part_A_Q5 Organisation	38.7%	3.2%	22.6%	35.5%	0.0%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	5.2%	0.8%	22.6%	5.7%	0.0%	5.3%
Total		Count	229	133	31	194	3	590
		% within Part_A_Q5 Organisation	38.8%	22.5%	5.3%	32.9%	0.5%	100.0%
		% within Part_C_Q9 Which one of the following do you think is needed in order to regulate news content?	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0%

N= 590

In the given data of preference order to regulate news content among working journalists in the organization the data shows that 38.8 percent prefer self-regulation to regulate news content, 22.5 percent prefer government-regulation to regulate news content, 5.3 percent prefer external regulatory control to regulate news content, 32.9 percent prefer regulation by organization to regulate news content and 0.5 percent prefer other regulation method to regulate news content. Among journalists working with Dainik Jagran, 33.3 percent prefer self-regulation to regulate news content, 33.3 percent prefer government-regulation to regulate news content, 4.2 percent prefer external regulatory control to regulate news content, 29.2 percent prefer regulation by organization to regulate news content and 0.0 percent prefers other regulation method to regulate news content. Among journalists working with The Times of India, 39.3 percent prefer self-regulation to regulate news content, 20 percent prefer government-regulation to regulate news content, 1.6 percent prefers external regulatory control to regulate news content, 38.2 percent prefers regulation by organization to regulate news content and 1 percent prefers other regulation method to regulate news content. Among journalists

working with Aaj Tak, 36 percent prefer self-regulation to regulate news content, 30.4 percent prefer government-regulation to regulate news content, 4.3 percent prefer external regulatory control to regulate news content, 29.3 percent prefer regulation by organization to regulate news content and 0.0 percent prefers other regulation to regulate news content. Among journalists working with ABP News, 33.3 percent prefer self-regulation to regulate news content, 32.4 percent prefer government-regulation to regulate news content, 5.7 percent prefer external regulatory control to regulate news content, 27.6 percent prefer regulation by organization to regulate news content and only 1 percent prefers other regulation to regulate news content.

The data shows a significant difference among working journalists in the organization regarding preference order to regulate news content. To establish the significance difference among working journalists in the organization with regard to preference order to regulate news content, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**88.064[a]**	**44**	**.000**
Likelihood Ratio	90.045	44	.000
Linear-by-Linear Association	1.020	1	.312
N of Valid Cases	590		

a. 34 cells (56.7%) have expected count less than 5. The minimum expected count is .03.

H_o – There is no significant difference among working journalists in different media organizations with regard to preference order to regulate news content.

H_a – Working journalists differ significantly with regard to preference order to regulate news content.

Cal X^2 Val 88.064 (df 44) ≥ Tab Val 60.48@ 0.05

The evaluated data reveals that there is a significant difference among working journalists in the organization with regard to preference order to regulate news content.

The null hypothesis of no significant difference is rejected as working journalists play an important role with regard to preference order to regulate news content. Journalists having professional knowledge understand better how to regulate news content. They have different opinions on regulation but most of them prefer self-regulate rather than being regulated by others.

Table 4.84: Learning journalism through various means

			Which one helped you the most in learning journalism?					Total
			Education Institute	**Work Place**	**Training/ Workshops**	**Internship**	**Other**	
Organis-ation	Dainik Bhaskar	Count	0	5	0	0	0	5
		% within Part_A_Q5 Organisation	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	0.0%	1.5%	0.0%	0.0%	0.0%	0.8%
	Dainik Jagran	Count	4	17	12	15	0	48
		% within Part_A_Q5 Organisation	8.3%	35.4%	25.0%	31.3%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	10.8%	5.2%	10.7%	13.4%	0.0%	8.1%
	The Times of India	Count	11	94	45	41	0	191
		% within Part_A_Q5 Organisation	5.8%	49.2%	23.6%	21.5%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	29.7%	28.7%	40.2%	36.6%	0.0%	32.4%
	Hindustan	Count	0	8	3	2	0	13
		% within Part_A_Q5 Organisation	0.0%	61.5%	23.1%	15.4%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	0.0%	2.4%	2.7%	1.8%	0.0%	2.2%

	Amar Ujala	Count	2	4	1	0	0	7
		% within Part_A_Q5 Organisation	28.6%	57.1%	14.3%	0.0%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	5.4%	1.2%	0.9%	0.0%	0.0%	1.2%
	The Hindu	Count	2	3	1	3	0	9
		% within Part_A_Q5 Organisation	22.2%	33.3%	11.1%	33.3%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	5.4%	0.9%	0.9%	2.7%	0.0%	1.5%
	Punjab Kesari	Count	0	24	4	2	0	30
		% within Part_A_Q5 Organisation	0.0%	80.0%	13.3%	6.7%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	0.0%	7.3%	3.6%	1.8%	0.0%	5.1%
	Hindustan Times	Count	0	8	6	3	0	17
		% within Part_A_Q5 Organisation	0.0%	47.1%	35.3%	17.6%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	0.0%	2.4%	5.4%	2.7%	0.0%	2.9%
	AajTak	Count	6	49	17	20	0	92
		% within Part_A_Q5 Organisation	6.5%	53.3%	18.5%	21.7%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	16.2%	14.9%	15.2%	17.9%	0.0%	15.6%

	ABP News	Count	6	63	13	22	1	105
		% within Part_A_Q5 Organisation	5.7%	60.0%	12.4%	21.0%	1.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	16.2%	19.2%	11.6%	19.6%	100.0 %	17.8%
	Republic TV	Count	3	31	7	1	0	42
		% within Part_A_Q5 Organisation	7.1%	73.8%	16.7%	2.4%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	8.1%	9.5%	6.3%	0.9%	0.0%	7.1%
	Times Now	Count	3	22	3	3	0	31
		% within Part_A_Q5 Organisation	9.7%	71.0%	9.7%	9.7%	0.0%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	8.1%	6.7%	2.7%	2.7%	0.0%	5.3%
Total		Count	37	328	112	112	1	590
		% within Part_A_Q5 Organisation	6.3%	55.6%	19.0%	19.0%	0.2%	100.0%
		% within Part_C_Q10 Which one helped you the most in learning journalism?	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0%

N=590

In the given data of learning journalism through different means among working journalists in different media organizations. The data displays that 6.3 percent are learning journalism with the help of education institutes, 55.6 percent are learning journalism at work place, 19 percent are learning journalism with the help of trainings and workshops, 19 percent are learning journalism through internships and 0.2 percent is learning journalism with the help of other means. Among journalists working with Dainik Jagran, 8.3 percent are learning journalism with the help of education institutes, 35.4

percent are learning journalism at work place, 25 percent are learning journalism with the help of trainings and workshops, 31.3 percent are learning journalism through internships and 0.0 percent is learning journalism with the help of other means. Among journalists working with The Times of India, 5.8 percent are learning journalism with the help of education institutes, 49.2 percent are learning journalism at work place, 6.5 percent are learning journalism with the help of trainings and workshops, 2.2 percent are learning journalism through internships and 2.2 percent are learning journalism with the help of other means. Among journalists working with Aaj Tak, 6.5 percent are learning journalism with the help of education institutes, 53.3 percent are learning journalism at work place, 18.5 percent are learning journalism with the help of trainings and workshops, 21.7 percent are learning journalism through internships and 0.0 percent is learning journalism with the help of other means. Among journalists working with ABP News, 5.7 percent are learning journalism with the help of education institutes, 60 percent are learning journalism at work place, 12.4 percent are learning journalism with the help of training and workshops, 21 percent are learning journalism through internships and 1 percent is learning journalism with the help of other means.

The data shows a significant difference among working journalists in the organization regarding learning journalism through various means. To establish the significance difference among working journalists in the organization with regard to learning journalism through various means, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**63.864[a]**	**44**	**.027**
Likelihood Ratio	69.477	44	.008
Linear-by-Linear Association	7.538	1	.006
N of Valid Cases	590		

a. 33 cells (55.0%) have expected count less than 5. The minimum expected count is .01.

H_0 – There is no significant difference among working journalists in the organization with regard to learning journalism through various means.

H_a – Working journalists differ significantly with regard to learning journalism through various means.

Cal X^2 Val 63.864 (df 44) ≥ Tab Val 60.48@ 0.05

The evaluated data reveals that there is a significant difference among working journalists in different media organizations with regard to learning journalism through various means. The null hypothesis of no significant difference is rejected as organizations play an important role with regard to learning journalism through various means. Working journalists favour basic understanding of journalism takes place at the institution level but earn practical knowledge of journalism at their work place through internships, trainings and workshops.

Table 85: Journalists recommend use of social media to report news stories

			You recommend journalists to use social media to report news stories.					Total
			Strongly Agree	**Agree**	**Neither Agree nor Disagree**	**Dis-agree**	**Strongly Disagree**	
Organi-sation	Dainik Bhaskar	Count	2	3	0	0	0	5
		% within Part_A_Q5 Organisation	40.0%	60.0%	0.0%	0.0%	0.0%	100.0 %
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	0.7%	1.8%	0.0%	0.0%	0.0%	0.8%
	Dainik Jagran	Count	27	18	0	1	2	48
		% within Part_A_Q5 Organisation	56.3%	37.5%	0.0%	2.1%	4.2%	100.0 %
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	9.5%	10.8%	0.0%	2.9%	16.7%	8.1%
	The Times of India	Count	102	42	29	11	7	191
		% within Part_A_Q5 Organisation	53.4%	22.0%	15.2%	5.8%	3.7%	100.0 %
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	35.9%	25.3%	31.2%	31.4%	58.3%	32.4%

	Hindustan	Count	5	3	0	5	0	13
		% within Part_A_Q5 Organisation	38.5%	23.1%	0.0%	38.5%	0.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	1.8%	1.8%	0.0%	14.3%	0.0%	2.2%
	Amar Ujala	Count	3	0	1	2	1	7
		% within Part_A_Q5 Organisation	42.9%	0.0%	14.3%	28.6%	14.3%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	1.1%	0.0%	1.1%	5.7%	8.3%	1.2%
	The Hindu	Count	2	5	2	0	0	9
		% within Part_A_Q5 Organisation	22.2%	55.6%	22.2%	0.0%	0.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	0.7%	3.0%	2.2%	0.0%	0.0%	1.5%
	Punjab Kesari	Count	11	15	4	0	0	30
		% within Part_A_Q5 Organisation	36.7%	50.0%	13.3%	0.0%	0.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	3.9%	9.0%	4.3%	0.0%	0.0%	5.1%
	Hindustan Times	Count	7	6	3	1	0	17
		% within Part_A_Q5 Organisation	41.2%	35.3%	17.6%	5.9%	0.0%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	2.5%	3.6%	3.2%	2.9%	0.0%	2.9%
	AajTak	Count	51	16	16	7	2	92
		% within Part_A_Q5 Organisation	55.4%	17.4%	17.4%	7.6%	2.2%	100.0%
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	18.0%	9.6%	17.2%	20.0%	16.7%	15.6%
	ABP News	Count	43	30	29	3	0	105
		% within Part_A_Q5 Organisation	41.0%	28.6%	27.6%	2.9%	0.0%	100.0%

		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	15.1%	18.1%	31.2%	8.6%	0.0%	17.8%
	Republic TV	Count	15	17	8	2	0	42
		% within Part_A_Q5 Organisation	35.7%	40.5%	19.0%	4.8%	0.0%	100.0 %
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	5.3%	10.2%	8.6%	5.7%	0.0%	7.1%
	Times Now	Count	16	11	1	3	0	31
		% within Part_A_Q5 Organisation	51.6%	35.5%	3.2%	9.7%	0.0%	100.0 %
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	5.6%	6.6%	1.1%	8.6%	0.0%	5.3%
Total		Count	284	166	93	35	12	590
		% within Part_A_Q5 Organisation	48.1%	28.1%	15.8%	5.9%	2.0%	100.0 %
		% within Part_D_Q12 You recommend journalists to use social media to report news stories.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0 %

N= 590

In the given data of recommendation by journalists to use social media to report news stories the data exhibits that 48.1 percent strongly agree to use social media to report news stories, 28.1 percent agree to use social media to report news stories, 15.8 percent neither agree nor disagree to use social media to report news stories, 5.9 percent disagree to use social media to report news stories and 2 percent strongly disagree to use social media to report news stories. Among journalists working with Dainik Jagran, 56.3 percent strongly agree to use social media to report news stories, 37.5 percent agree to use social media to report news stories, 0.0 percent neither agree nor disagree to use social media to report news stories, 2.1 percent disagree to use social media to report news stories and 4.2 percent strongly disagree to use social media to report news stories. Among journalists working with The Times of India, 53.4 percent strongly agree to use social media to report news stories, 22 percent agree to use social media to report news

stories, 15.2 percent neither agree nor disagree to use social media to report news stories, 5.8 percent disagree to use social media to report news stories and 3.7 percent strongly disagree to use social media to report news stories. Among journalists working with AajTak, 55.4 percent strongly agree to use social media to report news stories, 17.4 percent agree to use social media to report news stories, 17.4 percent neither agree nor disagree to use social media to report news stories, 7.6 percent disagree to use social media to report news stories and 2.2 percent strongly disagree to use social media to report news stories. Among journalists working with ABP News, 41 percent strongly agree to use social media to report news stories, 28.6 percent agree to use social media to report news stories, 27.6 percent neither agree nor disagree to use social media to report news stories, 2.9 percent disagree to use social media to report news stories and 0.0 percent strongly disagree to use social media to report news stories.

The data shows a significant difference among working journalists in different media organizations regarding the use of social media to report news stories. To establish the significance difference among working journalists in the organization regarding the use of social media to report news stories, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**103.955[a]**	**44**	**.000**
Likelihood Ratio	103.728	44	.000
Linear-by-Linear Association	.296	1	.586
N of Valid Cases	590		

a. 36 cells (60.0%) have expected count less than 5. The minimum expected count is .10.

H_o – There is no significant difference among working journalists in different media organizations regarding the use social media to report news stories.

H_a –Working journalists in different media organizations differ significantly in the use of social media to report news stories.

Cal X^2 Val 103.955 (df 44) ≥ Tab Val 60.48@ 0.05

The evaluated data reveals that there is a significant difference among working journalists in different media organizations regarding the use of social media to report news stories. The null hypothesis of no significant difference is rejected as working place plays an important role regarding journalists' use of social media to report news stories. Working journalists have different outlook regarding the use of social media to report a news story. But most of them prefer to use social media to report news stories.

Table 4.86: Use of social media in the newsroom

			Social media is a more useful tool in the newsroom.					Total
			Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
Organi-sation	Dainik Bhaskar	Count	2	1	2	0	0	5
		% within Part_A_Q5 Organisation	40.0%	20.0%	40.0%	0.0%	0.0%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	1.1%	0.5%	1.4%	0.0%	0.0%	0.8%
	Dainik Jagran	Count	20	16	9	1	2	48
		% within Part_A_Q5 Organisation	41.7%	33.3%	18.8%	2.1%	4.2%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	11.4%	8.2%	6.2%	1.7%	12.5%	8.1%
	The Times of India	Count	58	49	61	16	7	191
		% within Part_A_Q5 Organisation	30.4%	25.7%	31.9%	8.4%	3.7%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	33.0%	25.3%	42.1%	27.1%	43.8%	32.4%
	Hindustan	Count	2	3	3	5	0	13
		% within Part_A_Q5 Organisation	15.4%	23.1%	23.1%	38.5%	0.0%	100.0%
		% within Part_D_Q14 Social	1.1%	1.5%	2.1%	8.5%	0.0%	2.2%

		media is a more useful reporting tool in the newsroom.						
	Amar Ujala	Count	0	5	1	0	1	7
		% within Part_A_Q5 Organisation	0.0%	71.4%	14.3%	0.0%	14.3%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	0.0%	2.6%	0.7%	0.0%	6.3%	1.2%
	The Hindu	Count	3	1	2	2	1	9
		% within Part_A_Q5 Organisation	33.3%	11.1%	22.2%	22.2%	11.1%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	1.7%	0.5%	1.4%	3.4%	6.3%	1.5%
	Punjab Kesari	Count	3	19	1	7	0	30
		% within Part_A_Q5 Organisation	10.0%	63.3%	3.3%	23.3%	0.0%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	1.7%	9.8%	0.7%	11.9%	0.0%	5.1%
	Hindustan Times	Count	5	6	6	0	0	17
		% within Part_A_Q5 Organisation	29.4%	35.3%	35.3%	0.0%	0.0%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	2.8%	3.1%	4.1%	0.0%	0.0%	2.9%
	AajTak	Count	22	37	24	8	1	92
		% within Part_A_Q5 Organisation	23.9%	40.2%	26.1%	8.7%	1.1%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	12.5%	19.1%	16.6%	13.6%	6.3%	15.6%
	ABP News	Count	38	32	32	2	1	105
		% within Part_A_Q5	36.2%	30.5%	30.5%	1.9%	1.0%	100.0%

		Organisation						
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	21.6%	16.5%	22.1%	3.4%	6.3%	17.8%
	RepublicTV	Count	9	18	4	10	1	42
		% within Part_A_Q5 Organisation	21.4%	42.9%	9.5%	23.8%	2.4%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	5.1%	9.3%	2.8%	16.9%	6.3%	7.1%
	Times Now	Count	14	7	0	8	2	31
		% within Part_A_Q5 Organisation	45.2%	22.6%	0.0%	25.8%	6.5%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	8.0%	3.6%	0.0%	13.6%	12.5%	5.3%
Total		Count	176	194	145	59	16	590
		% within Part_A_Q5 Organisation	29.8%	32.9%	24.6%	10.0%	2.7%	100.0%
		% within Part_D_Q14 Social media is a more useful reporting tool in the newsroom.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

N= 590

The data of social media being a more useful tool in the newsroom among working journalists in different media organizations exhibits that 29.8 percent strongly agree social media is a more useful tool in the newsroom, 32.9 percent agree social media is a more useful tool in the newsroom, 24.6 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 10 percent disagree with social media being a more useful tool in the newsroom and 2.7 percent strongly disagree with social media being a more useful reporting tool in the newsroom. Among journalists working with Dainik Jagran, 41.7 percent strongly agree social media is a more useful tool in the newsroom, 33.3 percent agree social media is a more useful tool in the newsroom, 18.8 percent neither agree nor disagree with social media being a more useful tool in the

newsroom, 2.1percent disagree with social media being a more useful tool in the newsroom and 4.2 percent strongly disagree with social media being a more useful tool in the newsroom. Among journalists working with The Times of India, 30.4 percent strongly agree with social media being a more useful tool in the newsroom, 25.7 percent agree with social media being a more useful tool in the newsroom, 32 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 8.4 percent disagree with social media being a useful tool in the newsroom and 3.7 percent strongly disagree with social media being a more useful tool in the newsroom. Among journalists working with Aaj Tak, 24 percent strongly agree with social media being a more useful tool in the newsroom, 40.2 percent agree with social media being a more useful tool in the newsroom, 26.1 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 8.7 percent disagree with social media being a more useful tool in the newsroom and 1.1 percent strongly disagree with social media being a more useful tool in the newsroom. Among journalists working with ABP News, 36.2 percent strongly agree with social media being a more useful tool in the newsroom, 30.5 percent are agree with social media being a more useful tool in the newsroom, 30.5 percent neither agree nor disagree with social media being a more useful tool in the newsroom, 1.9 percent disagree with social media being a more useful tool in the newsroom and 1percent strongly disagree with social media being a more useful tool in the newsroom.

The data shows a significant difference among working journalists in different media organizations regarding social media being a more useful tool in the newsroom. To establish the significance difference among working journalists in different media organizations regarding social media being a more useful tool in the newsroom, Chi-square test was applied.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**119.715[a]**	**44**	**.000**
Likelihood Ratio	128.511	44	.000
Linear-by-Linear Association	.338	1	.561
N of Valid Cases	590		

a. 33 cells (55.0%) have expected count less than 5. The minimum expected count is .14.

H_o – There is no significant difference among working journalists in different media organizations regarding social media being a more useful tool in the newsroom.

H_a – Working journalists in different media organizations differ significantly regarding social being a useful tool in the newsroom.

Cal X^2 Val 47.697(df 16) ≥ Tab Val 26.30@ 0.05

The calculated data reveals that there is a significant difference among working journalists in different media organizations regarding their views on social media being a more useful tool in the newsroom. The null hypothesis of no significant difference is rejected as media organizations play an important role regarding selecting social media platforms as a useful tool in the newsroom.

2. Factor Analysis

Further, data is analysed on the basis of responses given to research questions by using Factor analysis method with the aim to draw inferences on changing media ecology and social media adoption by journalists based in New Delhi. Out of 36 items factor analysis of social media influence yielded seven associated factors – Information, reach, news beats, surveillance, identity, freedom and content quality.

Table 4.87: Reliability Statistics

Cronbach's Alpha	N of Items	
.918	36	
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.893
Bartlett's Test of Sphericity	Approx. Chi-Square	9017.534
	Df	630
	Sig.	.000

Factor Analysis of Social Media Influence

Factor analysis has been employed to identify and understand the structure of various social media factors influencing journalism in India. The factor analysis of 36 items have identified 29 items with weak and multiple loadings and thus excluded from the analysis. Finally, 7 items have been analyzed and used for further analysis. Cronbach Alpha, a measure of internal consistency of the scale has been found to be 0.905 for 36 variables. Kaiser-Meyer-Olkin Measure of Sampling Adequacy yielded a score of .893. Principle component analysis using Varimax rotation method with Kaiser Normalization was employed to extract factors.

Factor analysis of 36 variables produced 7 factors which explained 59.3 percent of variance. The results of principal component analysis with varimax rotation are reported in the present study in Table 3.3. The factor loadings greater than 0.5 (ignoring sign), have been interpreted. The Table 3.2 shows 7 rotated factors and the Table 3.1 shows the communalities with proportion of variance that a variable shares with other variables. The Eigen values for the factors1 to 7 are 9.462, 3.370, 2.937, 1.731, 1.552, 1.194 and 1.103 as revealed in the Table 3.2. The factor with the highest Eigen Value explains the higher variance and so on down to the factors with small Eigen Values. All the seven factors extracted have been given appropriate names on the basis of various variables loaded on each factor. The factors/ components 1 to 7 have been named as‘Information’ (F1), ‘Reach’ (F2), ‘News Beat’ (F3), ‘Surveillance’ (F4), ‘Identity’ (F5),‘ Freedom’ (F6) and ‘Content’ (F7), respectively. All the factors (variance

explained) with their respective structures have been discussed in detail in the following pages.

Table 4.88: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.462	26.283	26.283	9.462	26.283	26.283	5.286	14.683	14.683
2	3.370	9.360	35.644	3.370	9.360	35.644	4.124	11.456	26.139
3	2.937	8.159	43.803	2.937	8.159	43.803	3.914	10.872	37.011
4	1.731	4.808	48.611	1.731	4.808	48.611	2.660	7.390	44.401
5	1.552	4.310	52.921	1.552	4.310	52.921	2.352	6.534	50.935
6	1.194	3.316	56.236	1.194	3.316	56.236	1.625	4.513	55.448
7	1.103	3.064	59.300	1.103	3.064	59.300	1.387	3.852	59.300
Extraction Method: Principal Component Analysis.									

Table 4.89: Rotated Component Matrix[a]

Variables	Components/ Factors						
	Information	Reach	News Beat	Surveillance	Identity	Freedom	Content
Social media improves journalists' work	**.723**	.266	.132	.041	-.019	.078	-.053
Journalists are recommended to use social media	**.720**	.242	.253	.200	-.083	.081	-.131
Social media is useful in field reporting	**.656**	.284	.325	-.007	.070	-.019	-.028
Social media is useful in the newsroom	**.585**	.403	.142	.064	.066	.038	.040
Reporters are expected to post on social media	.130	.181	.051	**.550**	.033	.194	-.056
Social media is main source of information for journalist	**.731**	.116	.255	.146	-.043	.025	.065
Reporters use social media for self promotion	.010	.103	-.075	.232	**.682**	-.068	-.022
Social media is new platform for public debates	-.085	**.556**	-.105	.105	.154	.374	.297

Social media news has more positive effects on people	.180	.323	.244	.387	-.057	-.216	.257
Reporters use social media to share different information	.486	.162	.081	-.019	.444	.225	.101
Social media news has positive effects on people	**.579**	.309	.059	-.387	.305	-.137	.192
Journalists are recommended to use social media	.269	.203	.091	.188	.242	-.551	.100
Social media is useful in field reporting	.430	.131	.145	.084	-.179	.309	.302
Social media is useful in the newsroom	.170	-.245	.163	**.514**	-.001	-.424	-.127
Reporters use social media to share different information	-.179	.083	.051	**.629**	.116	.026	.065
Reporters are free to post news stories on social media	.290	-.060	.012	.193	.013	**.566**	.034
Access use of social media declines Content	.080	.043	.056	-.065	.016	.070	**.829**
Social media improved investigative reporting	**.767**	-.074	.194	-.061	-.032	-.179	.082
Social media helps breaking News	.401	**.580**	.250	.085	-.004	.005	-.034
Social media helps in sharing News	.289	**.642**	.238	-.079	.068	.027	-.206
Social media helps in finding people for interviews	.141	-.232	.198	**.663**	.093	.010	-.052
Social media helps in generating story ideas	.407	**.586**	.074	-.070	.152	-.090	.219
Social media helps in story promotion	.300	**.697**	.108	.109	.035	-.039	.028
Social media helps in connecting with audience	.171	**.672**	-.039	-.114	.262	-.019	-.020
Social media helps in networking with other journalists	-.063	-.013	-.009	**.570**	**.595**	.066	-.070
Social media helps in bringing more traffic to website	-.024	.531	-.109	-.038	**.663**	-.096	.228

Crime news is covered better by using social media	**.514**	.153	**.508**	-.061	.060	.108	.140
Education news is covered better by using social media	.471	.109	**.621**	.036	.036	-.017	.101
Health news is covered better by using social media	.238	.070	**.747**	.236	-.060	-.090	-.038
Economic news is covered better by using social media	.305	-.037	**.732**	.102	-.116	.172	.083
Business news is covered better by using social media	.260	.401	**.631**	-.208	.117	-.027	.115
Entertainment/ Bollywood news is covered better by using social media	.052	.451	.475	.142	.218	-.065	.091
Local Politics is covered better by using social media	.191	-.002	**.643**	.241	-.009	-.129	-.142
National Politics is covered better by using social media	-.049	.257	.428	.003	**.626**	-.005	-.083
International Politics is covered better by using social media	.089	.052	**.526**	.139	.182	**.512**	.184
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 8 iterations.							

Factor 1: Information

Various aspects of information, social media improved investigative reporting, social media is main source of information for journalist, journalists are recommended to use social media, social media is useful in field reporting, social media is useful in the newsroom, social media news has positive effects on people and crime news is covered better by using social media constitute important variables of information in the age of social media journalism. 'Social media improved investigative reporting' has emerged as the most important characteristic as perceived by the respondents which explained 26.283

percent of variance. In total, eight variables are loaded on this factor, which are arranged in descending order according to loadings and are reported in table 3.4.

Table 4.90: Information (Variance Explained = 26.283)

Labels	Variables	Loadings
1	Social media improved investigative reporting	.767
2	Social media is main source of information for journalist	.731
3	Social media improves journalists' work	.723
4	Journalists are recommended to use social media	.720
5	Social media is useful in field reporting	.656
6	Social media is useful in the newsroom	.585
7	Social media news has positive effects on people	.579
8	Crime news is covered better by using social media	.514

Table shows that social media improved investigative reporting with factor loadings .767, Social media is main source of information for journalist with factor loadings .731, social media improves journalists' work with factor loadings .723, journalists are recommended to use social media with factor loadings .720, social media is useful in field reporting with factor loadings .656, social media is useful in the newsroom with factor loadings .585, social media news has positive effects on people with factor loadings .579 and crime news is covered better by using social media with factor loadings .514.

The results of the present study are in line with the findings of the studies conducted in the past. Albarran (2013) drew attention to the fact that social media lacks entry barriers and thus everyone is free to create social media accounts. According to Albarran media economists thus think of social media as a disruptive communications industry. Similarly, Karen L Donoghue (2016) highlighted the significance of social media news which according to them has challenged the traditional new media and has the potential to be a disruptive technology for traditional news media. Eric Lee White (2012) suggests that majority of the journalist respondents used social media as a news reporting tool but are not clear on social media guidelines. According to Jeremy Harris

Lipschultz (2018) journalism needs to be redefined due to emerging Social Networking Sites.

The findings suggest that social media is democratizing the news in terms of both content and access. Journalists can thus be trained to use social media for specific story types by following a proper fact-check before publication.

Factor 2: Reach

Various aspects of reach, social media is new platform for public debates, social media helps breaking news, social media helps in sharing news, social media helps in generating story ideas, social media helps in story promotion, social media helps in connecting with audience and social media helps in bringing more traffic to website constitute important variables of online power and reach. 'Social media helps in story promotion' has emerged as the most important characteristic as perceived by the respondents which explained 9.360 percent of variance. In total, seven variables are loaded on this factor, which are arranged in descending order according to loadings and are reported in table 3.5.

Table 4.91: Reach (Variance Explained = 9.360)

Labels	Variables	Loadings
1	Social media helps in story promotion	.697
2	Social media helps in connecting with audience	.672
3	Social media helps in sharing news	.642
4	Social media helps in generating story ideas	.586
5	Social media helps in breaking news	.580
6	Social media helps in bringing more traffic to website	.531
7	Social media is the new platform for public debates	.556

Table shows that social media helps in story promotion with factor loadings .697, social media helps in connecting with audience with factor loadings .672, social media helps in sharing news with factor loadings .642, social media helps in generating story ideas with factor loadings .586, social media helps in breaking news with factor loadings .580, social media helps in bringing more traffic to website with factor loadings .531 and

social media is new platform for public debates with factor loadings .556.

The results of the present study are in line with the findings of the past studies. Carey (1992) theorized that some use social media to maintain existing power while others use it to grab new power. Similarly, Hunsinger and Senft (2014) social media is an ideal way to help communities engage in outreach. But Stevenson (1995) explained the paradox of social media and brought attention to the fact that virtual spaces could confuse reality.

The findings suggest that social media has the potential to extend social interactions. However, journalists must be careful when generating story ideas as they may not be true as observed in socially constructed face-to-face communication.

Factor 3: News Beats

Various aspects of news beats, crime news is covered better by using social media, education news is covered better by using social media, health news is covered better by using social media, economic news is covered better by using social media, business news is covered better by using social media, local politics is covered better by using social media and international politics is covered better by using social media constitute important variables of news beat reporting. 'Health news is covered better by using social media' has emerged as the most important characteristic as perceived by the respondents which explained 8.159 percent of variance. In total, seven variables are loaded on this factor, which are arranged in descending order according to loadings and are reported in the table:

Table 4.92: News Beats (Variance Explained = 8.159)

Labels	Variables	Loadings
1	Health news is covered better by using social media	.747
2	Economic news is covered better by using social media	.732
3	Business news is covered better by using social media	.631
4	Local Politics is covered better by using social media	.643
5	Education news is covered better by using social media	.621
6	International Politics is covered better by using social media	.526
7	Crime news is covered better by using social media	.508

Table shows that health news is covered better by using social media with factor loadings .747, economic news is covered better by using social media with factor loadings .732, business news is covered better by using social media with factor loadings .631, local politics is covered better by using social media with factor loadings .643, education news is covered better by using social media with factor loadings .621, international politics is covered better by using social media with factor loadings .526 and crime news is covered better by using social media with factor loadings .508.

Findings of the previous studies suggest that social media have added a range of voices, sites, ideas and networks. Selecting credible sources through all such sources need a real skill. Clay Shirky (2008) calls for a need to have filters to be able to deal with information overload.

The findings suggest that a journalist will be able to cover almost any beat well provided he is connected with right sources. Researcher thus suggests that social-beat reporting would require journalists to build their contact book of all key sources be it online or offline and preferably a cloud-based contact book that can be accessed from anywhere as suggested by other researchers as well.

Factor 4: Surveillance

Various aspects of smart searching, social media helps in finding people for interviews, reporters use social media to share different information, social media helps in networking with other journalists, reporters are expected to post on social media, social media is useful in the newsroom constitute important variables of smart searching. 'Social media helps in finding people for interviews' has emerged as the most important characteristic as perceived by the respondents which explained 4.808 percent of variance. In total, five variables are loaded on this factor, which are arranged in descending order according to loadings and are reported in the table:

Table 4.93: Surveillance (Variance Explained = 4.808)

Labels	Variables	Loadings
1	Social media helps in finding people for interviews	.663
2	Reporters use social media to share different information	.629
3	Social media helps in networking with other journalists	.570
4	Reporters are expected to post on social media	.550
5	Social media is useful in the newsroom	.514

Table shows that social media helps in finding people for interviews with factor loadings .663, reporters use social media to share different information with factor loadings .629, social media helps in networking with other journalists with factor loadings .570, reporters are expected to post on social media with factor loadings .550, social media is useful in the newsroom with factor loadings .514.

The results of the present study are in line with the findings of the studies conducted in the past. Turner (2012) social media can be a rich source for generating story ideas. According to Megan Knight and Clare Cook (2013) there are more options ever to source stories but sourcing good stories is more about finding and building relationships. Reach and connectivity are important.

The findings suggest that a journalist who can access and organize social network sources into a story is able to take advantage of social network.

Factor 5: Identity

Various aspects of social identity, reporters use social media for self promotion, social media helps in bringing more traffic to website, national politics is covered better by using social media and social media helps in networking with other journalists. 'Reporters use social media for self promotion' has emerged as the most important characteristic as perceived by the respondents which explained 4.310percent of variance. In total, four variables are loaded on this factor, which are arranged in descending order according to loadings and are reported in the table.

Table 4.94: Identity (Variance Explained = 4.310)

Labels	Variables	Loadings
1	Reporters use social media for self promotion	.682
2	Social media helps in bringing more traffic to website	.663
3	National Politics is covered better by using social media	.626
4	Social media helps in networking with other journalists	.595

Table shows that reporters use social media for self promotion with factor loadings .682, social media helps in bringing more traffic to website with factor loadings .663, national politics is covered better by using social media with factor loadings .626, social media helps in networking with other journalists with factor loadings .595.

The results of the present study are in line with the findings of the previous studies. Megan Knight and Clare Cook (2013) suggest that social process of human-Internet interaction is found within social media communication and journalists who are able to negotiate a fluid place within the social space will frame a journalistic identity.

Factor 6: Freedom

Various aspects of reporters are free to post news stories on social media and international politics is covered better constitute important variables of free to express. 'Reporters are free to post news stories on social media' has emerged as the most important characteristic as perceived by the respondents which explained 3.316 percent of variance. In total, two variables are loaded on this factor, which are arranged in descending order according to loadings and are reported in the table:

Table 4.95: Freedom (Variance Explained = 3.316)

Labels	Variables	Loadings
1	Reporters are free to post news stories on social media	.566
2	International politics is covered better	.512

Table shows that reporters are free to post news stories on social media with factor loadings .566, international politics is covered better with factor loadings .512.

The results of the present study in line with the findings of the previous studies show that social media is primarily used for connecting, networking and voicing opinions. Hermida and Thurman (2008) suggested that blogs offer journalists to express news freely without the pressure of corporate news chain.

Factor 7: Content

Various aspects of content, access use of social media declines content quality constitute important variable of social content. 'Access use of social media declines content quality' has emerged as the most important characteristic as perceived by the respondents which explained 3.064 percent of variance. In total, only one variable is loaded on this factor as reported in table 3.10.

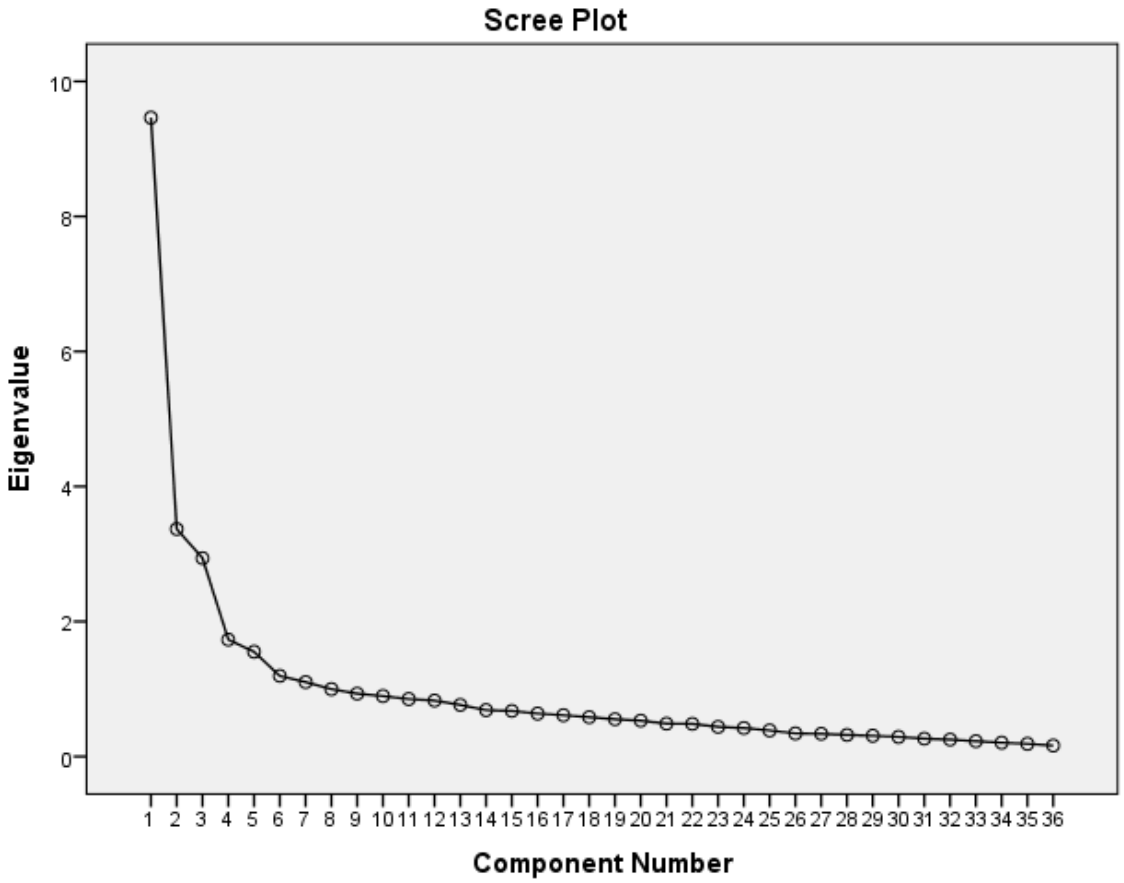
Table 4.96: Content (Variance Explained = 3.064)

Labels	Variables	Loadings
1	Access use of social media declines content quality	.829

Table shows that access use of social media declines content quality with factor loadings .829.The results of the present study are in line with the findings of the study conducted by Nitin Agarwal and Yusuf Yiliyasi (2010). According to them accurate and relevant information is a challenge in the age of social media due to free publication and easy-to-use interactive interface.

The findings suggest that though social news is fast in reporting and reach it lacks value addition and accuracy in the content.

Table 4.97:



The scree plot graphs the eigenvalue against the factor number. It can be observed that values in the first column of the table are high above. From factor eighth onwards, the graph is clearly showing that the line is almost flat, meaning each successive factor is accounting for smaller and smaller amounts of the total variance.

ANOVA

For this empirical study, One-way ANOVA was used to infer quantitative results. A collection of inferential statistical tests Analysis of Variance (ANOVA) examines if two or more categorical independent variables influence the dependent variable (Allen, 2017). The aim of ANOVA is to test if results observed are due to change in differences between the groups. For the purpose of this study, ANOVA was thus used to find out the relation between demographic variables and social media adaptability and its use for

professional development by working journalists, changing media ecology of news selection and distribution, its overall impact on journalists.

Table 4.98: Results of one-way ANOVA with respect to social media adaptability

ANOVA – Age						
		Sum of Squares	Df	Mean Square	F	Sig.
Use of social media supports professional development	Between Groups	32.939	3	10.980	**10.296**	**.000**
	Within Groups	624.892	586	1.066		
	Total	657.831	589			
Recommending use of social media for reporting news stories	Between Groups	8.068	3	2.689	**2.606**	**.051**
	Within Groups	604.686	586	1.032		
	Total	612.754	589			
Social media is a more useful tool for field reporting	Between Groups	34.989	3	11.663	**8.969**	**.000**
	Within Groups	762.021	586	1.300		
	Total	797.010	589			
Utility of social media as tool in newsroom	Between Groups	9.877	3	3.292	**2.922**	**.033**
	Within Groups	660.233	586	1.127		
	Total	670.110	589			
Reporters are to post news stories on Social media.	Between Groups	10.043	3	3.348	**4.632**	**.003**
	Within Groups	423.532	586	.723		
	Total	433.575	589			
Use of social media in professional development and as tool in news reporting	Between Groups	235.373	3	78.458	**5.521**	**.001**
	Within Groups	8328.066	586	14.212		
	Total	8563.439	589			

Use of social media supports professional development	F – Table critical value 3/586 df $p< 0.05/ \infty$ **2. 610**	Obtained F value - **10.296** Sig. - **.000**

H_O - There is no significant difference between using social media for professional development and the age of the journalist.

H_1 - There is a significant difference between using social media for professional development and the age of the journalist.

To a question on using social media for professional development, Annova was applied to find out the significance of difference between using social media for

professional development support and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 10.296. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between using social media for professional development and the age of the journalist is accepted. It shows that age as a variable affects use of social media in professional development of the journalist.

Recommending use of social media for reporting news stories	F – Table critical value 3/586 df $p< 0.05/ \infty$ **2. 610**	Obtained F value - **2.606** Sig. - **.051**

H_O - There is no significant difference between recommending journalists to use social media to report news stories and the age of the journalist

H_1 - There is a significant difference between recommending journalists to use social media to report news stories and the age of the journalist

The data reveals that on using social media to report news stories, ANOVA was applied to find out the significance of difference between using social media to report news stories and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 2.606. As the obtained F value is less than table critical value, the null hypothesis of no significant difference is accepted among using social media to report news stories and the age of the journalist. It shows that age groups have similar opinion regarding use of social media to report news stories among the journalist.

Social media is a more useful tool for field reporting	F – Table critical value 3/586 df $p< 0.05/ \infty$ **2. 610**	Obtained F value **8.969** Sig. - **.033**

H_O - There is no significant difference between using social media as a tool in field reporting and the age of the journalist

H_1 - There is a significant difference between using social media as a tool in field reporting and the age of the journalist

In the given above table on using social media as a tool in field reporting, ANOVA was applied to find out the significance of difference between using social media as a tool in field reporting and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 8.969. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between using social media as a tool in field reporting and the age of the journalist is accepted. It shows that age as a variable affects use of social media in field reporting of the journalist.

Utility of social media as tool in newsroom	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **2.922** Sig. - **.000**

H_O - There is no significant difference between utility social media as a tool in newsroom and the age of the journalist

H_1 - There is a significant difference between utility social media as a tool in newsroom and the age of the journalist

In a question on utility of social media as a tool in newsroom, ANOVA was applied to find out the significance of difference between utility of social media as a tool in newsroom and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 2.922. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between utility of social media as a tool in newsroom and the age of the journalist is accepted. It shows that age as a variable impact on utility of social media as a tool in newsroom among the journalist.

Reporters are expected to post news stories on Social media.	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **4.632** Sig. - **.003**

H_O – There is no significant difference between the news organization expectation in using social to post news stories and the age of journalist

H_1 - There is a significant difference between the news organization expectation in using social to post news stories and the age of journalist

To a question on the news organization expectation in using social media to post news stories, ANOVA was applied to find out the significance of difference between the news organization expectation in using social media to post news stories and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 4.632. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between the news organization expectation in using social media to post news stories and the age of the journalist is accepted. It shows that age as a variable influence the news organization expectation in using social media to post news stories among the journalist.

Use of social media in professional development and as tool in news reporting	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **5.521** Sig. - **.001**

H_O – There is no significant difference between use of social media in professional development and as tool in news reporting and the age of journalist

H_1 - There is a significant difference between use of social media in professional development and as tool in news reporting and the age of journalist

In a question on use of social media in professional development and as tool in news reporting, ANOVA was applied to find out the significance of difference between use of social media in professional development and as tool in news reporting and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 5.521. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between use of social media in professional development and as tool in news reporting and the age of the journalist is accepted. It shows that age as a variable encourage use of social media in professional development and as tool in news reporting among the journalist.

ANOVA – Gender						
		Sum of Squares	df	Mean Square	F	Sig.
Use of social media supports professional development	Between Groups	.116	1	.116	**.104**	**.747**
	Within Groups	657.714	588	1.119		
	Total	657.831	589			
Recommending use of social media for reporting news stories	Between Groups	.209	1	.209	**.201**	**.654**
	Within Groups	612.545	588	1.042		
	Total	612.754	589			
Social media is a more useful tool for field reporting	Between Groups	.002	1	.002	**.002**	**.966**
	Within Groups	797.008	588	1.355		
	Total	797.010	589			
Utility of social media as tool in newsroom	Between Groups	3.651	1	3.651	**3.221**	**.073**
	Within Groups	666.460	588	1.133		
	Total	670.110	589			
Reporters are to post news stories on Social media.	Between Groups	2.521	1	2.521	**3.439**	**.064**
	Within Groups	431.054	588	.733		
	Total	433.575	589			
Use of social media in professional development and as tool in news reporting	Between Groups	7.024	1	7.024	**.483**	**.487**
	Within Groups	8556.415	588	14.552		
	Total	8563.439	589			

Use of social media supports professional development	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value - **.104** Sig. - **.747**

H_O - There is no significant difference between using social media for professional development and the gender of the journalist.

H_1 - There is a significant difference between using social media for professional development and the gender of the respondent.

The data reveals that on using social media for professional development, ANOVA was applied to find out the significance of difference between using social media for professional development and the gender of the journalist. The table critical value for 1/588df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **.**104. As the obtained F value is less than table critical value, the null hypothesis of no

significant difference is accepted between using social media for professional development and the gender of the journalist. It shows that gender have similar opinion regarding use of social media for professional development among the journalist.

Recommending use of social media for reporting news stories	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value - **.201** Sig. - **.654**

H_O - There is no significant difference between recommending journalists to use social media to report news stories and the gender of the journalist

H_1 - There is a significant difference between recommending journalists to use social media to report news stories the gender of the journalist

The data reveals that on using social media to report news stories, ANOVA was applied to find out the significance of difference between using social media to report news stories and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **.**201. As the obtained F value is less than table critical value, the null hypothesis of no significant difference is accepted among using social media to report news stories and the gender of the journalist. It shows that gender have similar belief regarding use of social media to report news stories among the journalist.

Social media is a more useful tool for field reporting	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value **.002** Sig. - **.966**

H_O - There is no significant difference between using social media as a tool in field reporting and the gender of the journalist

H_1 - There is a significant difference between using social media as a tool in field reporting and the gender of the journalist

In the given above table on using social media as a tool in field reporting, ANOVA was applied to find out the significance of difference between using social media as a tool in field reporting and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **.**002. As the obtained F value is less than table critical value, the null hypothesis of no

significant difference is accepted and alternate hypothesis of there is significant difference between using social media as a tool in field reporting and the gender of the journalist is rejected. It shows that gender as a variable have similar belief in use of social media in field reporting of the journalist.

Utility of social media as tool in newsroom	F – Table critical value 1/588 df $p < 0.05/\infty$ **3.850**	Obtained F value **3.221** Sig. - **.073**

H_O - There is no significant difference between utility social media as a tool in newsroom and the gender of the journalist

H_1 - There is a significant difference between utility social media as a tool in newsroom and the gender of the journalist

In a question on utility of social media as a tool in newsroom, ANOVA was applied to find out the significance of difference between utility of social media as a tool in newsroom and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is 3.221. As the obtained F value is less than table critical value, the null hypothesis of no significant difference is accepted and alternate hypothesis of there is significant difference between utility of social media as a tool in newsroom and the gender of the journalist is rejected. The data reveals that gender as a variable have similar view on utility of social media as a tool in newsroom among the journalist.

Reporters are to post news stories on Social media.	F – Table critical value 1/588 df $p < 0.05/\infty$ **3.850**	Obtained F value **3.439** Sig. - **.064**

H_O – There is no significant difference between the news organization expectation in using social to post news stories and the gender of journalist

H_1 - There is a significant difference between the news organization expectation in using social to post news stories and the gender of journalist

To a question on the news organization expectation in using social media to post news stories, ANOVA was applied to find out the significance of difference between the news organization expectation in using social media to post news stories and the gender

of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is 3.439. As the obtained F value is less than table critical value, the null hypothesis of no significant difference is accepted and alternate hypothesis of there is significant difference between the news organization expectation in using social media to post news stories and the gender of the journalist is rejected. The data shows that gender as a variable have same opinion about the news organization expectation in using social media to post news stories among the journalist.

Use of social media in professional development and as tool in news reporting	F – Table critical value 1/588 df $p< 0.05/\infty$ **3.850**	Obtained F value **.483** Sig. - **.487**

H_O – *There is no significant difference between the* use of social media in professional development and as tool in news reporting *and the gender of journalist*

H_1 - *There is a significant difference between* use of social media in professional development and as tool in news reporting *and the gender of journalist*

In a question on use of social media in professional development and as tool in news reporting, ANOVA was applied to find out the significance of difference between use of social media in professional development and as tool in news reporting and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **.483**. As the obtained F value is less than table critical value, the null hypothesis of no significant difference is accepted and alternate hypothesis of there is significant difference between use of social media in professional development and as tool in news reporting and the gender of the journalist is rejected. The analysis data shows that gender as a variable have similar opinion to use of social media in professional development and as tool in news reporting between the journalists.

ANOVA –Experience						
		Sum of Squares	Df	Mean Square	F	Sig.
Use of social media supports professional development	Between Groups	64.808	3	21.603	**21.347**	**.000**
	Within Groups	593.022	586	1.012		
	Total	657.831	589			
Recommending use of social media for reporting news stories	Between Groups	37.200	3	12.400	**12.625**	**.000**
	Within Groups	575.554	586	.982		
	Total	612.754	589			
Social media is a more useful tool for field reporting	Between Groups	85.437	3	28.479	**23.453**	**.000**
	Within Groups	711.573	586	1.214		
	Total	797.010	589			
Utility of social media as tool in newsroom	Between Groups	36.536	3	12.179	**11.264**	**.000**
	Within Groups	633.574	586	1.081		
	Total	670.110	589			
Reporters are to post news stories on Social media.	Between Groups	4.171	3	1.390	**1.897**	**.129**
	Within Groups	429.403	586	.733		
	Total	433.575	589			
Use of social media in professional development and as tool in news reporting	Between Groups	733.807	3	244.602	**18.307**	**.000**
	Within Groups	7829.632	586	13.361		
	Total	8563.439	589			

Use of social media supports professional development	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value - **21.347** Sig. - **.000**

H_O - There is no significant difference between using social media for professional development and the experience of the journalist.

H_1 - There is a significant difference between using social media for professional development and the experience of the respondent.

To a question on using social media for professional development, ANOVA was applied to find out the significance of difference between using social media for professional development support and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 21.347. As the obtained F value is greater than table critical value, the null hypothesis of

no significant difference is rejected and alternate hypothesis of there is significant difference between using social media for professional development and the experience of the journalist is accepted. The data shows that experience as a variable affects journalists' usage of social media in professional development.

Journalists recommend use of social media for reporting news stories	F – Table critical value 3/586 df $p< 0.05/ \infty$ **2. 610**	Obtained F value - **12.625** Sig. - **.000**

H_O - There is no significant difference between journalists recommending the use of social media to report news stories and the experience of a journalist

H_1 - There is a significant difference between recommending journalists to use social media to report news stories experience of the journalist.

The data reveals that on using social media to report news stories, ANOVA was applied to find out the significance of difference between using social media to report news stories and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 12.625. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between using social media to report news stories and the experience of the journalist is accepted. It shows that experience as variable influence between the journalists use of social media to report news stories.

Social media is a more useful tool for field reporting	F – Table critical value 3/586 df $p< 0.05/ \infty$ **2. 610**	Obtained F value **23.453** Sig. - **.000**

H_O - There is no significant difference between using social media as a tool in field reporting and the experience of the journalist.

H_1 - There is a significant difference between using social media as a tool in field reporting and the experience of the journalist

In the given above table on using social media as a tool in field reporting, ANOVA was applied to find out the significance of difference between using social media as a tool in field reporting and the experience of the journalist. The table critical

value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 23.453. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between using social media as a tool in field reporting and the experience of the journalist is accepted. The analysis data shows that experiences of journalist result in to use of social media in field reporting among the journalist.

Utility of social media as tool in newsroom	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **11.264** Sig. - **.000**

H_O - There is no significant difference between utility social media as a tool in newsroom and the experience of the journalist

H_1 - There is a significant difference between utility social media as a tool in newsroom and the experience of the journalist

The data shows on utility of social media as a tool in newsroom, ANOVA was applied to find out the significance of difference between utility of social media as a tool in newsroom and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 11.264. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between utility of social media as a tool in newsroom and the experience of the journalist is accepted. It reveals that experience as a variable impact on utility of social media as a tool in newsroom among the journalist.

Reporters are expected to post news stories on Social media.	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **1.897** Sig. - **.129**

H_O – There is no significant difference between the news organization expectation in using social to post news stories and the experience of journalist

H_1 - There is a significant difference between the news organization expectation in using social to post news stories and the experience of journalist

The analysis data revealed that the news organization expectation in using social media to post news stories, ANOVA was applied to find out the significance of difference between the news organization expectation in using social media to post news stories and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 1.897. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between the news organization expectation in using social media to post news stories and the experience of the journalist. It shows that experienced journalist have similar opinion regarding the news organization expectation in using social media to post news stories.

Use of social media in professional development and as tool in news reporting	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **18.307** Sig. - **.000**

H_O – There is no significant difference between use of social media in professional development and as tool in news reporting and the experience of journalist

H_1 - There is a significant difference between use of social media in professional development and as tool in news reporting and the experience of journalist

In a question on use of social media in professional development and as tool in news reporting, ANOVA was applied to find out the significance of difference between use of social media in professional development and as tool in news reporting and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 18.307. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between use of social media in professional development and as tool in news reporting and the experience of the journalist is accepted. The data exhibits that experience as a variable inspire among the journalist to use of social media in professional development and as tool in news reporting.

ANOVA – Education						
		Sum of Squares	df	Mean Square	F	Sig.
Use of social media supports professional development	Between Groups	39.334	4	9.834	**9.301**	**.000**
	Within Groups	618.496	585	1.057		
	Total	657.831	589			
Recommending use of social media for reporting news stories	Between Groups	37.505	4	9.376	**9.535**	**.000**
	Within Groups	575.249	585	.983		
	Total	612.754	589			
Social media is a more useful tool for field reporting	Between Groups	33.599	4	8.400	**6.437**	**.000**
	Within Groups	763.411	585	1.305		
	Total	797.010	589			
Utility of social media as tool in newsroom	Between Groups	20.095	4	5.024	**4.521**	**.001**
	Within Groups	650.015	585	1.111		
	Total	670.110	589			
Reporters are to post news stories on Social media.	Between Groups	2.009	4	.502	**.681**	**.606**
	Within Groups	431.566	585	.738		
	Total	433.575	589			
Use of social media in professional development and as tool in news reporting	Between Groups	407.502	4	101.875	**7.307**	**.000**
	Within Groups	8155.937	585	13.942		
	Total	8563.439	589			

Use of social media supports professional development	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value - **9.301** Sig. - **.000**

H_O - There is no significant difference between using social media for professional development and the education of the journalist.

H_1 - There is a significant difference between using social media for professional development and the education of the journalist.

The analysis data disclosed that on using social media for professional development, ANOVA was applied to find out the significance of difference between using social media for professional development support and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is 9.301. As the obtained F value is greater than table critical

value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between using social media for professional development and the education of the journalist is accepted. It shows that education as a variable influences use of social media in professional development of the journalist.

Recommending use of social media for reporting news stories	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value - **9.535** Sig. - **.000**

H_O - There is no significant difference between recommending journalists to use social media to report news stories and the education of the journalist

H_1 - There is a significant difference between recommending journalists to use social media to report news stories education of the journalist

The data reveals that on using social media to report news stories, ANOVA was applied to find out the significance of difference between using social media to report news stories and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is 9.535. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between using social media to report news stories and the education of the journalist is accepted. It exhibits that education as variable inspire among the journalist to use of social media to report news stories.

Social media is a more useful tool for field reporting	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value **6.437** Sig. - **.000**

H_O - There is no significant difference between using social media as a tool in field reporting and the age education of the journalist

H_1 - There is a significant difference between using social media as a tool in field reporting and the education of the journalist

In the above table on using social media as a tool in field reporting, ANOVA was applied to find out the significance of difference between using social media as a tool in field reporting and the education of the journalist. The table critical value for 4/585 df

(degree of freedom) at 0.05 per cent is 2.380. The obtained F value is 6.437. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between using social media as a tool in field reporting and the education of the journalist is accepted. The data displays that education as a variable encourages the use of social media in field reporting among the journalist.

Utility of social media as tool in newsroom	F – Table critical value 4/585 df $p < 0.05/\infty$ **2.380**	Obtained F value **4.521** Sig. - **.001**

H_O - There is no significant difference between utility social media as a tool in newsroom and the education of the journalist

H_1 - There is a significant difference between utility social media as a tool in newsroom and the education of the journalist

In a question on utility of social media as a tool in newsroom, ANOVA was applied to find out the significance of difference between utility of social media as a tool in newsroom and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is 4.521. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between utility of social media as a tool in newsroom and the education of the journalist is accepted. The data exhibits that education as a variable motivate on utility of social media as a tool in newsroom between the journalists.

Reporters are to post news stories on Social media.	F – Table critical value 4/585 df $p < 0.05/\infty$ **2.380**	Obtained F value **.681** Sig. - **.606**

H_O – There is no significant difference between the news organization expectation in using social to post news stories and the education of journalist

H_1 - There is a significant difference between the news organization expectation in using social to post news stories and the education of journalist

The analysis data exhibited that the news organization expectation in using social media to post news stories, ANOVA was applied to find out the significance of difference between the news organization expectation in using social media to post news stories and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **.681**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between the news organization expectation in using social media to post news stories and the education of the journalist. It shows that educated journalist have similar belief regarding the news organization expectation in using social media to post news stories.

Use of social media in professional development and as tool in news reporting	F – Table critical value 4/585 df $p< 0.05/\infty$ **2.380**	Obtained F value **7.307** Sig. - **.000**

H_O – There is no significant difference between the use of social media in professional development and as tool in news reporting and the education of journalist

H_1 - There is a significant difference between the use of social media in professional development and as tool in news reporting and the education of journalist

In the given data of use of social media in professional development and as tool in news reporting, ANOVA was applied to find out the significance of difference between use of social media in professional development and as tool in news reporting and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is 7.307. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between use of social media in professional development and as tool in news reporting and the education of the journalist is accepted. It reveals that education as a variable encourages use of social media in professional development and as tool in news reporting.

ANOVA – Organisation						
		Sum of Squares	df	Mean Square	F	Sig.
Use of social media supports professional development	Between Groups	25.455	11	2.314	**2.115**	**.018**
	Within Groups	632.375	578	1.094		
	Total	657.831	589			
Recommending use of social media for reporting news stories	Between Groups	14.033	11	1.276	1.232	.262
	Within Groups	598.722	578	1.036		
	Total	612.754	589			
Social media is a more useful tool for field reporting	Between Groups	26.014	11	2.365	1.773	.055
	Within Groups	770.997	578	1.334		
	Total	797.010	589			
Utility of social media as tool in newsroom	Between Groups	20.751	11	1.886	1.679	.074
	Within Groups	649.360	578	1.123		
	Total	670.110	589			
Reporters are to post news stories on Social media.	Between Groups	13.625	11	1.239	1.705	.069
	Within Groups	419.950	578	.727		
	Total	433.575	589			
Use of social media in professional development and as tool in news reporting	Between Groups	264.898	11	24.082	1.677	.075
	Within Groups	8298.541	578	14.357		
	Total	8563.439	589			

Use of social media supports professional development	F – Table critical value 11/578 df $p < 0.05/ \infty$ **1.790**	Obtained F value - **2.115** Sig. - **.018**

H_O - There is no significant difference between using social media for professional development and the media in which the journalist is working.

H_1 - There is a significant difference between using social media for professional development and the media in which the journalist is working.

The analysis data disclosed that using social media for professional development, ANOVA was applied to find out the significance of difference between using social media for professional development support and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 2.115. As the obtained F value is greater than table critical value, the

null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between using social media for professional development and the organization of the journalist is accepted. It displays that organization as a variable impact on use of social media in professional development of the journalist.

Recommending use of social media for reporting news stories	F – Table critical value 11/578 df $p < 0.05/ \infty$ **1.790**	Obtained F value – **1.232** Sig. - **.262**

H_O - There is no significant difference between recommending journalists to use social media to report news stories and the media in which the journalist is working.

H_1 - There is a significant difference between recommending journalists to use social media to report news stories and the media in which the journalist is working.

The data reveals that on using social media to report news stories, ANOVA was applied to find out the significance of difference between using social media to report news stories and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 1.232. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference among using social media to report news stories and the organization of the journalist. Hence the independent variable is associated with dependent variable, which shows that organization where the journalist works have similar opinion regarding use of social media to report news stories among the journalist.

Social media is a more useful tool for field reporting	F – Table critical value 11/578 df $p< 0.05/ \infty$ **2. 6101.790**	Obtained F value **1.773** Sig. - **.055**

H_O - There is no significant difference between using social media as a tool in field reporting and the media in which the journalist is working.

H_1 - There is a significant difference between using social media as a tool in field reporting and the media in which the journalist is working.

In the given table of using social media as a tool in field reporting, ANOVA was applied to find out the significance of difference between using social media as a tool in field reporting and the organization of the journalist. The table critical value for11/578 df

(degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 1.773. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between using social media as a tool in field reporting and the organization of the journalist. Therefore, the independent variable is associated with dependent variable, which displays that organization where the journalist works have same belief regarding use of social media as a tool in field reporting among the journalist.

Utility of social media as tool in newsroom	F – Table critical value 11/578 df $p < 0.05/\infty$ **1.790**	Obtained F value **1.679** Sig. - **.074**

H_O - There is no significant difference between utility social media as a tool in newsroom and the media in which the journalist is working.

H_1 - There is a significant difference between utility social media as a tool in newsroom and the media in which the journalist is working.

In a question on utility of social media as a tool in newsroom, ANOVA was applied to find out the significance of difference between utility of social media as a tool in newsroom and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 1.679. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between utility of social media as a tool in newsroom and the organization of the journalist. The data exhibits that organization as independent variable is associated with dependent variable it is similar on utility of social media as a tool in newsroom among the journalist.

Reporters are expected to post news stories on Social media.	F – Table critical value 11/578 df $p < 0.05/\infty$ **1.790**	Obtained F value **1.705** Sig. - **.069**

H_O – There is no significant difference between the news organization expectation in using social to post news stories and the media in which the journalist is working.

H_1 - There is a significant difference between the news organization expectation in using social to post news stories and the media in which the journalist is working.

The analysis data exhibited that the news organization expectation in using social media to post news stories, ANOVA was applied to find out the significance of difference between the news organization expectation in using social media to post news stories and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 1**.705**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between the news organization expectation in using social media to post news stories and the organization of the journalist. Hence, it shows that organization of the journalist have similar belief regarding the news organization expectation in using social media to post news stories.

Use of social media in professional development and as tool in news reporting	F – Table critical value 11/578 df $p< 0.05/\infty$ **1.790**	Obtained F value **1.677** Sig. - **.075**

H_O - There is no significant difference between the use of social media in professional development and as tool in news reporting and the media in which the journalist is working.

H_1 - There is a significant difference between the use of social media in professional development and as tool in news reporting and the media in which the journalist is working.

In the given data of use of social media in professional development and as tool in news reporting, ANOVA was applied to find out the significance of difference between use of social media in professional development and as tool in news reporting and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 1.677. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between use of social media in professional development and as tool in news reporting and the organization of the journalist. Therefore, it reveals that organization as independent variable is associated with dependent variable it is of similar belief on use of social media in professional development and as tool in news reporting among the journalist.

Table 4.99: Results of Role of media ecology in news selection and distribution

ANOVA – Age						
		Sum of Squares	Df	Mean Square	F	Sig.
Social media is becoming a main source of information for a journalist.	Between Groups	42.081	3	14.027	**10.933**	**.000**
	Within Groups	751.860	586	1.283		
	Total	793.941	589			
Reporters are using social media to report local news.	Between Groups	20.248	3	6.749	**7.037**	**.000**
	Within Groups	562.017	586	.959		
	Total	582.264	589			
Reporters are using social media for self-promotion.	Between Groups	5.783	3	1.928	1.838	.139
	Within Groups	614.481	586	1.049		
	Total	620.264	589			
Social media has altered the news selection and distribution pattern.	Between Groups	2.488	3	.829	1.074	.360
	Within Groups	452.470	586	.772		
	Total	454.958	589			
Social media is the new platform for public debates.	Between Groups	11.054	3	3.685	**4.645**	**.003**
	Within Groups	464.826	586	.793		
	Total	475.880	589			
Social media changing the journalistic landscape	Between Groups	228.906	3	76.302	**9.027**	**.000**
	Within Groups	4953.008	586	8.452		
	Total	5181.914	589			

Social media as a main source of information for a journalist	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value - **10.933** Sig. - **.000**

H_O - There is no significant difference between social media as a main source of information for a journalist and the age of the journalist.

H_1 - There is a significant difference between social media as a main source of information for a journalist and the age of the journalist.

To a question on social media as a main source of information for a journalist, ANOVA was applied to find out the significance of difference between social media as a main source of information for a journalist and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is

10.933. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media as a main source of information for a journalist and the age of the journalist is accepted. It shows that age as a variable affects social media as a main source of information for the journalist.

Reporters using social media to report local news	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value –**7.037** Sig. - **.000**

H_O - There is no significant difference between reporters using social media to report local news and the age of the journalist

H_1 - There is a significant difference between reporters using social media to report local news and the age of the journalist

The data reveals that reporters using social media to report local news, ANOVA was applied to find out the significance of difference between reporters using social media to report local news and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 7.037. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters using social media to report local news and the age of the journalist is accepted. It displays that age as a variable influence among the journalists to use social media to report local news.

Reporters using social media for self-promotion	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value **1.838** Sig. - **.139**

H_O - There is no significant difference between reporters using social media for self-promotion and the age of the journalist

H_1 - There is a significant difference between reporters using social media for self-promotion and the age of the journalist

In the given table on reporters using social media for self-promotion, ANOVA was applied to find out the significance of difference between reporters using social

media for self-promotion and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 1.838. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference. Hence the independent variable is associated with the dependent variable. It shows that all age group of journalist have similar opinion regarding using social media for self-promotion.

Social media has altered the news selection and distribution pattern	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **1.074** Sig. - **.360**

H_O - There is no significant difference between social media has altered the news selection and distribution pattern and the age of the journalist

H_1 - There is a significant difference between social media has altered the news selection and distribution pattern and the age of the journalist

In a question on social media has altered the news selection and distribution pattern, ANOVA was applied to find out the significance of difference between social media has altered the news selection and distribution pattern and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 1.074. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference. Hence the independent variable is associated with the dependent variable. It exhibits that all age group of journalist have similar opinion on social media has altered the news selection and distribution pattern.

Social media as a new platform for public debates.	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **4.645** Sig. - **.003**

H_O – There is no significant difference between social media as a new platform for public debates and the age of journalist

H_1 - There is a significant difference between social media as a new platform for public debates and the age of journalist

To a question on social media as a new platform for public debates, ANOVA was applied to find out the significance of difference between social media as a new platform

for public debates and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 4.645. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media as a new platform for public debates and the age of the journalist is accepted. It shows that age as a variable influence among the journalist regarding social media as a new platform for public debates.

Social media changing the journalistic landscape	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **9.027** Sig. - **.000**

H_O - There is no significant difference between Social media changing the journalistic landscape and the age of journalist

H_1 - There is a significant difference between Social media changing the journalistic landscape and the age of journalist

In a question on social media changing the journalistic landscape, ANOVA was applied to find out the significance of difference between social media changing the journalistic landscape and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 9.027. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the age of the journalist is accepted. It shows that age as a variable encourage among the journalists on issues like social media changing the journalistic landscape.

ANOVA– Gender						
		Sum of Squares	Df	Mean Square	F	Sig.
Social media is becoming a main source of information for a journalist.	Between Groups	5.511	1	5.511	**4.110**	**.043**
	Within Groups	788.430	588	1.341		
	Total	793.941	589			
Reporters are using social media to report local news.	Between Groups	.024	1	.024	.024	.876
	Within Groups	582.240	588	.990		
	Total	582.264	589			
Reporters are using social media for self promotion.	Between Groups	.019	1	.019	.018	.893
	Within Groups	620.245	588	1.055		
	Total	620.264	589			
Social media has altered the news selection and distribution pattern.	Between Groups	.350	1	.350	.453	.501
	Within Groups	454.608	588	.773		
	Total	454.958	589			
Social media is the new platform for public debates.	Between Groups	.860	1	.860	1.065	.303
	Within Groups	475.020	588	.808		
	Total	475.880	589			
Social media changing the journalistic landscape	Between Groups	8.855	1	8.855	1.007	.316
	Within Groups	5173.058	588	8.798		
	Total	5181.914	589			

Social media as a main source of information for a journalist	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value –**4.110** Sig. - **.043**

H_O - There is no significant difference between social media as a main source of information for a journalist and the gender of the journalist.

H_1 - There is a significant difference between social media as a main source of information for a journalist and the gender of the respondent.

The data reveals that on social media as a main source of information for a journalist, ANOVA was applied to find out the significance of difference between social media as a main source of information for a journalist and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **4.110**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is

significant difference between social media as a main source of information for a journalist and the gender of the journalist is accepted. It shows that gender as a variable impact among the journalists on social media as a main source of information for a journalist.

Reporters using social media to report local news	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value - **.024** Sig. - **.876**

H_O - There is no significant difference between reporters using social media to report local news and the gender of the journalist

H_1 - There is a significant difference between reporters using social media to report local news and the gender of the journalist

The data reveals that reporters using social media to report local news, ANOVA was applied to find out the significance of difference between reporters using social media to report local news and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **.0**204. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference. Hence the independent variable gender is associated with the dependent variable. It exhibits that male and female journalist have similar opinion on reporters using social media to report local news.

Reporters using social media for self-promotion	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value **.018** Sig. - **.893**

H_O - There is no significant difference between reporters using social media for self-promotion and the gender of the journalist

H_1 - There is a significant difference between reporters using social media for self-promotion and the gender of the journalist

In the given table data reveals that reporters are using social media for self-promotion, ANOVA was applied to find out the significance of difference between reporters using social media for self-promotion and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F

value is **.0**18. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference. Hence the independent variable gender is associated with the dependent variable. It displays that journalists belongs to any gender hardly differ on the question of reporters using social media for self-promotion.

Social media has altered the news selection and distribution pattern	F – Table critical value 1/588 df $p < 0.05/\infty$ **3.850**	Obtained F value **.453** Sig. - **.501**

H_O - There is no significant difference between utility social media has altered the news selection and distribution pattern and the gender of the journalist

H_1 - There is a significant difference between social media has altered the news selection and distribution pattern and the gender of the journalist

The data reveals that utility of social media has altered the news selection and distribution pattern, ANOVA was applied to find out the significance of difference between utility of social media has altered the news selection and distribution pattern and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **.453**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between utility of social media has altered the news selection and distribution pattern and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It exhibits that among male and female journalist on the question of utility of social media has altered the news selection and distribution pattern have similar opinion.

Social media as a new platform for public debates	F – Table critical value 1/588 df $p < 0.05/\infty$ **3.850**	Obtained F value **1.065** Sig. - **.303**

H_O – There is no significant difference between social media as a new platform for public debates and the gender of journalist

H_1 - There is a significant difference between social media as a new platform for public debates and the gender of journalist

To a question on social media as a new platform for public debates, ANOVA was applied to find out the significance of difference between social media as a new platform for public debates and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **1.065**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between social media as a new platform for public debates and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It shows that on the question of social media as a new platform for public debates have similar opinions among male and female journalist.

Social media changing the journalistic landscape	F – Table critical value 1/588 df $p < 0.05/\infty$ **3.850**	Obtained F value **1.007** Sig. - **.316**

H_O – There is no significant difference between social media changing the journalistic landscape and the gender of journalist

H_1 - There is a significant difference between social media changing the journalistic landscape and the gender of journalist

In the above table on social media changing the journalistic landscape, ANOVA was applied to find out the significance of difference between social media changing the journalistic landscape and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **1.007**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between social media changing the journalistic landscape and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It reveals that male and female journalists with alike belief on the question social media changing the journalistic landscape.

ANOVA–Experience						
		Sum of Squares	Df	Mean Square	F	Sig.
Social media is becoming a main source of information for a journalist.	Between Groups	126.660	3	42.220	**37.077**	**.000**
	Within Groups	667.280	586	1.139		
	Total	793.941	589			
Reporters are using social media to report local news.	Between Groups	11.139	3	3.713	**3.810**	**.010**
	Within Groups	571.125	586	.975		
	Total	582.264	589			
Reporters are using social media for self promotion.	Between Groups	11.385	3	3.795	**3.652**	**.012**
	Within Groups	608.879	586	1.039		
	Total	620.264	589			
Social media has altered the news selection and distribution pattern.	Between Groups	2.307	3	.769	.995	.395
	Within Groups	452.651	586	.772		
	Total	454.958	589			
Social media is the new platform for public debates.	Between Groups	25.816	3	8.605	**11.204**	**.000**
	Within Groups	450.064	586	.768		
	Total	475.880	589			
Social media changing the journalistic landscape	Between Groups	361.249	3	120.416	**14.638**	**.000**
	Within Groups	4820.665	586	8.226		
	Total	5181.914	589			

Social media as a main source of information for a journalist	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value - **37.077** Sig. - **.000**

H_O - There is no significant difference between social media as a main source of information for a journalist and the experience of the journalist.

H_1 - There is a significant difference between social media as a main source of information for a journalist and the experience of the respondent.

To a question on social media as a main source of information for a journalist, ANOVA was applied to find out the significance of difference between social media as a main source of information for a journalist and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 37.077. As the obtained F value is greater than table critical value, the null

hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media as a main source of information for a journalist and the experience of the journalist is accepted. It shows that experience of the journalist influence on the question of social media as a main source of information for the journalist.

Reporters using social media to report local news	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value - **3.810** Sig. - **.010**

H_O - There is no significant difference between reporters using social media to report local news and the experience of the journalist

H_1 - There is a significant difference between reporters using social media to report local news experience of the journalist.

The data reveals that reporters using social media to report local news, ANOVA was applied to find out the significance of difference between reporters using social media to report local news and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 3.810. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters using social media to report local news and the experience of the journalist is accepted. It displays that experience as a variable motivate among the journalists to use social media to report local news.

Reporters using social media for self-promotion	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value **3.652** Sig. - **.012**

H_O - There is no significant difference between using reporters using social media for self-promotion and the experience of the journalist

H_1 - There is a significant difference between using reporters using social media for self-promotion and the experience of the journalist

In the given table on reporters using social media for self-promotion, ANOVA was applied to find out the significance of difference between reporters using social media for self-promotion and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 3.652. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters using social media for self-promotion and the experience of the journalist is accepted. It exhibits that experience of journalist plays an important role regarding using social media for self-promotion among the journalist.

Social media has altered the news selection and distribution pattern	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **.995** Sig. - **.395**

H_O - There is no significant difference between social media has altered the news selection and distribution pattern and the experience of the journalist

H_1 - There is a significant difference between social media has altered the news selection and distribution pattern and the experience of the journalist

In a question on social media has altered the news selection and distribution pattern, ANOVA was applied to find out the significance of difference between social media has altered the news selection and distribution pattern and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is .995. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference. Hence the independent variable experience is associated with the dependent variable. It exhibits that experience of journalist have similar opinion on social media has altered the news selection and distribution pattern.

Social media as a new platform for public debates	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **11.204** Sig. - **.000**

H_O – There is no significant difference between social media as a new platform for public debates and the experience of journalist

H_1 - There is a significant difference between social media as a new platform for public debates and the experience of journalist

To a question on social media as a new platform for public debates, ANOVA was applied to find out the significance of difference between social media as a new platform for public debates and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 11.204. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media as a new platform for public debates and the experience of the journalist is accepted. It shows that experience as a variable inspire among the journalist regarding social media as a new platform for public debates.

Social media changing the journalistic landscape	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **14.638** Sig. - **.000**

H_O – There is no significant difference between social media changing the journalistic landscape and the experience of journalist

H_1 - There is a significant difference between social media changing the journalistic landscape and the experience of journalist

In a question on social media changing the journalistic landscape, ANOVA was applied to find out the significance of difference between social media changing the journalistic landscape and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 14.638. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the experience of the journalist is accepted. It shows that experience as a variable encourage among the journalists on issues like social media changing the journalistic landscape.

ANOVA– Education						
		Sum of Squares	Df	Mean Square	F	Sig.
Social media is becoming a main source of information for a journalist.	Between Groups	66.954	4	16.738	**13.469**	**.000**
	Within Groups	726.987	585	1.243		
	Total	793.941	589			
Reporters are using social media to report local news.	Between Groups	24.932	4	6.233	**6.542**	**.000**
	Within Groups	557.333	585	.953		
	Total	582.264	589			
Reporters are using social media for self-promotion.	Between Groups	19.024	4	4.756	**4.628**	**.001**
	Within Groups	601.240	585	1.028		
	Total	620.264	589			
Social media has altered the news selection and distribution pattern.	Between Groups	3.084	4	.771	.998	.408
	Within Groups	451.873	585	.772		
	Total	454.958	589			
Social media is the new platform for public debates.	Between Groups	4.482	4	1.120	1.390	.236
	Within Groups	471.398	585	.806		
	Total	475.880	589			
Social media changing the journalistic landscape	Between Groups	33.934	4	8.484	.964	.427
	Within Groups	5147.979	585	8.800		
	Total	5181.914	589			

Social media as a main source of information for a journalist	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value –**13.469** Sig. - **.000**

H_O - There is no significant difference between using social media as a main source of information for a journalist and the education of the journalist.

H_1 - There is a significant difference between using social media as a main source of information for a journalist and the education of the journalist.

The data reveals that on social media as a main source of information for a journalist, ANOVA was applied to find out the significance of difference between social media as a main source of information for a journalist and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **13.469**. As the obtained F value is greater than table critical value, the

null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media as a main source of information for a journalist and the education of the journalist is accepted. It shows that educated journalists differ on social media as a main source of information for a journalist.

Reporters using social media to report local news	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value –**6.542** Sig. - **.000**

H_O - There is no significant difference between reporters using social media to report local news and the education of the journalist

H_1 - There is a significant difference between reporters using social media to report local news education of the journalist

The data reveals that reporters using social media to report local news, ANOVA was applied to find out the significance of difference between reporters using social media to report local news and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is 6.542. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters using social media to report local news and the education of the journalist is accepted. It displays that education as a variable influence among the journalists to use social media to report local news.

Reporters using social media for self-promotion	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value **4.628** Sig. - **.001**

H_O - There is no significant difference between using reporters using social media for self-promotion and the age education of the journalist

H_1 - There is a significant difference between using reporters using social media for self-promotion and the education of the journalist

In the given table on reporters using social media for self-promotion, ANOVA was applied to find out the significance of difference between reporters using social media for self-promotion and the education of the journalist. The table critical value for

4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is 4.628. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters using social media for self-promotion and the education of the journalist is accepted. It exhibits that education of journalist plays an important role regarding using social media for self-promotion among the journalist.

Social media has altered the news selection and distribution pattern	F – Table critical value 4/585 df $p < 0.05/\infty$ **2.380**	Obtained F value **.998** Sig. - **.408**

H_O - There is no significant difference between social media has altered the news selection and distribution pattern and the education of the journalist

H_1 - There is a significant difference between social media has altered the news selection and distribution pattern and the education of the journalist

In a question on social media has altered the news selection and distribution pattern, ANOVA was applied to find out the significance of difference between social media has altered the news selection and distribution pattern and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is .998. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between social media has altered the news selection and distribution pattern and the education of the journalist. Hence the independent variable education is associated with the dependent variable. It exhibits that educated journalist have similar opinion on social media has altered the news selection and distribution pattern.

Social media as a new platform for public debates	F – Table critical value 4/585 df $p < 0.05/\infty$ **2.380**	Obtained F value **1.390** Sig. - **.236**

H_O – There is no significant difference between social media as a new platform for public debates and the education of journalist

H_1 - There is a significant difference between social media as a new platform for public debates and the education of journalist

To a question on social media as a new platform for public debates, ANOVA was applied to find out the significance of difference between social media as a new platform for public debates and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **1.390**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between social media as a new platform for public debates and the education of the journalist. Hence the independent variable education is associated with the dependent variable. It shows that on the question of social media as a new platform for public debates have similar opinions among educated journalist.

Social media changing the journalistic landscape	F – Table critical value 4/585 df $p< 0.05/\infty$ **2.380**	Obtained F value **.964** Sig. - **.427**

H_O – There is no significant difference between social media changing the journalistic landscape and the education of journalist

H_1 - There is a significant difference between social media changing the journalistic landscape and the education of journalist

In the above table on social media changing the journalistic landscape, ANOVA was applied to find out the significance of difference between social media changing the journalistic landscape and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **.964**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between social media changing the journalistic landscape and the education of the journalist. Hence the independent variable education is associated with the dependent variable. It reveals that education of journalists helps in a like belief on the question social media changing the journalistic landscape.

ANOVA– Organisation						
		Sum of Squares	Df	Mean Square	F	Sig.
Social media is becoming a main source of information for a journalist.	Between Groups	35.729	11	3.248	**2.476**	**.005**
	Within Groups	758.212	578	1.312		
	Total	793.941	589			
Reporters are using social media to report local news.	Between Groups	46.735	11	4.249	**4.586**	**.000**
	Within Groups	535.530	578	.927		
	Total	582.264	589			
Reporters are using social media for self promotion.	Between Groups	11.841	11	1.076	1.023	.424
	Within Groups	608.424	578	1.053		
	Total	620.264	589			
Social media has altered the news selection and distribution pattern.	Between Groups	11.711	11	1.065	1.388	.174
	Within Groups	443.246	578	.767		
	Total	454.958	589			
Social media is the new platform for public debates.	Between Groups	11.423	11	1.038	1.292	.225
	Within Groups	464.457	578	.804		
	Total	475.880	589			
Social media changing the journalistic landscape	Between Groups	291.833	11	26.530	**3.136**	**.000**
	Within Groups	4890.081	578	8.460		
	Total	5181.914	589			

Social media as a main source of information for a journalist	F – Table critical value 11/578 df $p < 0.05/ \infty$ **1.790**	Obtained F value –**2.476** Sig. - **.005**

H_O - There is no significant difference between using social media as a main source of information for a journalist and the media in which the journalist is working.

H_1 - There is a significant difference between using social media as a main source of information for a journalist and the media in which the journalist is working.

The data reveals that on social media as a main source of information for a journalist, ANOVA was applied to find out the significance of difference between social media as a main source of information for a journalist and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **2.476**. As the obtained F value is greater than table critical

value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media as a main source of information for a journalist and the organization of the journalist is accepted. It shows that organization as a variable influence among the journalists on social media as a main source of information for a journalist.

Reporters using social media to report local news	F – Table critical value 11/578 df $p < 0.05/ \infty$ **1.790**	Obtained F value – **4.586** Sig. - **.000**

H_O - There is no significant difference between reporters using social media to report local news and the media in which the journalist is working.

H_1 - There is a significant difference between reporters using social media to report local news and the media in which the journalist is working.

The data reveals that reporters using social media to report local news, ANOVA was applied to find out the significance of difference between reporters using social media to report local news and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 4.586. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters using social media to report local news and the organization of the journalist is accepted. It displays that organization as a variable influence among the journalists to use social media to report local news.

Reporters are using social media for self-promotion.	F – Table critical value 11/578 df $p < 0.05/ \infty$ **1.790**	Obtained F value **1.023** Sig. - **.424**

H_O - There is no significant difference between reporters is using social media for self-promotion and the media in which the journalist is working.

H_1 - There is a significant difference between reporters is using social media for self-promotion and the media in which the journalist is working.

In the given table data reveals that reporters are using social media for self-promotion, ANOVA was applied to find out the significance of difference between

reporters using social media for self-promotion and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **1.023**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between reporters using social media for self-promotion and the organization of the journalist. Hence the independent variable organization is associated with the dependent variable. It displays that journalists belongs to any organization hardly differ on the question of reporters using social media for self-promotion.

Social media is the new platform for public debates.	F – Table critical value 11/578 df $p < 0.05/\infty$ **1.790**	Obtained F value **1.388** Sig. - **.174**

H_O - There is no significant difference between social media is the new platform for public debates and the media in which the journalist is working.

H_1 - There is a significant difference between Social media is the new platform for public debates and the media in which the journalist is working.

To a question on social media as a new platform for public debates, ANOVA was applied to find out the significance of difference between social media as a new platform for public debates and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is1.790. The obtained F value is **1.388**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between social media as a new platform for public debates and the organization of the journalist. Hence the independent variable is associated with the dependent variable. It shows that on the question of social media as a new platform for public debates have similar opinions among journalist working in different organization.

Social media has altered the news selection and distribution pattern	F – Table critical value 11/578 df $p < 0.05/\infty$ **1.790**	Obtained F value **1.292** Sig. - **.225**

H_O – There is no significant difference between social media has altered the news selection and distribution pattern and the media in which the journalist is working.

H_1 - There is a significant difference between social media has altered the news selection and distribution pattern and the media in which the journalist is working.

In a question on social media has altered the news selection and distribution pattern, ANOVA was applied to find out the significance of difference between social media has altered the news selection and distribution pattern and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 1.292. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between social media has altered the news selection and distribution pattern and the organization of the journalist. Hence the independent variable organization is associated with the dependent variable. It exhibits that organization of journalist have similar opinion on social media has altered the news selection and distribution pattern.

Social media changing the journalistic landscape	F – Table critical value 11/578 df $p< 0.05/\infty$ **1.790**	Obtained F value **3.136** Sig. - **.000**

H_O – There is no significant difference between social media changing the journalistic landscape and the media in which the journalist is working.

H_1 - There is a significant difference between social media changing the journalistic landscape and the media in which the journalist is working.

In a question on social media changing the journalistic landscape, ANOVA was applied to find out the significance of difference between social media changing the journalistic landscape and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is 3.136. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the organization of the journalist is accepted. It shows that organization as a variable encourage among the journalists on issues like social media changing the journalistic landscape.

Table 4.100: Effect of social media & media ecology on journalists in India

ANOVA – AGE						
		Sum of Squares	Df	Mean Square	F	Sig.
Social media news has more positive effects on people.	Between Groups	143.340	3	47.780	**29.426**	**.000**
	Within Groups	951.500	586	1.624		
	Total	1094.841	589			
More people can be informed with the help of Social media.	Between Groups	.808	3	.269	.374	.772
	Within Groups	421.906	586	.720		
	Total	422.714	589			
Editors have the power to set agenda in the age of social media.	Between Groups	10.860	3	3.620	**3.937**	**.008**
	Within Groups	538.803	586	.919		
	Total	549.663	589			
Social media is emerging as the 5th Estate.	Between Groups	9.510	3	3.170	**3.688**	**.012**
	Within Groups	503.753	586	.860		
	Total	513.263	589			
Reporters use social media to share information that is not included in their broadcast/ newspaper stories.	Between Groups	8.163	3	2.721	**3.396**	**.018**
	Within Groups	469.547	586	.801		
	Total	477.710	589			
Reporters are free to post news stories on social media	Between Groups	3.974	3	1.325	1.821	.142
	Within Groups	426.340	586	.728		
	Total	430.314	589			
Excess use of social media has declined news quality in India.	Between Groups	25.652	3	8.551	**7.107**	**.000**
	Within Groups	705.032	586	1.203		
	Total	730.685	589			
Social media has improved the status of investigative reporting in India.	Between Groups	48.962	3	16.321	**10.349**	**.000**
	Within Groups	924.122	586	1.577		
	Total	973.085	589			
Social media has changed the overall quality of journalism	Between Groups	449.719	3	149.906	**10.133**	**.000**
	Within Groups	8668.791	586	14.793		
	Total	9118.510	589			

Social media news has more positive effects on people	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value –**29.426** Sig. - **.000**

H_O - There is no significant difference between social media news has more positive effects on people and the age of the journalist.

H_1 - There is a significant difference between Social media news has more positive effects on people and the age of the journalist.

To a question on social media news has more positive effects on people, ANOVA was applied to find out the significance of difference between social media news has more positive effects on people and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 29.426. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media news has more positive effects on people and the age of the journalist is accepted. It shows that age as a variable influence on social media news has more positive effects on people.

More people can be informed with the help of Social media.	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value –**.374** Sig. - **.772**

H_O - There is no significant difference between more people can be informed with the help of Social media and the age of the journalist

H_1 - There is a significant difference between more people can be informed with the help of Social media and the age of the journalist

The analysis data reveals that more people can be informed with the help of social media, ANOVA was applied to find out the significance of difference between more people can be informed with the help of social media and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is .374. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between more people can be informed with the help of social media and the age of the journalist. Hence the independent variable is associated with the dependent variable. It shows that all age

group of journalist have similar opinion regarding more people can be informed with the help of social media.

Editors have the power to set agenda in the age of social media.	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **3.937** Sig. - **.008**

H_O - There is no significant difference between editors have the power to set agenda in the age of social media and the age of the journalist

H_1 - There is a significant difference between editors has the power to set agenda in the age of social media and the age of the journalist

To a question on editors have the power to set agenda in the age of social media, ANOVA was applied to find out the significance of difference between editors have the power to set agenda in the age of social media and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 3.937. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between editors have the power to set agenda in the age of social media and the age of the journalist is accepted. It shows that age as a variable influences journalists' opinion on editors having the power to set agenda in the age of social media.

Social media is emerging as the 5th Estate	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **3.688** Sig. - **.012**

H_O - There is no significant difference between Social media is emerging as the 5th Estate and the age of the journalist

H_1 - There is a significant difference between Social media is emerging as the 5th Estate and the age of the journalist

In the given table on social media is emerging as the 5th Estate, ANOVA was applied to find out the significance of difference between social media is emerging as the 5th Estate and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 3.688. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is

rejected and alternate hypothesis of there is significant difference between social media is emerging as the 5th Estate and the age of the journalist is accepted. It shows that age as a variable influence journalist regarding social media is emerging as the 5th Estate.

Reporters use social media to share information that is not included in their broadcast/ newspaper stories	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value **3.396** Sig. - **.018**

H_O – There is no significant difference between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the age of journalist

H_1 - There is a significant difference between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the age of journalist

In the above table on reporters use social media to share information that is not included in their broadcast/ newspaper stories, ANOVA was applied to find out the significance of difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 3.396. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the age of the journalist is accepted. It shows that age as a variable impact on journalist regarding reporters use social media to share information that is not included in their broadcast/ newspaper stories.

Reporters are free to post news stories on social media.	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **1.821** Sig. - **.142**

H_O - There is no significant difference between reporters is free to post news stories on social media and the age of journalist

H_1 - There is a significant difference between reporters is free to post news stories on social media and the age of journalist

In the given table on reporters is free to post news stories on social media, ANOVA was applied to find out the significance of difference between reporters is free to post news stories on social media and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 1.821. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between reporters is free to post news stories on social media and the age of the journalist. Hence the independent variable is associated with the dependent variable. It shows that all age group of journalist have similar opinion regarding reporters is free to post news stories on social media.

Excess use of social media has declined news quality in India	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **7.107** Sig. - **.000**

H_O - There is no significant difference between excess use of social media has declined news quality in India and the age of journalist

H_1 - There is a significant difference between excess use of social media has declined news quality in India and the age of journalist

In the given table on excess use of social media has declined news quality in India, ANOVA was applied to find out the significance of difference between excess use of social media has declined news quality in India and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 7.107. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is a significant difference between excess use of social media has declined news quality in India and the age of the journalist is accepted. It exhibits that age as a variable influence among the journalist regarding excess use of social media has declined news quality in India.

Social media has improved the status of investigative reporting in India.	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **10.349** Sig. - **.000**

H_O - There is no significant difference between Social media has improved the status of investigative reporting in India and the age of journalist

H_1 - There is a significant difference between Social media has improved the status of investigative reporting in India and the age of journalist

To a question on social media has improved the status of investigative reporting in India, ANOVA was applied to find out the significance of difference between social media has improved the status of investigative reporting in India and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 10.349. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media has improved the status of investigative reporting in India and the age of the journalist is accepted. It displays that age as a variable encourage among the journalist regarding social media has improved the status of investigative reporting in India.

Social media has changed the overall quality of journalism	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **10.133** Sig. - **.000**

H_O - There is no significant difference between Social media changing the journalistic landscape and the age of journalist

H_1 - There is a significant difference between Social media changing the journalistic landscape and the age of journalist

In the given table on social media changing the journalistic landscape, ANOVA was applied to find out the significance of difference between social media changing the journalistic landscape and the age of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 10.133. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the age of the journalist is accepted. It shows that age as a variable effect among the journalist regarding social media changing the journalistic landscape.

ANOVA – GENDER						
		Sum of Squares	Df	Mean Square	F	Sig.
Social media news has more positive effects on people.	Between Groups	15.157	1	15.157	**8.255**	**.004**
	Within Groups	1079.683	588	1.836		
	Total	1094.841	589			
More people can be informed with the help of Social media.	Between Groups	4.386	1	4.386	**6.165**	**.013**
	Within Groups	418.328	588	.711		
	Total	422.714	589			
Editors have the power to set agenda in the age of social media.	Between Groups	.594	1	.594	.637	.425
	Within Groups	549.068	588	.934		
	Total	549.663	589			
Social media is emerging as the 5th Estate.	Between Groups	.675	1	.675	.774	.379
	Within Groups	512.588	588	.872		
	Total	513.263	589			
Reporters use social media to share information that is not included in their broadcast/ newspaper stories.	Between Groups	1.111	1	1.111	1.370	.242
	Within Groups	476.599	588	.811		
	Total	477.710	589			
Reporters are free to post news stories on social media	Between Groups	.777	1	.777	1.064	.303
	Within Groups	429.537	588	.731		
	Total	430.314	589			
Excess use of social media has declined news quality in India.	Between Groups	4.474	1	4.474	3.623	.057
	Within Groups	726.211	588	1.235		
	Total	730.685	589			
Social media has improved the status of investigative reporting in India.	Between Groups	12.563	1	12.563	**7.690**	**.006**
	Within Groups	960.522	588	1.634		
	Total	973.085	589			
Social media has changed the overall quality of journalism	Between Groups	52.354	1	52.354	3.396	.066
	Within Groups	9066.156	588	15.419		
	Total	9118.510	589			

Social media news has more positive effects on people.	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value –**8.255** Sig. - **.004**

H_O - There is no significant difference between social media news has more positive effects on people and the gender of the journalist.

H_1 - There is a significant difference between social media news has more positive effects on people and the gender of the respondent.

The data reveals that on social media news has more positive effects on people, ANOVA was applied to find out the significance of difference between social media news has more positive effects on people and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **8.255**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media news has more positive effects on people and the gender of the journalist is accepted. It shows that gender as a variable impact among the journalists on social media news has more positive effects on people.

More people can be informed with the help of Social media.	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value –**6.165** Sig. - **.013**

H_O - There is no significant difference between people can be informed with the help of Social media and the gender of the journalist

H_1 - There is a significant difference between people can be informed with the help of Social media and the gender of the journalist

To a question on people can be informed with the help of Social media, ANOVA was applied to find out the significance of difference between people can be informed with the help of Social media and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **6.165**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between people can be informed with the help of Social media and the gender of the journalist is accepted. It exhibits that gender as a variable impact among the journalists on the question about people can be informed with the help of Social media.

Editors have the power to set agenda in the age of social media	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value **.637** Sig. - **.425**

H_O - There is no significant difference between editors have the power to set agenda in the age of social media and the gender of the journalist

H_1 - There is a significant difference between Editors has the power to set agenda in the age of social media and the gender of the journalist

The analysis data reveals that on editors have the power to set agenda in the age of social media, ANOVA was applied to find out the significance of difference between editors have the power to set agenda in the age of social media and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **.637**. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between editors have the power to set agenda in the age of social media and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It exhibits that among male and female journalist on the question of editors have the power to set agenda in the age of social media have similar opinion.

Social media is emerging as the 5th Estate	F – Table critical value 1/588 df $p < 0.05/\infty$ **3.850**	Obtained F value **.774** Sig. - **.379**

H_O - There is no significant difference between Social media is emerging as the 5th Estate and the gender of the journalist

H_1 - There is a significant difference between Social media is emerging as the 5th Estate and the gender of the journalist

The data reveals that Social media is emerging as the 5th Estate, ANOVA was applied to find out the significance of difference between Social media is emerging as the 5th Estate and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **.774**. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between Social media is emerging as the 5th Estate and the gender of the journalist. Hence the independent variable gender is associated with the dependent

variable. It exhibits that among male and female journalist on the question of Social media is emerging as the 5th Estate have similar opinion.

Reporters use social media to share information that is not included in their broadcast/ newspaper stories.	F – Table critical value 1/588 df $p < 0.05/ \infty$ **3.850**	Obtained F value **1.370** Sig. - **.242**

H_O – There is no significant differences between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the gender of journalist

H_1 - There is significant differences between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the gender of journalist

To a question on reporters use social media to share information that is not included in their broadcast/ newspaper stories, ANOVA was applied to find out the significance of difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **1.370**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It displays that journalist on the question of reporters use social media to share information that is not included in their broadcast/ newspaper stories have similar opinion irrespective of their gender.

Reporters are free to post news stories on social media	F – Table critical value 1/588 df $p< 0.05/\infty$ **3.850**	Obtained F value **1.064** Sig. - **.303**

H_O – There is no significant difference between reporters is free to post news stories on social media and the gender of journalist

H_1 - There is a significant difference between reporters is free to post news stories on social media and the gender of journalist

The data reveals that reporters is free to post news stories on social media, ANOVA was applied to find out the significance of difference between reporters is free to post news stories on social media and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **1.064**. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between reporters is free to post news stories on social media and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It exhibits that journalist have similar view regarding reporters is free to post news stories on social media.

Excess use of social media has declined news quality in India.	F – Table critical value 1/588 df $p< 0.05/\infty$ **3.850**	Obtained F value **3.623** Sig. - **.057**

H_O – There is no significant difference between excess use of social media has declined news quality in India and the gender of journalist

H_1 - There is a significant difference between excess use of social media has declined news quality in India and the gender of journalist

The data reveals that excess use of social media has declined news quality in India, ANOVA was applied to find out the significance of difference between excess use of social media has declined news quality in India and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **3.623**. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between excess use of social media has declined news quality in India and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It exhibits that journalist on excess use of social media has declined news quality in India have similar outlook.

Social media has improved the status of investigative reporting in India.	F – Table critical value 1/588 df $p< 0.05/\infty$ **3.850**	Obtained F value **7.690** Sig. - **.006**

H_O – There is no significant difference between Social media has improved the status of investigative reporting in India and the gender of journalist

H_1 - There is a significant difference between Social media has improved the status of investigative reporting in India and the gender of journalist

The data reveals that social media has improved the status of investigative reporting in India, ANOVA was applied to find out the significance of difference between social media has improved the status of investigative reporting in India and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **7.690**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media has improved the status of investigative reporting in India and the gender of the journalist is accepted. It shows that gender as a variable impact among the journalists on social media has improved the status of investigative reporting in India.

Social media has changed the overall quality of journalism	F – Table critical value 1/588 df $p< 0.05/\infty$ **3.850**	Obtained F value **3.396** Sig. - **.066**

H_O – There is no significant difference between social media has changed the overall quality of journalism and the gender of journalist

H_1 - There is a significant difference between social media has changed the overall quality of journalism and the gender of journalist

To a question on social media has changed the overall quality of journalism, ANOVA was applied to find out the significance of difference between social media has changed the overall quality of journalism and the gender of the journalist. The table critical value for 1/588 df (degree of freedom) at 0.05 per cent is 3.850. The obtained F value is **3.396**. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between social media has changed the overall quality of journalism and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It exhibits that journalist have similar viewpoint on the question of social media has changed the overall quality of journalism.

ANOVA–Experience						
		Sum of Squares	df	Mean Square	F	Sig.
Social media news has more positive effects on people.	Between Groups	253.485	3	84.495	**58.850**	**.000**
	Within Groups	841.355	586	1.436		
	Total	1094.841	589			
More people can be informed with the help of Social media.	Between Groups	5.804	3	1.935	**2.719**	**.044**
	Within Groups	416.910	586	.711		
	Total	422.714	589			
Editors have the power to set agenda in the age of social media.	Between Groups	23.828	3	7.943	**8.852**	**.000**
	Within Groups	525.834	586	.897		
	Total	549.663	589			
Social media is emerging as the 5th Estate.	Between Groups	24.423	3	8.141	**9.759**	**.000**
	Within Groups	488.840	586	.834		
	Total	513.263	589			
Reporters use social media to share information that is not included in their broadcast/ newspaper stories.	Between Groups	28.030	3	9.343	**12.176**	**.000**
	Within Groups	449.680	586	.767		
	Total	477.710	589			
Reporters are free to post news stories on social media	Between Groups	3.327	3	1.109	1.522	.208
	Within Groups	426.987	586	.729		
	Total	430.314	589			
Excess use of social media has declined news quality in India.	Between Groups	17.307	3	5.769	**4.739**	**.003**
	Within Groups	713.378	586	1.217		
	Total	730.685	589			
Social media has improved the status of investigative reporting in India.	Between Groups	159.396	3	53.132	**38.264**	**.000**
	Within Groups	813.689	586	1.389		
	Total	973.085	589			
Social media has changed the overall quality of journalism	Between Groups	993.700	3	331.233	**23.890**	**.000**
	Within Groups	8124.810	586	13.865		
	Total	9118.510	589			

Social media news has more positive effects on people	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value - **58.850** Sig. - **.000**

H_O - There is no significant difference between Social media news has more positive effects on people and the experience of the journalist.

H_1 - There is a significant difference between Social media news has more positive effects on people and the experience of the respondent.

To a question on Social media news has more positive effects on people, ANOVA was applied to find out the significance of difference between social media news has more positive effects on people and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 58.850. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between Social media news has more positive effects on people and the experience of the journalist is accepted. It shows that experience of the journalist influence on the question of Social media news has more positive effects on people.

More people can be informed with the help of Social media	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value - **2.719** Sig. - **.044**

H_O - There is no significant difference between more people can be informed with the help of Social media and the experience of the journalist

H_1 - There is a significant difference between more people can be informed with the help of Social media and experience of the journalist.

The analysis data reveals that more people can be informed with the help of Social media, ANOVA was applied to find out the significance of difference between more people can be informed with the help of Social media and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 2.719. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between more people can be informed with the help of Social media and the experience of the journalist is accepted. It shows that experience of the journalist influence on the question of more people can be informed with the help of Social media.

Editors have the power to set agenda in the age of social media	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value **8.852** Sig. - **.000**

H_O - There is no significant difference between editors have the power to set agenda in the age of social media and the experience of the journalist

H_1 - There is significant differences between editors have the power to set agenda in the age of social media and the experience of the journalist

In the given table on editors have the power to set agenda in the age of social media, ANOVA was applied to find out the significance of difference between editors have the power to set agenda in the age of social media and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 8.852. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between editors have the power to set agenda in the age of social media and the experience of the journalist is accepted. It shows that experience of the journalist influence on the question of editors have the power to set agenda in the age of social media.

Social media is emerging as the 5th Estate	F – Table critical value 3/586 df $p < 0.05/\infty$ **2. 610**	Obtained F value **9.759** Sig. - **.000**

H_O - There is no significant difference between Social media is emerging as the 5th Estate and the experience of the journalist

H_1 - There is a significant difference between Social media is emerging as the 5th Estate and the experience of the journalist

The above table shows that social media is emerging as the 5th Estate, ANOVA was applied to find out the significance of difference between social media is emerging as the 5th Estate with the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 9.759. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between

social media is emerging as the 5th Estate and the experience of the journalist is accepted. It shows that experience of the journalist influence on social media is emerging as the 5th Estate.

Reporters use social media to share information that is not included in their broadcast/ newspaper stories	F – Table critical value 3/586 df $p < 0.05/ \infty$ **2. 610**	Obtained F value **12.176** Sig. - **.000**

H_O – There is no significant difference between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the experience of journalist

H_1 - There is a significant difference Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the experience of journalist

To a question on reporters use social media to share information that is not included in their broadcast/ newspaper stories, ANOVA was applied to find out the significance of difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 12.176. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the experience of the journalist is accepted. It exhibits that the journalists with experience motivate on the question of reporters use social media to share information that is not included in their broadcast/ newspaper stories.

Reporters are free to post news stories on social media	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **1.522** Sig. - **.208**

H_O – There is no significant difference between reporters are free to post news stories on social media and the experience of journalist

H_1 - There is a significant difference between reporters is free to post news stories on social media and the experience of journalist

In a question on reporters are free to post news stories on social media, ANOVA was applied to find out the significance of difference between reporters are free to post news stories on social media and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 1.522. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between reporters are free to post news stories on social media and the experience of the journalist. Hence the independent variable experience is associated with the dependent variable. It exhibits that experience of journalist have similar opinion on reporters are free to post news stories on social media.

Excess use of social media has declined news quality in India	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **4.739** Sig. - **.003**

H_O – There is no significant difference between excess use of social media has declined news quality in India and the experience of journalist

H_1 - There is a significant difference between excess use of social media has declined news quality in India and the experience of journalist

The analysis data reveals that excess use of social media has declined news quality in India, ANOVA was applied to find out the significance of difference between excess use of social media has declined news quality in India and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 4.739. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between excess use of social media has declined news quality in India and the experience of the journalist is accepted. It shows that experience of the journalist impact on the question of excess use of social media has declined news quality in India.

Social media has improved the status of investigative reporting in India.	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **38.264** Sig. - **.000**

H_O – There is no significant difference between Social media has improved the status of investigative reporting in India and the experience of journalist

H_1 - There is a significant difference between Social media has improved the status of investigative reporting in India and the experience of journalist

To a question on social media has improved the status of investigative reporting in India, ANOVA was applied to find out the significance of difference between social media has improved the status of investigative reporting in India and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 38.264. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media has improved the status of investigative reporting in India and the experience of the journalist is accepted. It displays that experience of the journalist inspire on the question of social media has improved the status of investigative reporting in India.

Social media has changed the overall quality of journalism	F – Table critical value 3/586 df $p< 0.05/\infty$ **2. 610**	Obtained F value **23.890** Sig. - **.000**

H_O – There is no significant difference between Social media has changed the overall quality of journalism and the experience of journalist

H_1 - There is a significant difference between Social media has changed the overall quality of journalism and the experience of journalist

To a question on social media has changed the overall quality of journalism, ANOVA was applied to find out the significance of difference between social media has changed the overall quality of journalism and the experience of the journalist. The table critical value for 3/586 df (degree of freedom) at 0.05 per cent is 2.610. The obtained F value is 23.890. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media has changed the overall quality of journalism and the experience of the journalist is accepted. It shows that experience of the journalist influence on the question of social media has changed the overall quality of journalism.

ANOVA– Education						
		Sum of Squares	df	Mean Square	F	Sig.
Social media news has more positive effects on people.	Between Groups	48.677	4	12.169	**6.805**	**.000**
	Within Groups	1046.163	585	1.788		
	Total	1094.841	589			
More people can be informed with the help of Social media.	Between Groups	7.969	4	1.992	**2.810**	**.025**
	Within Groups	414.745	585	.709		
	Total	422.714	589			
Editors have the power to set agenda in the age of social media.	Between Groups	31.741	4	7.935	**8.963**	**.000**
	Within Groups	517.921	585	.885		
	Total	549.663	589			
Social media is emerging as the 5th Estate.	Between Groups	1.335	4	.334	.381	.822
	Within Groups	511.928	585	.875		
	Total	513.263	589			
Reporters use social media to share information that is not included in their broadcast/ newspaper stories.	Between Groups	23.192	4	5.798	**7.462**	**.000**
	Within Groups	454.518	585	.777		
	Total	477.710	589			
Reporters are free to post news stories on social media	Between Groups	16.908	4	4.227	**5.982**	**.000**
	Within Groups	413.405	585	.707		
	Total	430.314	589			
Excess use of social media has declined news quality in India.	Between Groups	20.905	4	5.226	**4.307**	**.002**
	Within Groups	709.780	585	1.213		
	Total	730.685	589			
Social media has improved the status of investigative reporting in India.	Between Groups	139.561	4	34.890	**24.487**	**.000**
	Within Groups	833.524	585	1.425		
	Total	973.085	589			
Social media has changed the overall quality of journalism	Between Groups	464.469	4	116.117	**7.849**	**.000**
	Within Groups	8654.042	585	14.793		
	Total	9118.510	589			

Social media news has more positive effects on people	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value –**6.805** Sig. - **.000**

H_O - There is no significant difference between Social media news has more positive effects on people and the education of the journalist.

H_1 - There is a significant difference between using Social media news has more positive effects on people and the education of the journalist.

The data reveals that on social media news has more positive effects on people, ANOVA was applied to find out the significance of difference between social media news has more positive effects on people and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **6.805**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media news has more positive effects on people and the education of the journalist is accepted. It shows that educated journalists differ on social media news has more positive effects on people.

More people can be informed with the help of Social media	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value –**2.810** Sig. - **.025**

H_O - There is no significant difference between more people can be informed with the help of Social media and the education of the journalist

H_1 - There is a significant difference between more people can be informed with the help of Social media and education of the journalist

The data reveals that more people can be informed with the help of Social media, ANOVA was applied to find out the significance of difference between more people can be informed with the help of Social media and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **2.810**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between more people can be informed with the help of Social media and the education of the journalist is accepted. It displays that educated journalists influence on more people can be informed with the help of social media.

Editors have the power to set agenda in the age of social media	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value **8.963** Sig. - **.000**

H_O - There is no significant difference between Editors have the power to set agenda in the age of social media and the education of the journalist

H_1 - There is a significant difference between Editors has the power to set agenda in the age of social media and the education of the journalist

The data reveals that editors have the power to set agenda in the age of social media, ANOVA was applied to find out the significance of difference between editors have the power to set agenda in the age of social media and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **8.963**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between editors have the power to set agenda in the age of social media and the education of the journalist is accepted. It exhibits that education plays an important role on question editors have the power to set agenda in the age of social media and to make decision among journalists.

Social media is emerging as the 5th Estate.	F – Table critical value 4/585 df $p < 0.05/\infty$ **2.380**	Obtained F value **.381** Sig. - **.822**

H_O - There is no significant difference between Social media is emerging as the 5th Estate and the education of the journalist.

H_1 - There is a significant difference between Social media is emerging as the 5th Estate and the education of the journalist.

The data reveals that social media is emerging as the 5th Estate, ANOVA was applied to find out the significance of difference between social media is emerging as the 5th Estate and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **.381**. As the obtained F value is less than table critical value, fail to reject the null hypothesis of no significant difference between social media is emerging as the 5th Estate and the education of the journalist. Hence the independent variable education is associated with the dependent

variable. It exhibits that educated journalist have similar opinion on social media is emerging as the 5th Estate.

Reporters use social media to share information that is not included in their broadcast/ newspaper stories	F – Table critical value 4/585 df $p < 0.05/ \infty$ **2.380**	Obtained F value **7.462** Sig. - **.000**

H_O – There is no significant difference between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the education of journalist

H_1 - There is a significant difference between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the education of journalist

The data reveals that reporters use social media to share information that is not included in their broadcast/ newspaper stories, ANOVA was applied to find out the significance of difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **7.462**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the education of the journalist is accepted. It shows that educated journalists encourage on reporters use social media to share information that is not included in their broadcast/ newspaper stories.

Reporters are free to post news stories on social media	F – Table critical value 4/585 df $p< 0.05/\infty$ **2.380**	Obtained F value **5.982** Sig. - **.000**

H_O – There is no significant difference between Reporters is free to post news stories on social media and the education of journalist

H_1 - There is a significant difference between Reporters is free to post news stories on social media and the education of journalist

The analysis data reveals that reporters is free to post news stories on social media, ANOVA was applied to find out the significance of difference between reporters is free to post news stories on social media and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **5.982**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters is free to post news stories on social media and the education of the journalist is accepted. It shows that educated journalists vary on reporters is free to post news stories on social media.

Excess use of social media has declined news quality in India	F – Table critical value 4/585 df $p< 0.05/\infty$ **2.380**	Obtained F value **4.307** Sig. - **.002**

H_O - There is no significant difference between excess use of social media which has declined news quality in India and the education of journalist

H_1 - There is a significant difference between excess use of social media which has declined news quality in India and the education of journalist

To a question on excess use of social media has declined news quality in India, ANOVA was applied to find out the significance of difference between excess use of social media has declined news quality in India and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **4.307**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between excess use of social media which has declined news quality in India and the education of the journalist is accepted. It shows that educated journalists influence on excess use of social media has declined news quality in India.

Social media has improved the status of investigative reporting in India	F – Table critical value 4/585 df $p< 0.05/\infty$ **2.380**	Obtained F value **24.487** Sig. - **.000**

$H_{O\ -}$ There is no significant difference between social media changing the journalistic landscape and the education of journalist

H_1 - There is a significant difference between social media changing the journalistic landscape and the education of journalist

The analysis data reveals that social media changing the journalistic landscape, ANOVA was applied to find out the significance of difference between social media changing the journalistic landscape and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **24.487**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the education of the journalist is accepted. It shows that education plays an important role among the journalists on the question of social media changing the journalistic landscape.

Social media has changed the overall quality of journalism	F – Table critical value 4/585 df $p< 0.05/\infty$ **2.380**	Obtained F value **7.849** Sig. - **.000**

H_O – There is no significant difference between Social media has improved the status of investigative reporting in India and the education of journalist

H_1 - There is a significant difference between Social media has improved the status of investigative reporting in India and the education of journalist

In a question on social media has improved the status of investigative reporting in India, ANOVA was applied to find out the significance of difference between social media has improved the status of investigative reporting in India and the education of the journalist. The table critical value for 4/585 df (degree of freedom) at 0.05 per cent is 2.380. The obtained F value is **7.849**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media has improved the status of investigative reporting in India and the education of the journalist is accepted. It exhibits that educated journalists have varied outlook on social media as a main source of information for a journalist.

ANOVA – Organisation						
		Sum of Squares	Df	Mean Square	F	Sig.
Social media news has more positive effects on people.	Between Groups	33.424	11	3.039	1.655	.080
	Within Groups	1061.417	578	1.836		
	Total	1094.841	589			
More people can be informed with the help of Social media.	Between Groups	37.331	11	3.394	**5.090**	**.000**
	Within Groups	385.382	578	.667		
	Total	422.714	589			
Editors have the power to set agenda in the age of social media.	Between Groups	13.171	11	1.197	1.290	.226
	Within Groups	536.491	578	.928		
	Total	549.663	589			
Social media is emerging as the 5th Estate.	Between Groups	25.718	11	2.338	**2.772**	**.002**
	Within Groups	487.545	578	.844		
	Total	513.263	589			
Reporters use social media to share information that is not included in their broadcast/ newspaper stories.	Between Groups	23.420	11	2.129	**2.709**	**.002**
	Within Groups	454.290	578	.786		
	Total	477.710	589			
Reporters are free to post news stories on social media	Between Groups	24.606	11	2.237	**3.187**	**.000**
	Within Groups	405.708	578	.702		
	Total	430.314	589			
Excess use of social media has declined news quality in India.	Between Groups	47.880	11	4.353	**3.685**	**.000**
	Within Groups	682.804	578	1.181		
	Total	730.685	589			
Social media has improved the status of investigative reporting in India.	Between Groups	40.958	11	3.723	**2.309**	**.009**
	Within Groups	932.127	578	1.613		
	Total	973.085	589			
Social media has changed the overall quality of journalism	Between Groups	237.428	11	21.584	1.405	.166
	Within Groups	8881.082	578	15.365		
	Total	9118.510	589			

Social media news has more positive effects on people	F – Table critical value 11/578 df $p < 0.05/ \infty$ **1.790**	Obtained F value –**1.655** Sig. - **.080**

H_O - There is no significant difference between Social media news has more positive effects on people and the media in which the journalist is working.

H_1 - There is a significant difference between Social media news has more positive effects on people and the media in which the journalist is working.

In the given table on social media news has more positive effects on people, ANOVA was applied to find out the significance of difference between social media news has more positive effects on people and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **1.655**. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between social media news has more positive effects on people and the organization of the journalist. Hence the independent variable organization is associated with the dependent variable. It displays that journalists belongs to any organization hardly differ on the question of social media news has more positive effects on people.

More people can be informed with the help of Social media	F – Table critical value 11/578 df $p < 0.05/ \infty$ **1.790**	Obtained F value – **5.090** Sig. - **.000**

H_O - There is no significant difference between more people can be informed with the help of Social media and the media in which the journalist is working.

H_1 - There is a significant difference between more people can be informed with the help of Social media and the media in which the journalist is working.

The data reveals that more people can be informed with the help of Social media, ANOVA was applied to find out the significance of difference between more people can be informed with the help of Social media and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **5.090**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between more people can be informed with the help of Social media and the organization of the journalist is accepted. It shows that organization as a variable influence among the journalists on more people can be informed with the help of Social media.

Editors have the power to set agenda in the age of social media	F – Table critical value 11/578 df $p < 0.05/\infty$ **1.790**	Obtained F value **1.290** Sig. - **.226**

H_O - There is no significant difference between Editors have the power to set agenda in the age of social media and the media in which the journalist is working.

H_1 - There is a significant difference between Editors has the power to set agenda in the age of social media and the media in which the journalist is working.

In the above table data reveals that editors have the power to set agenda in the age of social media, ANOVA was applied to find out the significance of difference between editors have the power to set agenda in the age of social media and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **1.290**. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between editors have the power to set agenda in the age of social media and the organization of the journalist. Hence the independent variable organization is associated with the dependent variable. It displays that journalists belongs to any organization have similar opinion on the question of editors have the power to set agenda in the age of social media.

Social media is emerging as the 5th Estate.	F – Table critical value 11/578 df $p < 0.05/\infty$ **1.790**	Obtained F value **2.772** Sig. - **.002**

H_O - There is no significant difference between Social media is emerging as the 5th Estate and the media in which the journalist is working.

H_1 - There is a significant difference between Social media is emerging as the 5th Estate and the media in which the journalist is working.

The data reveals that social media is emerging as the 5th Estate, ANOVA was applied to find out the significance of difference between social media is emerging as the 5th Estate and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **2.772**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between

social media is emerging as the 5th Estate and the organization of the journalist is accepted. It shows that organization as a variable influence among the journalists on social media is emerging as the 5th Estate.

Reporters use social media to share information that is not included in their broadcast/ newspaper stories.	F – Table critical value 11/578 df $p < 0.05/ \infty$ **1.790**	Obtained F value **2.709** Sig. - **.002**

H_O – There is no significant difference between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the media in which the journalist is working.

H_1 - There is a significant difference between Reporters use social media to share information that is not included in their broadcast/ newspaper stories and the media in which the journalist is working.

The analysis data reveals that reporters use social media to share information that is not included in their broadcast/ newspaper stories, ANOVA was applied to find out the significance of difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **2.709**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters use social media to share information that is not included in their broadcast/ newspaper stories and the organization of the journalist is accepted. It displays that organization as a variable effect among the journalists on reporters use social media to share information that is not included in their broadcast/ newspaper stories.

Reporters are free to post news stories on social media	F – Table critical value 11/578 df $p < 0.05/\infty$ **1.790**	Obtained F value **3.187** Sig. - **.000**

H_O – There is no significant difference between Reporters is free to post news stories on social media and the media in which the journalist is working.

H_1 - There is a significant difference between Reporters is free to post news stories on social media and the media in which the journalist is working.

The data reveals that reporters is free to post news stories on social media, ANOVA was applied to find out the significance of difference between reporters is free to post news stories on social media and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **3.187**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between reporters is free to post news stories on social media and the organization of the journalist is accepted. It exhibits that organization as a variable impact among the journalists on reporters is free to post news stories on social media.

Excess use of social media has declined news quality in India	F – Table critical value 11/578 df $p< 0.05/\infty$ **1.790**	Obtained F value **3.685** Sig. - **.000**

H_O – There is no significant difference between excess use of social media which has declined news quality in India and the media in which the journalist is working.

H_1 - There is a significant difference between excess use of social media which has declined news quality in India and the media in which the journalist is working.

To a question on excess use of social media has declined news quality in India, ANOVA was applied to find out the significance of difference between excess use of social media has declined news quality in India and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **3.685**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between *excess use of social media which* has declined news quality in India and the organization of the journalist is accepted. It displays that organization as a variable effect among the journalists on excess use of social media has declined news quality in India.

Social media has improved the status of investigative reporting in India	F – Table critical value 11/578 df $p< 0.05/\infty$ **1.790**	Obtained F value **2.309** Sig. - **.009**

H_O – There is no significant difference between Social media has improved the status of investigative reporting in India and the media in which the journalist is working.

H_1 - There is a significant difference between Social media has improved the status of investigative reporting in India and the media in which the journalist is working.

The data reveals that social media has improved the status of investigative reporting in India, ANOVA was applied to find out the significance of difference between social media has improved the status of investigative reporting in India and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **2.309**. As the obtained F value is greater than table critical value, the null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media has improved the status of investigative reporting in India and the organization of the journalist is accepted. It exhibits that organization as a variable encourage among the journalists on social media has improved the status of investigative reporting in India.

Social media changed the overall quality of journalism	F – Table critical value 11/578 df $p< 0.05/\infty$ **1.790**	Obtained F value **1.405** Sig. - **.166**

H_O – There is no significant difference between Social media changed the overall quality of journalism and the media in which the journalist is working.

H_1 - There is a significant difference between Social media changed the overall quality of journalism and the media in which the journalist is working.

In the given table data reveals that social media changed the overall quality of journalism, ANOVA was applied to find out the significance of difference between social media changed the overall quality of journalism and the organization of the journalist. The table critical value for 11/578 df (degree of freedom) at 0.05 per cent is 1.790. The obtained F value is **1.405**. As the obtained F value is less than table critical value, fail to rejected the null hypothesis of no significant difference between social media changed the

overall quality of journalism and the organization of the journalist. Hence the independent variable organization is associated with the dependent variable. It displays that journalists belongs to any organization have similar view point on the question of social media changed the overall quality of journalism.

Part- 2: Qualitative analysis of changing media ecology and emerging trends in journalism in India

The aim of this study is to understand the rise in use of social media as a contributing theme for journalists. Significance of social media for journalists and industry is looked at considering the role played by social media at different levels of news reporting from information gathering to disseminating along with the regulations and guidelines, creating an overall impact on journalism and defining its future.

In order to obtain the valid conclusions on the subject, both practical and theoretical methods were used. The foremost research method of understanding how social media has affected news reporting and news quality was through structured interviews with veteran journalists from the industry. Given the difficulty of meeting research participants' in-person due to COVID-19, email interviews were used as tool to collect data. Supporting literature was also used as a second method.

The theoretical approach to the research objective considers the previous research on mainly seven subjects. These subjects include – new news ecology, online culture & power, social media- concepts & ethics, network journalism, new media regulation, gatekeeping & agenda setting in new media environment and impact of social media on journalism. Research questions help in extracting the overall perception of journalists on this transformation in Indian context. Previous studies on the subjects mentioned help in setting the foundation for discussion of results in the thesis.

4.2.1 Role of News and Journalism in Society

"Journalism is around ever since people recognized a need to share information about themselves with others," (Zelizer, 2004). News shapes the way we see the world, ourselves and each other (Wahl-Jorgensen & Hanitzsch, 2009). According to Carey

(1989) it is the stories of journalists that construct our shared realities and due to this very reason news is an important binding theme in any society, it binds people together in an imagined community (Anderson, 1983).

Scholars agree that a lot of changes in journalism have come due to the changes in technology for instance from telegraph invention to satellite links. Immediacy seems to be the buzz word in 21st century with live radio, TV reports and Internet chats. News is being delivered in the hands of audience via mobile phones (Fleming, Hemmingway, Moore, & Welford, 2006). With the advent of in interactive communication technologies some argue that it's the end of journalism while other scholars suggest rather positively that it could be the re-invention of journalism, Weber (2007). The shift in media sector, however, is the result of change in the control over the content from communicators to audience as observed by Picard (2012). He suggests that we must change the way we think about our audience. We must understand the news consumption of audience by interacting with them as suggested by Peters (2012).

4.2.2 Previous research and motivation

It's been more than a decade now that we have reached a position where almost everybody has accepted Internet and a new form of media has emerged. Social media particularly is impacting professions based on communication. Facebook and Twitter are the most popular social networks. Studies have analyzed how Institutional news media is using social media to enhance news production and distribution. Networked persons however are using social media to source and distribute their own information to get independence from the Fourth Estate journalism. Use of search engines to find information is reduced due to the rise of social media as a portal to news (Newman, Dutton, & Blank, 2012). In the new media ecology a lot of people are participating as journalists even an amateur journalist who may not be having a press pass, salary or relevant journalistic training can publish and aggregate content (Knight & Cook, 2011). It's clear from the literature that there has been rising interest in the impact of social media on media in the past few years. Previous researches conducted on social media and its impact on news have addressed various perspectives including from that of audience, to editors, to newspaper managers with lesser known opinions from the traditional

authorities' perspective on changing media scenario and its implication on journalism profession. The aim of this research objective is thus to include the voices of traditional authorities' on the subject for better understanding of the present trends in media industry and the way forward.

4.2.3 THEORETICAL APPROACH

4.2.3.1 New News Ecology

The concept of news in human society is as old as recognition of death as an event. Revolutions in transport and communication have led to the changes in reach of news but the concept is same (Shrivastava, 1991). News in 21st Century is available around-the-clock now on radio, TV, Internet, available as a text message on phone and also in the traditional paper form (Fleming, Hemmingway, Moore, & Welford, 2006). Traditionally news outlets were defined as based on technological determinism where medium was both message and mechanism of distribution. News organizations were measured for their physical presence. But the traditional linear way of passing information from source to a journalist then to its audience can no longer work (Knight & Cook, 2013). In new media ecology news organizations have to re-orient themselves. Presently, even the traditional news organizations are converging using same inputs or doing multiple things to produce multiple outputs for multiple audiences. For measurement and determination of a news organization or an individual journalist, Knight and Cook have suggested three themes- voice, intent and weight or influence within the news media landscape.

4.2.3.2 Online Culture &Power

4.2.3.2.1Identity: As per interpersonal communication researchers computer-mediated communication (CMC) describes the digital nature of mediated online communication developed in the 1980s and 1990s (Barnes, 2001; Negroponte, 1995; Turkle, 1995). Barnes (2003) categorized CMC as an interpersonal communication. What started as a message bulletin board system and email grew with the World Wide Web in the 1990s. And now, we all have online presence and share about ourselves to others (Lipschultz,

2018, p. 40). The human- Internet interaction is seen within social media communication (Lipschultz, 2018).

4.2.3.2.2 Social Networking Sites: Scholars agree that social media are components of social networking sites (SNS) and also function in the same way. Social media networks allow users, organizations and individuals to create, engage, search and share digitized contents via two-way communication. Computer mediated communication happens within the broad context of SNS (Lipschultz, 2018) and therefore according to Boyd and Ellison (2008), web-based services that allow individuals to construct a public/semipublic profile within a bounded system.

4.2.3.3 Diffusion of New Ideas

Social media communication started with the adoption of personal computers. Due to its user friendly nature, home computers adoption grew gradually, (Rogers, Singhal, & Quinlan, 2019). According to scholars adoption and spread of new ideas as well as technology almost follows the similar patterns across the globe. Developed countries especially the US experienced a dramatic growth of Internet and social media communication technologies. However, in developing countries including India and China the adoption of computers, mobiles and social media communication advanced in recent years. Internet and social media users are the early adopters of an innovative communication technology. Rogers' model of diffusion of innovation includes five major groups that fit a normal distribution curve. The five groups proposed by Rogers' include-innovators (earliest people trying out the change, 2.5 %), early adopters (swayed by innovators to try out the new trend, 13.5 %), early majority (first wave of mass appeal, 34%), late majority (last wave of mass appeal, 34 %) and last group is called the laggards (remaining people who are either slow or resist the change, 16%) (Lowery & Melvin, 1995).

4.2.3.4 Uses & Gratification

According to Sundar and Limperors (2013) social media offers unlimited uses and may or may not meet user expectations for new gratification. More time spent online shows an increased overall satisfaction (Wright, 2000). Social media offers a hope of

breaking down traditional social barriers, while communication theory suggested that this was not the case with the traditional mass media (Lowery & Melvin, 1995). Since social media communication represents an evolution of individual, social and cultural desires to connect with new people, meaningful online communities, relationships and social movements can thus be created with the help of social media suggestions (Lipschultz, 2018). Provided people spoke about issues online. According to Yun and Park (2011) people with low fear of isolation were more likely to post messages than people with high fear of isolation.

4.2.4 SOCIAL MEDIA, CONCEPTS & ETHICS

4.2.4.1 Social Media

During the first decade of the 21st Century terms such as new new media by Paul Levinson (2013), emerging media and social media became new ways of referring media, Lance Strate (2017). One of the early defining moments of social media era in the U.S. was when about a decade ago an Airways jet crash landed in Hudson River and an entrepreneur posted a photograph on Twitter much before the arrival of news media. The news value of that photograph symbolized the power of citizens and their mobile phones. Later, Pinterest, Instagram and Tumblr broadened the social media landscape by 2012. Social media are different from other online uses mainly due to interactivity, user identity and sharing content. Social media, however, exist within a broader context of social networking, (Lipschultz, 2018).

4.2.4.2 Social Media in Journalism

By 1980s, journalists started to try out using portable computers for writing and sending news reports from their reporting location and by mid 2009 major news organizations in the US started using Twitter feeds and YouTube videos of protests covered by citizen journalists using portable video-recording devices. Now, journalists are expected to use social media sites, monitor content and also participate in discussions. Based upon news values and journalistic principles, news agency Associated Press had specified social media guidelines for its employees and journalists. As per AP guidelines

journalists have to identify themselves as AP reporters, use a profile photograph and not disclose their views on any political or public issues in any public forum (AP, 2013, p.5).

4.2.4.3 Tradition of Journalism

The tradition of journalism involved gatekeeping by the editors who carefully selected news to be distributed in public interest. News agencies maintained a news wire system with newsroom partners and helped them to identify, edit and share news with audience. But with changing technology, journalism as a profession is not just evolving, infact it is being challenged by the open access and publication nature of the Internet.

4.2.4.4 Citizen Journalism

According to Tewksbury and Rittenberg (2012) internet news places journalists within large social networks and it is horizontal in nature. The role played by traditional journalism was only to inform citizens to help them in democratic decision-making through voting. Citizen journalism, however, has transformed the news audience mainly through online discussions. This participatory sort of journalism becomes a driver for social change and helps in opening the "gates". According to Albarran (2013) social media allows everyone to create an account and there are no barriers to entry. Media economists thus think of social media as a "disruptive communications industry".

4.2.4.5 SOCIAL MEDIA CONCEPTS

4.2.4.6 Trust

From a long time trust is assumed to be one of the important themes for journalists in building relationship with audience. New media seems to have redefined credibility as observed by Stafford (2005). According to him in the mobile arena, one must look for credibility other than presentation and actual user interface alone. Cues and context are important in evaluating source and message credibility in social media sphere, Sundar and Nass (2001).

4.2.4.7 Influence

Social media sites often play a crucial role in influencing peoples' preference. For example, President Barack Obama during 2013 was considered as an "amplifier" as he had over 39 million followers on Twitter. His Twitter account became potentially influential due to massive reach and his "TweetLevel" score included- Influence 82.8, popularity 100, engagement 59.9 and trust 66.7.

4.2.4.8 Engagement

According to Mersey, Mathhouse and Calder (2012), engagement is the collective experiences that viewers or readers have with a media. In social media engagement is seen in terms of "likes", "shares", "favourites", "retweets" etc. The goal of a social media campaign thus becomes to increase engagement and grow its reach, Tappin (2006).

4.2.4.9 New Rules of Engagement

New technology has changed social relationships and networks. It has altered the way journalists are perceived by people thereby putting their work under far greater scrutiny. Cook (2013) has suggested five new rules of engagement in the new media environment. Respect people and their content and cautions journalists to treat themselves as a subject of a story. Journalists must consider the impact of their story on themselves, their colleagues, sources and public in general. Journalism must balance between the rights of the public and privacy, even online. In new media landscape source and audience is one thing and treating them badly could invite serious trouble. Lastly, journalists must open-up and share their progress on a story as people too can contribute in terms of ideas, feedback and provide more information for a story.

4.2.4.10 Truth & Verification

Lack of face-to-face contact makes it difficult to know peoples' claims online. According to Cook (2013), the more journalists move away from the ground or in-person interaction, the easier it gets to fool them. Information verification thus becomes even more important in the age of online journalism. In order, to deal with fake information, fake identities etc, a journalist must develop his/her own instincts and trust them.

Journalists must use crowd to verify information and also admit when they go wrong. Being skeptical is highly important in digital era.

There is no doubt that user-generated content is a boon to the newsrooms but at the same time it could be misleading too. Organizations that use such content keep it separate from other material and run disclaimers around them. Verification of material sent to the newsrooms involves verifying both the person who contributed the material as well as the material itself, (Murray, 2011 Browne, 2012; McAthy, 2012; Silverman, 2012).

4.2.4.11 ETHICS

4.2.4.12 Trust & Transparency

Ethical issues surround social media communication, a platform which offers competing values to the traditional journalism. Distrust of institutions leads to new forms of interaction and information consumption, (Himelboim, Lariscy, Tinkham and Sweetser, 2012, p.106). Social media communication may challenge traditional media especially in areas like political discussion. Social media spaces are useful to people who are in a need to express opinions which could be controversial or unethical. So clearly, social media communication raises ethical issues of human dignity.

4.2.4.13 Social Media Ethics

With the rise and growing popularity of social media in recent years, traditional media organizations as well as audience have adapted to new ways of interactions. Considering the ethical concerns, media organizations offered specific rules of engagement to its journalists including treating people with fairness, honesty and respect; verification of information collected online through phone and in-person interviews before passing it, to be careful and skeptical of social media information, avoiding political partisanship, traditional rules also apply to personal pages and joining groups and reporters are urged to consider legal implications regardless of medium.

4.2.5 NETWORK JOURNALISM

4.2.5.1 Concept

Manuel Castells gave the concept of 'network society' in 1996 and explained how social structures change due to the intervention of digital technologies where internet becomes the basis for organizations in the information age. Scholars also believe that his model applies to journalism as well. According to him Journalism in the network society is surrounded by "information technology-powered networks," which is also causing restructuring of journalism.

There are several examples that show the way news and information is gathered, produced and disseminated is being altered. New kind of journalism is emerging as a result of growing number of news distributors entering news production globally. With the help of digital communication technologies, web of information deliverers beyond professional news organizations is spreading across the globe. Bloggers, media activists and citizen journalists act as individual information nodes. Information exchange among several such nodes across the globe is called network journalism (Heinrich, 2011).

The term network journalism has been used as a synonym for citizen journalism or participatory journalism. It refers to the active role being played by citizens as a non professional journalist to report news on various portals from private blogs to citizen journalism sites.

4.2.5.2 Between Decentralization & Non-Linear News Flow

There is a transformational shift in information exchange that needs to be scrutinized and organizational structures in media need to be reassessed. According to Ansgard (2011) a paradigmatic shift towards a global network journalism structure is shaping up. New technologies are more portable and convenient to use as compared to traditional mass media, Chaffee & Metzger (2001). There is a changing notion of speed and connectivity in the newsroom. From selected gathering, analyzing, verifying, expanding, to delivering whatever is available at a minute-by-minute pace, the pressure earlier affecting news agencies now applies to all media organizations.

4.2.5.3 User Generated Content Providers & Citizen Journalists

In the beginning of 21st century the phrase 'citizen journalism' was in circulation in the US. The two documents that started the discussion included "We the Media" book by Dan Gillmor in 2004 and "We Media" report for the American Press Institute in 2003. Both the works were inspired by the work of Jay Rosen "Beyond Objectivity" in 1993. Rosen's article emphasized on reinventing media's voice that was more subjective, engaged with audience and would create close relationship with them. The term refers to groups of citizens using Internet to report on events in their own communities which was missed by corporatized and commercialized press. Examples of sites and practices of citizen journalism may include user-generated content, blogs, hyperlocal community sites and activist or alternative sites (Cook, 2013). Thus, Paulussen and Ugille (2008) suggest that professional journalists will make limited use of user generated content and rely on official sources of information, (Domingo, 2008; Wardle and Williams, 2010).

4.2.6 STORY DISTRIBUTION & NEED FOR NEW BUSINESS MODELS

Social media have shifted the way news producers and users share content. The content can now be distributed to multiple platforms from feeds to hashtag streams, social networks or links. Traditional distribution went well with linear newsgathering simply due to logical sequence of sourcing, producing and then packaging news for defined audiences. The rise of social media's speed and reach has challenged the monopoly on distribution by big media. Now, distribution can happen at both grassroots level as well as institutional level. A shift is clearly seen towards decentralized news operations.

Scholars believe that in the networked environments, consumers benefit from technological advances in the digital age as they have more choices, speedy delivery. This also raises a question on financing and organizing journalism for social-media age as scholars feel that digital technologies disrupted legacy business model. According to Cook (2013) business strategies in new media landscape fall in two main categories namely- quantity and quality. The quantity section prefers the old way of bringing revenues based on largest audience, mass hits, volume of traffic, viral video or peak viewing slot are some examples for this. Revenue in quality section is however based on

added value which may come from crreating niche content for segmented audience by offering a premium service which brings in more content engagement and loyalty.

4.2.6.1 GUIDELINES & REGULATION

4.2.6.1.1 Free Expression: Social media have brought new expectations in Journalism (Briggs, 2010). According to Ali (2012) social media are global and online freedom brings legal responsibilities too. Like traditional media, the Internet allows speakers to communicate messages to a large public. However, because the content providers include independent speakers whose information may be subject to minimum editing as well as traditional media speakers whose information is often verified and edited—defamatory speech has greater potential to reach a widespread audience (Sanders and Oslen, 2012, pp.365-366).

4.2.6.1.2 Internet Libel: Laws of traditional media including libel, privacy, copyright and speech etc apply to social media and any other Internet communication as well. When a user signs into a site say for example Facebook they agree to terms of service agreement. Facebook has divided its terms in three categories- rights & responsibilities, data use and community standards. Facebook, however, cannot guarantee safety but its terms have user commitments to not post unauthorized communications not to collect users' information without prior permission, not to engage in unlawful marketing, not to upload virus, not to access someone else account, not to bully other users and not to post content which is threatening, incites violence, contains nudity or includes hate speech.

4.2.6.1.3 Regulation of New Media: Considering the growing number of Internet users, fair and effective regulation of new media is a difficult task (Narayan & Narayanan, 2016, p. 147). Framework for regulation needs to be revamped suggest Narayan & Narayanan (2016). Chandrasekhar (2020), suggested that in Indian context it must first have an independent regulatory body to regulate social media, expand the mandate of existing institutions like Telecom Regulatory authority of India, Telecom Dispute Settlement and Appellate Tribunal and Cyber-Appellate Tribunal into one. Laws like the Telegraph Act, TRAI Act, IT Act, IPC and IT intermediary guidelines of the proposed Data Protection Act also need to be updated concludes Chandrasekhar.

4.2.6.1.4 Gatekeeping And Agenda Setting In New Media Environment:

Social media have the potential to redefine culture by including the voices earlier ignored by traditional media gatekeepers. Social media offer new opportunities for sharing events and news (Knight & Cook, 2013). David white used the term gatekeeping in 1950 to explain the ways in which news organizations control news agenda by deciding which stories to publish. Galtung and Ruge (1965) used the phrase 'news values' as criteria for journalists and editors to decide which events are newsworthy.

4.2.7 IMPACT OF SOCIAL MEDIA ON JOURNALISM

Mobile technologies bring people together physically or virtually, Greengard (2011). According to Brown (2011) social and mobile media are centered on relationships, social ties, social capital and motivation. Shared values, social interaction and trust are important predictors for future as suggested by Lin and Lu (2011). Researchers also suggest that as far as social media content is concerned, shared values will play an important role in influencing trust. According to Facebook's Randi Zuckerberg Facebook's ability to occupy space of a free media and civil space will bring meaningful change. Besides, the ability of social media to go directly to the end users of information through social channels has disrupted the mainstream agenda Edelman (2016). Further implications predicted by Edelman include concerns regarding security and privacy, fake news that might continue, new level of transparency based on truth and ethics would however be seen among companies.

4.2.8 PARTICIPANT SELECTION

Interviewees were selected as a process of investigations through individuals in news organizations and mainly known acquaintances within the news industry with over 25 years of experience in Journalism who looked interested in the study were contacted. Five veteran journalists having spent over 25 years in news industry provided satisfactory data for a detailed study.

Summaries of the interviews with veteran journalists who participated in the study is written below and relevant code is also used to relate their quotes in the result section.

Participant (P1): Is President, Commonwealth Journalists Association (CJA). Editor, thecommonwealthnews.com and Columnist, Lokmarg.com. He has over 50 years of experience in Journalism. He is a Delhi-based multimedia journalist, columnist and media educator. Earlier, he worked with United News of India (UNI) from 1969 to 1981, including two years as Bureau Chief in Bangladesh. Chief of Delhi Bureau, The Daily, Mumbai, from 1981 to 1983, Special Correspondent, The Hindustan Times from 1984 to 1995, The Times of India from 1995 to 2006. Columnist for The New Straits Times, Kuala Lumpur, Malaysia, from 2005 to 2018. His vast experience of heading various positions in different media organizations both India and abroad is thus relevant in describing the present changes in Journalism and hold important for the purpose of the study.

Participant (P2): He is a journalist, author and activist. He is Vice-President of the Indian Federation of Working Journalists (IFWJ). He is accredited as a Journalist of Long and Distinguished Service with the Pres Information Bureau of the Information and Broadcasting Ministry. In his nearly four-decade experience in journalism, he has served in both print and electronic media. Among the newspapers he worked included Times of India, Gulf News, Sunday Mail, National Herald, Pioneer etc. In the electronic media, he edited the Asia Wall Street Journal Bulletin on Indian's national television (DD-3) for nearly two years. He had launched India's first Internet news web portal, now-india.com. His contribution to the media education has mostly been as a guest faculty at the Indian Institute of Mass Communication (IIM C). He helps scholars of from India as well as abroad in writing effective copy, whether it was handling of subjects for features, developmental news, soft copy for lifestyle or fashion or hard news copy. Under Commonwealth and SAARC programs, he has taught and been interacting with journalists across various continents and countries from South America, Eastern Europe, Central Asia, South Asian region and Africa. He had helped in evolving a media code for the SAARC countries under joint programs with SAARC secretariat. He has written a number of books, including the role of Electronics, Internet and the development of NE Region. His other two books are Newspaper Editing and a treatise on Indian constitution and its evolution from the ancient Indian Cultural Traditions.

Participant (P3): He is the President, Press Club of Jammu. He has over 35 years of experience in Electronic, print and social media. He retired in 2019 as Bureau Chief J&K from Aaj Tak TV/India Today TV (The India Today Group). Earlier he worked with The India Today Group, The Tribune, Agence France-Presse (AFP), Sunday Mail and Chauthi Duniya newspaper distributed in North-East India.

Participant (P4): He has more than 35 years of experience in the field of journalism starting from reporting for Femina magazine. He has worked in all four northern states—J&K, Punjab, Himachal Pradesh and Haryana. He has also received State Awards in J&K and Himachal Pradesh for "excellent" reporting on social problems and tribal stories. He covered terrorism in J&K and Punjab. Earlier, worked for Times of India and The Tribune newspapers and presently working with The Statesman.

Participant (P5): He has over 36 years of Industry experience in English print journalism with exposure in various subjects, including politics, sports and commerce. Has has majorly worked in organizations like Patriot (now defunct published from New Delhi) and The Tribune, Chandigarh.

4.2.9 RESULTS

"*Much of social media in India is in the make-believe world of personal views and motivated campaigns. This decade has brought out the worst of social media. When mainstream media uses it as a prop or as a medium of confirmation, the five Ws and professional ethics go for a toss. Last few years are full of such trend. It needs stressing that social media in India is still underdeveloped, used for individual or organizational projection. It doesn't BREAK news as it happens in the West."*

In this section the data as received is presented. In-depth evaluation is discussed in the next section. The results were obtained via email-interviews from five veteran journalists who come with rich journalism background, from both India and international media. The data was gathered for the following research questions, coded and thematic analysis was done. Quotes have also been used to support the findings.

1. Journalists' perspectives on field reporting

2. Pressure of using social media by journalists

3. Impact of social media on News quality

4. Social media news verification

5. Need for social media guidelines

6. Relevance of guidelines in improving performance

7. Investigative journalism in social media age

8. Gatekeeping in digital journalism

9. Social media influence on journalism

10. Future of journalism

The organization of results and discussion section was done as per the order of research questions.

Table 4.101: Relevance of field reporting in journalism

Themes	Frequency	Percentage
No Substitute	9	25
Absence causes fake narratives	7	19.44444
Close to the ground	4	11.11111
Bias	2	5.555556
Most vulnerable	3	8.333333
Genuine information	3	8.333333
Trust worthy	1	2.777778
Addresses core issues	2	5.555556
Journalists' identity	1	2.777778
Soul of journalism	4	11.11111
Total	**36**	**100**

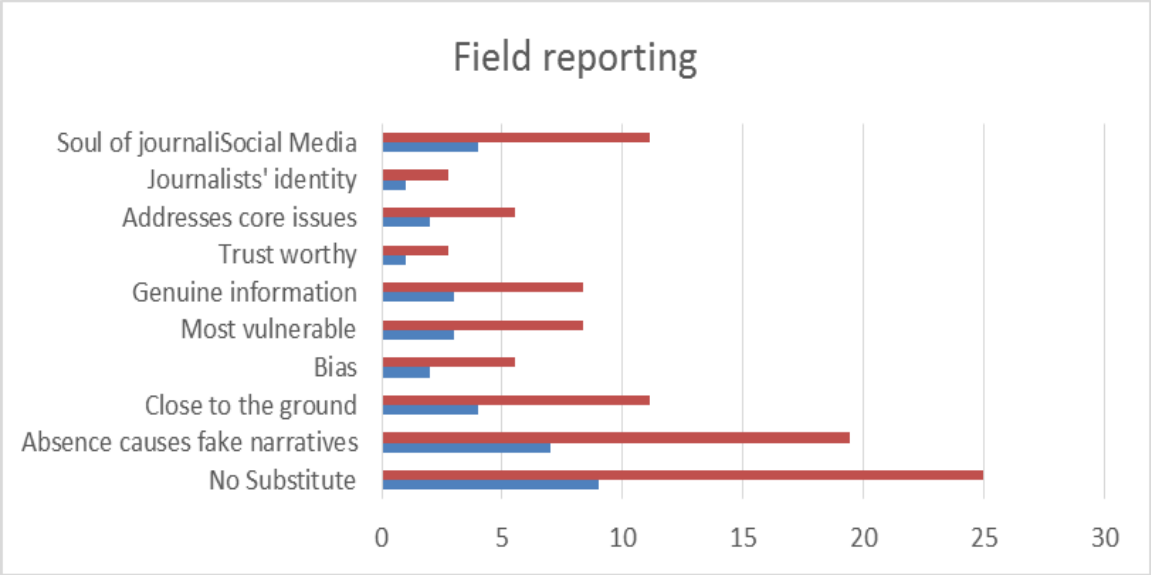


Figure 1: Relevance of field reporting in journalism

Above Table shows the relevance of field reporting even in the digital age and veteran journalists' perspectives on field reporting. To this research question 10 themes that emerged can be seen in the table. The ten themes are – no substitute, absence causes fake narratives, close to the ground, bias, most vulnerable, genuine information, trust worthy, addresses core issues, journalists' identity and soul of journalism. Maximum responses were drawn for the theme number one i.e. field reporting has no substitute in journalism with a frequency of 9 which constitutes to 25 per cent followed by other themes such as absence of field reporting causes fake narratives with a frequency of 7, constituting 19.44 per cent and filed reporting is close to the ground with a frequency of 4, constituting 11.11 per cent. Other theme soul of journalism had a similar frequency of 4 and 11.11 percentage. Themes with frequencies of 3, 2 and 1, included field reporter is most vulnerable but gathers genuine information, field reporting addresses core issues and through field reporting a journalist establishes his identity in the news industry, respectively.

Table 4.102: Pressure on journalists to use social media

1.	Free & wider reach	5	16.12903
2.	Underdeveloped	2	6.451613
3.	Used for projection	1	3.225806
4.	Not used as a breaking story tool	1	3.225806
5.	Used both positively and negatively	3	9.677419
6.	Fake news	1	3.225806
7.	No pressure	1	3.225806
8.	Enforces true reporting	2	6.451613
9.	enforces true reporting	2	6.451613
10.	Pressure to file stories for SNS	4	12.90323
11.	Competition	3	9.677419
12.	More opportunities like hits/ views	3	9.677419
13.	Useful for breaking news	2	6.451613
14.	Digital presence	1	3.225806
Total		**31**	**100**

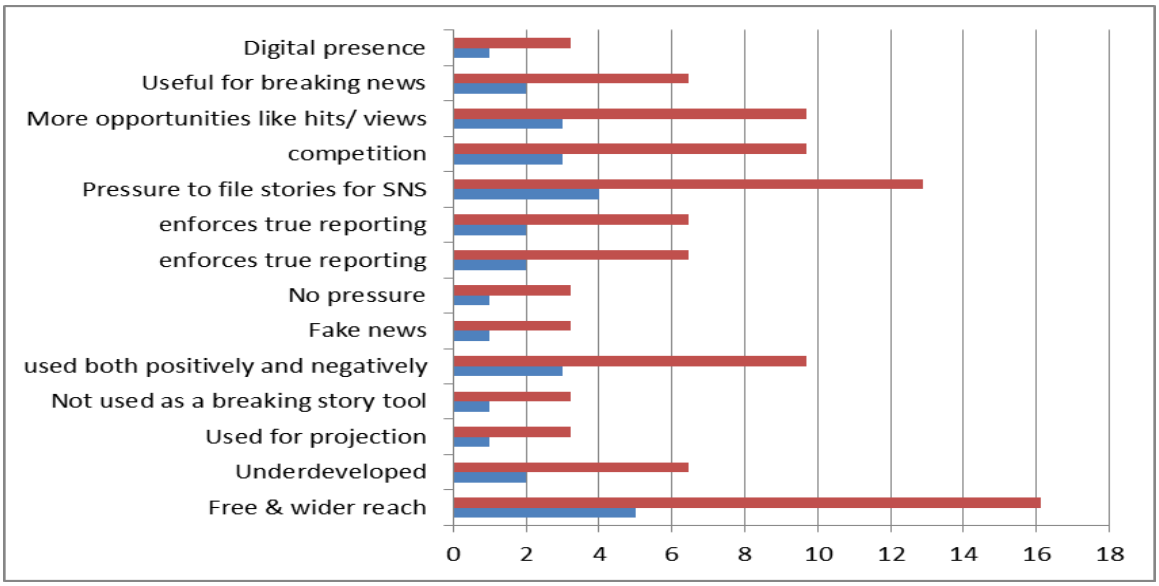


Figure 2: Pressure on journalists to use social media

Table above shows the views of veteran journalists on pressure to post/share stories on social networking sites. To this research question 13 themes that emerged can be seen in the table above. The 13 themes are – free & wider reach, pressure to file stories for SNS, used both positively and negatively, competition, more opportunities like hits/ views, underdeveloped, enforces true reporting, useful for breaking news, digital presence, used for projection, not used as a breaking story tool, fake news and no pressure. Maximum responses were drawn for the theme number one i.e. free & wider reach with a frequency of 5 which constitutes to 16.12 per cent followed by an acceptance of pressure to file stories for Social Networking Sites (SNS) with a frequency of 4 and percentage 12.9. Other themes that followed are used both positively and negatively, competition, more opportunities like hits/ views, underdeveloped, enforces true reporting, useful for breaking news, digital presence, used for projection, not used as a breaking story tool, fake news and no pressure and with frequencies of 3, 2, 1 constituting 9.6, 6.4 and 3.2 per cent respectively.

Table 4.103: Social media's impact in enhancing news quality

Impact on News quality		
Themes	**Frequency**	**Percentage**
1. No genuine help	4	13.33333
2. Multiple sources	4	13.33333
3. Editor has control in Big media houses	3	3.333333
4. Boon for reporters/ editors	3	3.333333
5. Video feature provides clarity	3	6.666667
6. Junk information	3	10
7. lacks credibility	2	6.666667
8. Need verification/ confirmation	2	10
9. Defies time & place constraints	2	6.666667
10. circumvents reality	1	10
11. Not trust worthy	1	3.333333
12. Trolling	1	3.333333
13. Diverts	1	10
Total	**30**	**100**

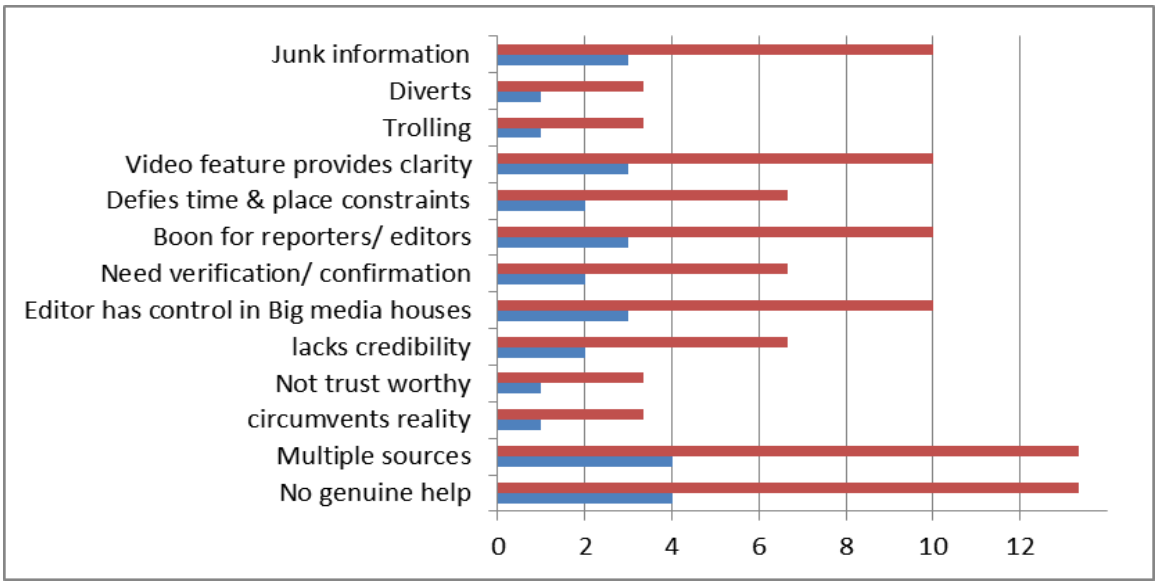


Figure 3: Social media's impact in enhancing news quality

Table shows the views of veteran journalists on social media's impact on enhancing news quality. To this research question 13 themes that emerged can be seen in the table above. The 13 themes are – no genuine help, multiple sources, editor has control in big media houses, boon for reporters/ editors, video feature provides clarity, junk information, lacks credibility, need verification/ confirmation, defies time & place constraints, circumvents reality, not trust worthy, trolling and diverts. Maximum responses were drawn for the first two themes i.e. no genuine help and multiple sources with 4 frequency and 13.3 percentage, respectively. Other themes that followed include editor has control in big media houses, boon for reporters/ editors, video feature provides clarity, junk information, lacks credibility, need verification/ confirmation, defies time & place constraints, circumvents reality, not trust worthy, trolling, diverts with frequencies 3, 2 , 1 and percentage 10, 6.66 and 3.33 respectively.

Table 4.104: Verification of news received by using social media

Themes		Frequency	Percentage
1.	Threat to Journalism	5	6.060606
2.	Compromises news values	3	15.15152
3.	Unprofessional	3	3.030303
4.	Lacks authenticity	3	3.030303
5.	personal / motivated agenda	2	9.090909
6.	compromises journalistic ethics	2	6.060606
7.	Threat to small media houses	2	3.030303
8.	Can create law and order problems	2	6.060606
9.	Fact check	2	3.030303
10.	Prop for mainstream media	1	9.090909
11.	Medium of confirmation	1	6.060606
12.	Rhetoric communication	1	9.090909
13.	Information overload	1	3.030303
14.	More responsibility on reporters and editors	1	3.030303
15.	Not trust worthy	1	3.030303
16.	Impossible to verify everything	1	6.060606
17.	Self fact check a must	1	3.030303
18.	Lacks control on reporters/ editors	1	3.030303
Total		**33**	**100**

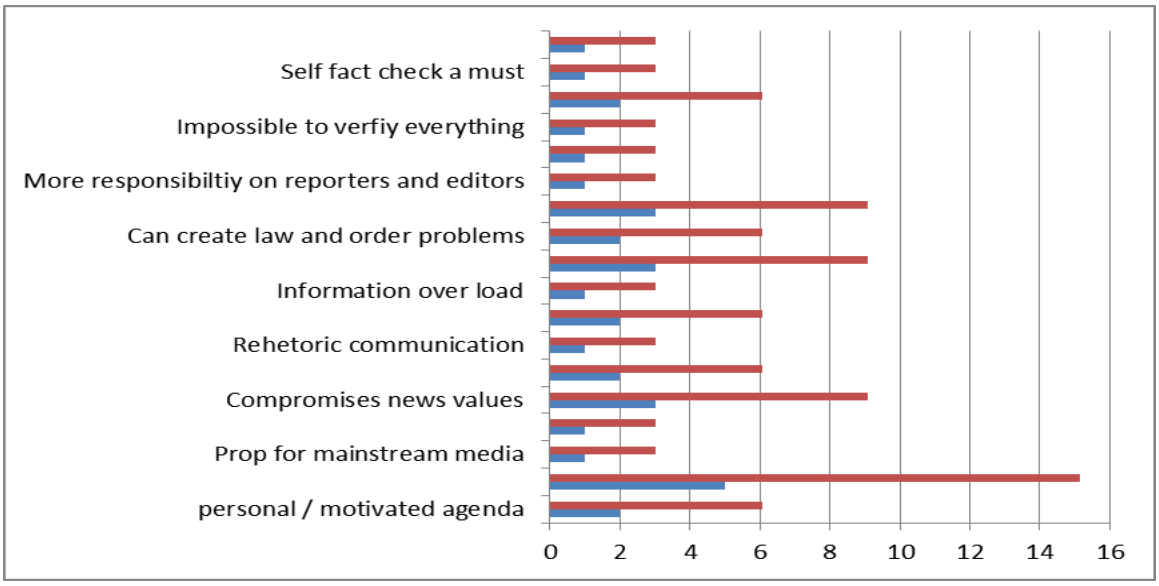


Figure 4: Verification of news received by using social media

Above table shows the views of veteran journalists on verification of news received by using social media. To this research question 18 themes that emerged can be seen in the table above. The 18 themes are – threat to journalism, compromises news values, unprofessional, lacks authenticity, personal / motivated agenda, compromises journalistic ethics, threat to small media houses, can create law and order problems, fact check, prop for mainstream media, medium of confirmation, rhetoric communication, information overload, more responsibility on reporters and editors, not trust worthy, impossible to verify everything, self fact check a must and lacks control on reporters/ editors. Maximum responses were drawn for the first theme i.e. Threat to Journalism with frequency 5 and 15.15 per cent. Three themes namely news values, unprofessional and lacks authenticity followed next with frequency 3 and 9.09 percentage, respectively. Five themes including personal / motivated agenda, compromises journalistic ethics, threat to small media houses, can create law and order problems and fact check had frequency 2 with 6.06 percent, respectively. The nine themes with least frequencies included prop for mainstream media, medium of confirmation, rhetoric communication, information overload, more responsibility on reporters and editors, not trust worthy, impossible to verify everything, self fact check a must and lacks control on reporters/ editors.

Table 4.105: Need for social media guidelines

Themes		Frequency	Percentage
1.	Social Networking Sites must follow guidelines	3	4
2.	Lacks originality	2	4
3.	In the interest of public	2	4
4.	It's a problem	1	4
5.	Diversion from professional ethics	1	8
6.	Shortcut to info	1	4
7.	Speedy information	1	4
8.	Governments are wary of SM	1	4
9.	Strong Information network	1	4
10.	Direct access to people in power	1	12
11.	Guidelines must as per the law of the land	1	4
12.	Guidelines help in law and order	1	4
13.	guidelines check fake news	1	4
14.	Guidelines are followed in India	1	8
15.	Ethical to follow guidelines	1	4
16.	Large impact	1	4
17.	Newspapers follow guidelines	1	4
18.	Social Media guidelines are missing	1	4
19.	Need guidelines	1	4
20.	Self regulation	1	4
21.	Electronic media violates ethics	1	4
	Total	**25**	**100**

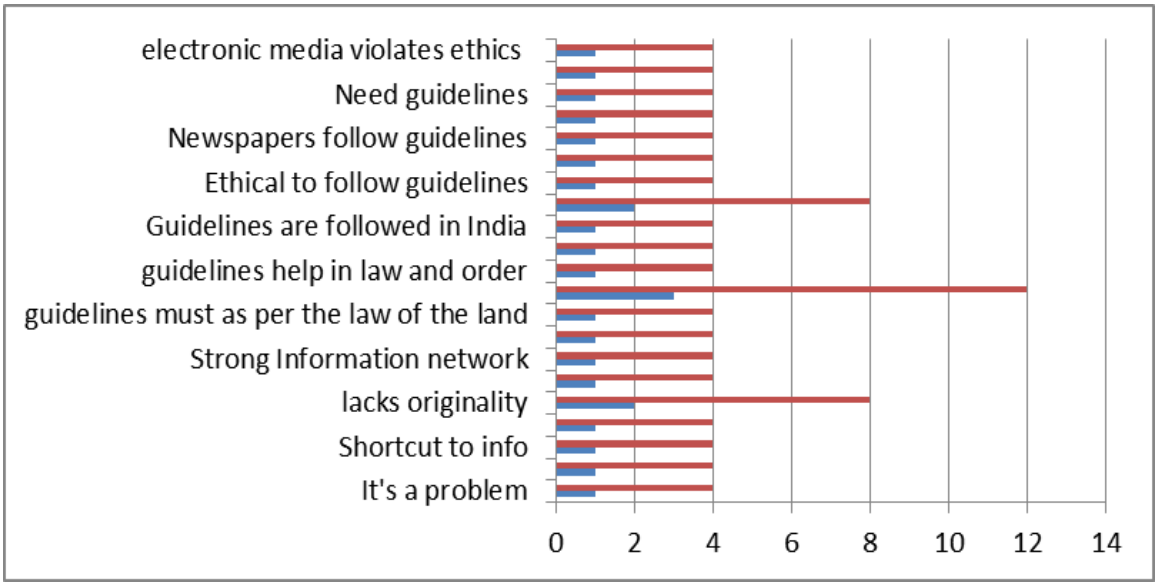


Figure 5: Need for social media guidelines

Table shows veteran journalists' views on need for using social media guidelines. To this research question 21 themes that emerged can be seen in the table above. The 21 themes are – Social networking sites must follow guidelines, lacks originality, in the interest of public, it's a problem, diversion from professional ethics, shortcut to information, speedy information, governments are wary of social media, strong information network, direct access to people in power, guidelines must as per the law of the land, guidelines help in law and order, guidelines check fake news, guidelines are followed in India, ethical to follow guidelines, large impact, newspapers follow guidelines, social media guidelines are missing, need guidelines, self regulation and electronic media violates ethics. Maximum responses were drawn for the first theme i.e. Social Networking Sites must follow guidelines with frequency 3 and percentage 12. This was followed by Lacks originality and In the interest of public with frequency 2 and percentage 8. Other 18 themes with least frequency 1 and percentage 4 included it's a problem, diversion from professional ethics, shortcut to information, speedy information, governments are wary of social media, strong information network, direct access to people in power, guidelines must as per the law of the land, guidelines help in law and order, guidelines check fake news, guidelines are followed in India, ethical to follow

guidelines, large impact, newspapers follow guidelines, social media guidelines are missing, need guidelines, self regulation and electronic media violates ethics.

Table 4.106: Relevance of guidelines in enhancing performance

Themes		Frequency	Percentage
1.	Important	2	12.5
2.	Credibility	1	12.5
3.	Saves from litigation	1	25
4.	Enhance performance	1	12.5
5.	Right perspective	1	12.5
6.	Authentic news	1	12.5
7.	News industry should initiate	1	12.5
	Total	**8**	**100**

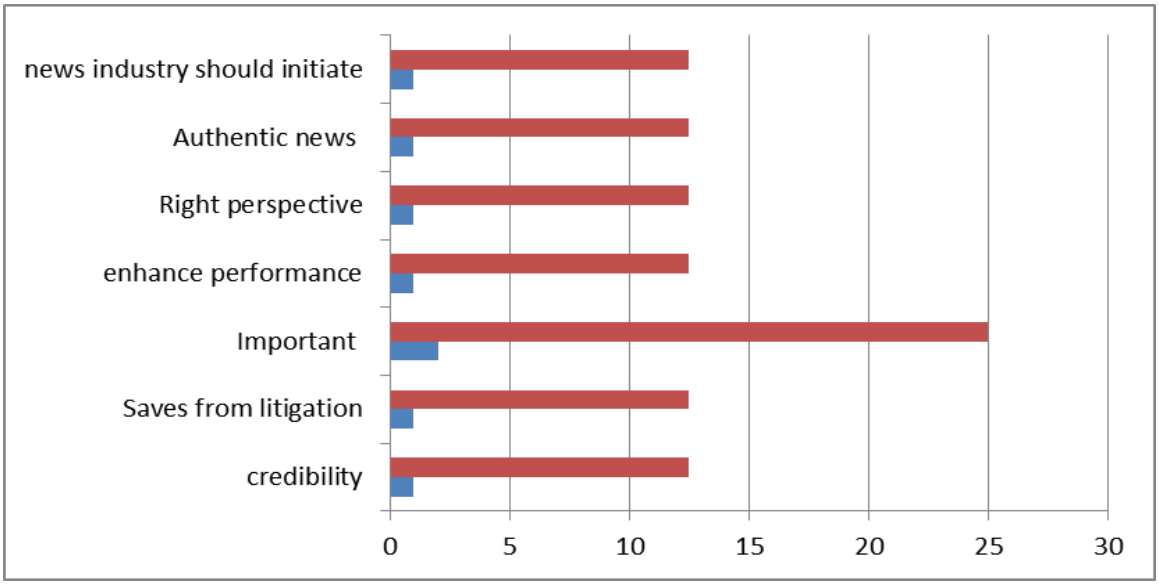


Figure 6: Relevance of guidelines in enhancing performance

Above table shows veteran journalists views on relevance of guidelines in enhancing performance. To this research question seven themes that emerged can be seen in the table above. The seven themes are – important, credibility, saves from litigation, enhance performance, right perspective, authentic news and news industry should initiate.

Maximum responses were drawn for the first theme i.e. guidelines are 'important' in enhancing performance and other six themes with least frequency 1 and percentage 12.5 included credibility, saves from litigation, enhance performance, right perspective, authentic news and news industry should initiate.

Table 107: Status of investigative journalism in social media age

Themes		Frequency	Percentage
1.	Threat to qualities of journalist	3	5.263158
2.	No replacement	3	15.78947
3.	Lazy journalism Social media	2	15.78947
4.	Extension of journalism	2	10.52632
5.	Print investigations are authentic	2	10.52632
6.	Easy access	1	5.263158
7.	Trend setter	1	5.263158
8.	Boon for investigative journalists	1	5.263158
9.	Base information to investigate	1	5.263158
10.	Tool to investigate stories	1	10.52632
11.	TRP agenda rules TV	1	5.263158
12.	Poor treatment	1	5.263158
Total		**19**	**100**

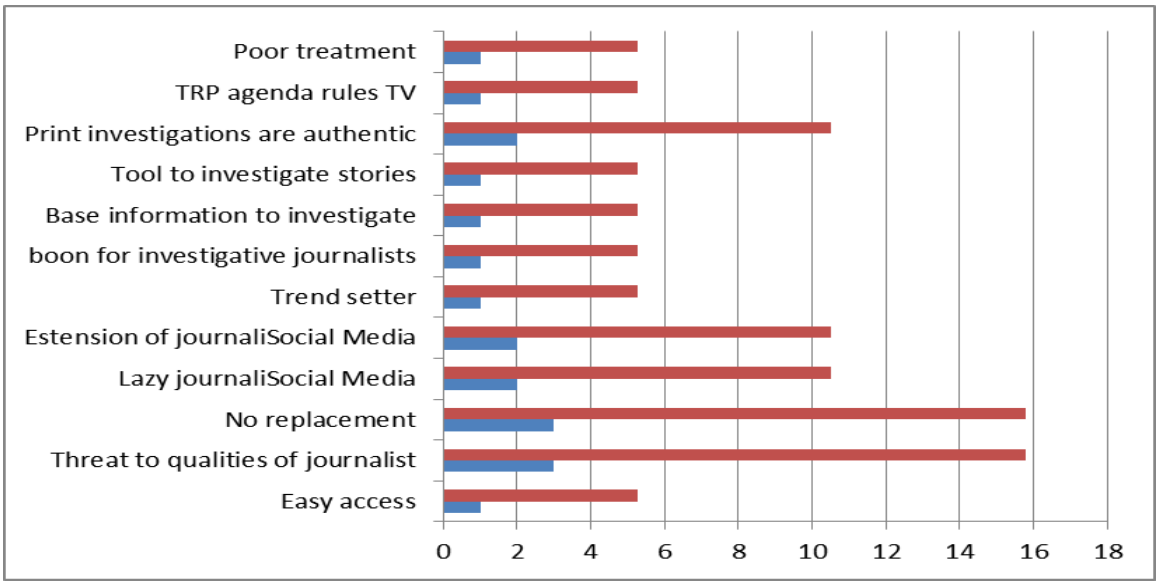


Figure 7: Status of investigative journalism in social media age

Table shows veteran journalists views on status of investigative journalism in social media age. To this research question 12 themes that emerged can be seen in the table above. The 12 themes are – threat to qualities of journalist, no replacement, lazy journalism social media, extension of journalism, print investigations are authentic, easy access, trend setter, boon for investigative journalists, base information to investigate, tool to investigate stories, TRP (Television Rating Points) agenda rules TV and poor treatment. Maximum responses were drawn for the first two themes i.e. threat to qualities of journalist and no replacement with frequency 3 and percentage 15.78. This was followed by themes such as lazy journalism social media, extension of journalism and print investigations are authentic with each theme having a frequency of 2 and percentage 10.52. Other seven themes with least frequency 1 and percentage 5.26 included easy access, trend setter, boon for investigative journalists, base information to investigate, tool to investigate stories, TRP (Television Rating Points) agenda rules TV and poor treatment.

Table 4.108: Role of gatekeeper in digital journalism age

Themes	Frequency	Percentage
1. Need traditional& experienced gatekeepers	5	11.11111
2. Check news flow	3	5.555556
3. More vigilance	3	16.66667
4. Censorship by govt	2	27.77778
5. More responsibility on news industry	2	16.66667
6. Very Important	1	5.555556
7. Need to spend time	1	11.11111
8. Journalists dislike govt censorship	1	5.555556
Total	**18**	**100**

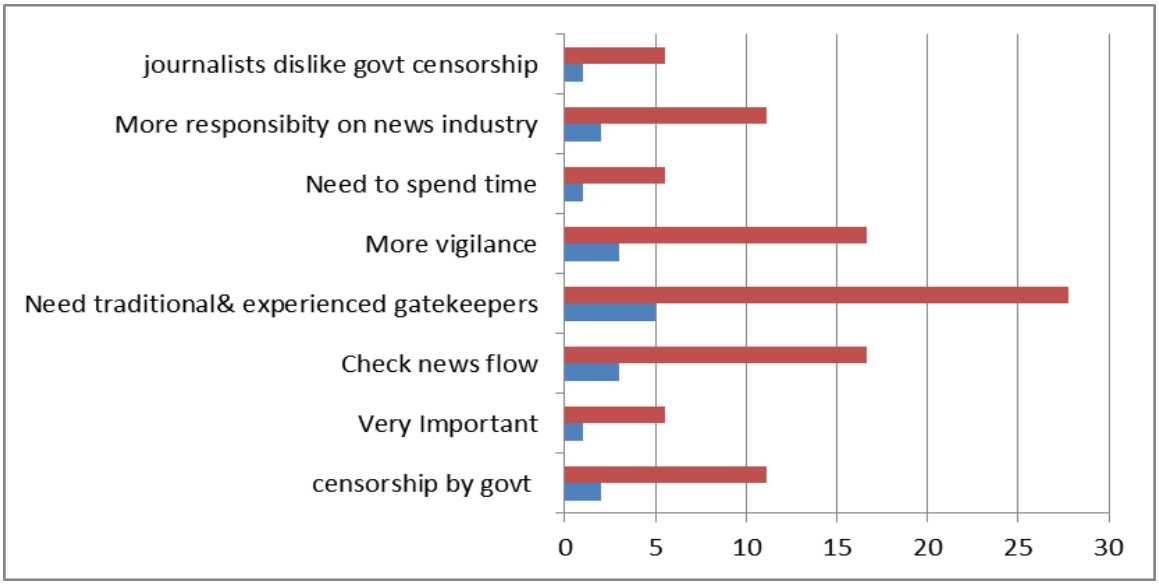


Figure 8: Role of gatekeeper in digital journalism age

Table shows veteran journalists views on role of a gatekeeper in digital journalism age. To this research question eight themes that emerged can be seen in the table above. The eight themes are – need traditional & experienced gatekeepers, check news flow, more vigilance, censorship by government, more responsibility on news industry, very

important, need to spend time and journalists dislike government censorship. Maximum responses were drawn for the first theme i.e. need for traditional & experienced gatekeepers with frequency 5 and percentage 27.7. Followed by other two themes check news flow and more vigilance with frequency 3 and percentage 16.66. Censorship by government and more responsibility on news industry comes next with frequency 2 and percentage 11.11. Three themes with least frequency 1 and percentage 5.55 included very important, need to spend time and journalists dislike government censorship.

Table 4.109: Social media's influence on traditional journalism

Themes		Frequency	Percentage
1.	Unprofessional	3	4
2.	Purveyor of fake/ paid news	3	6
3.	Omnipresence	2	2
4.	Cue from English language journalism	2	2
5.	Challenge to poor content	2	2
6.	Low cost	2	2
7.	More investment on professional journalist	2	2
8.	Severe impacted on traditional media	2	2
9.	English Journalism is less dictated by Social media	2	4
10.	Threat to news	1	2
11.	Political Influence on uninformed	1	2
12.	Purveyor of prejudices	1	4
13.	Trolling	1	2
14.	Profitable business	1	2
15.	Negative impact	1	2
16.	English Journalism smaller readership/ viewership	1	2
17.	Complementing information flow	1	2
18.	Publications are Biased	1	2
19.	Decline in big newspapers	1	2

20.	Opinions are threat to news	1	2
21.	Threat to traditional journalism	1	2
22.	Citizen journalism	1	2
23.	Low cost	1	2
24.	Less salary	1	2
25.	Common man values information	1	2
26.	Threat to employees	1	2
27.	Poor language	1	4
28.	Poor quality work	1	4
29.	Treating all journalists at par	1	6
30.	Less salary	1	2
31.	Common man values information	1	4
32.	No memberships for portal journalists	1	2
33.	More penetration	1	2
34.	Convergent media	1	2
35.	More influence on language journalism	1	2
36.	Language journalism lacks resources	1	2
37.	Social media is used for leads	1	2
38.	Social media can be manipulated	1	2
39.	Influence flow of news	1	4
	Total	**50**	**100**

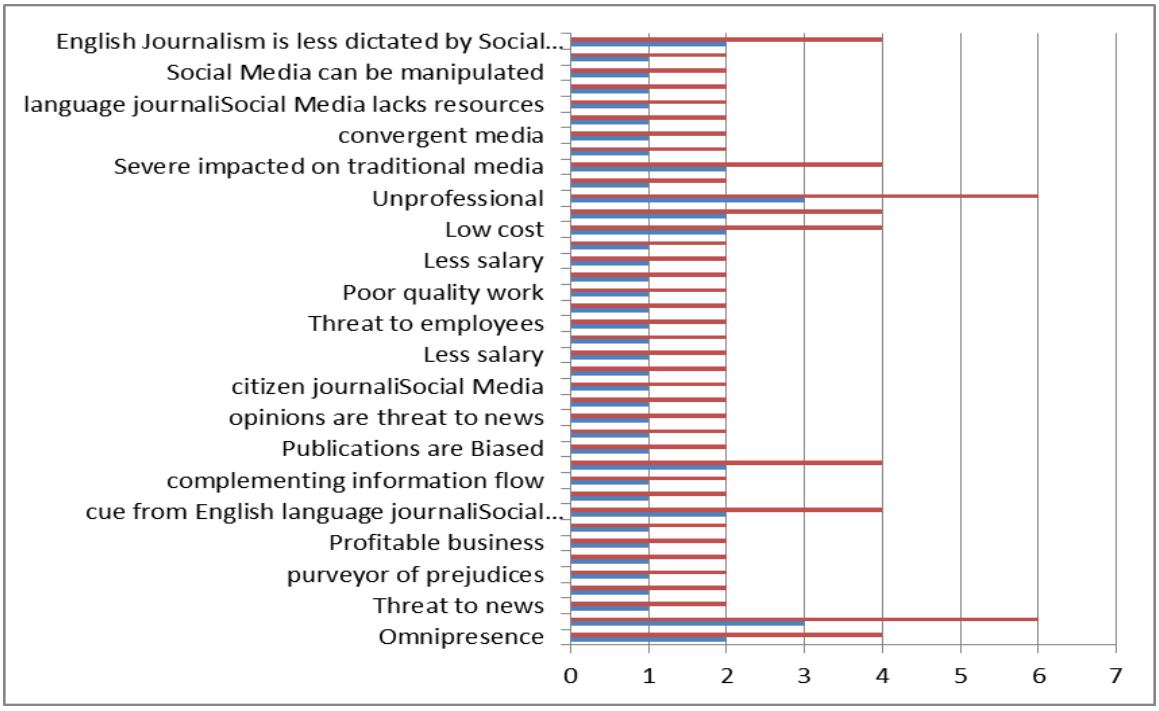


Figure 9: Social media's influence on traditional journalism

Above table shows veteran journalists views on ways in which social media influences traditional journalism. To this research question 39 themes that emerged can be seen in the table above. The 39 themes are – unprofessional, purveyor of fake/ paid news, omnipresence, cue from English language journalism, challenge to poor content, low cost, more investment on professional journalist, severe impacted on traditional media, English journalism is less dictated by social media, threat to news, political influence on uninformed, purveyor of prejudices, trolling, profitable business, negative impact, English journalism smaller readership/ viewership, complementing information flow, publications are biased, decline in big newspapers, opinions are threat to news, threat to traditional journalism, citizen journalism, low cost, less salary, common man values information, threat to employees, poor language, poor quality work, treating all journalists at par, less salary, common man values information, no memberships for portal journalists, more penetration, convergent media, more influence on language journalism, language journalism lacks resources, social media is used for leads, social media can be manipulated and influence flow of news.

Maximum responses were drawn for the first two themes i.e. unprofessional and purveyor of fake/ paid news with frequency 3 and percentage 6. Followed by 7 themes namely – omnipresence, cue from English language journalism, challenge to poor content, low cost, more investment on professional journalist, severe impacted on traditional media and English journalism is less dictated by social media with frequency 2 and percentage 4. Remaining 30 themes with least frequency and percentage are threat to news, political influence on uninformed, purveyor of prejudices, trolling, profitable business, negative impact, English journalism smaller readership/ viewership, complementing information flow, publications are biased, decline in big newspapers, opinions are threat to news, threat to traditional journalism, citizen journalism, low cost, less salary, common man values information, threat to employees, poor language, poor quality work, treating all journalists at par, less salary, common man values information, no memberships for portal journalists, more penetration, convergent media, more influence on language journalism, language journalism lacks resources, social media is used for leads, social media can be manipulated and influence flow of news.

Table 4.110: Future of journalism in the age of social media

Themes	Frequency	Percentage
1. No impact	1	16.66667
2. Threat to newspapers	1	16.6667
3. Less impact on TV	1	16.6667
4. Online editions were given less importance by print	1	16.6667
5. More money than print media	1	16.6667
6. Difficult to predict	1	16.6667
Total	**6**	**100**

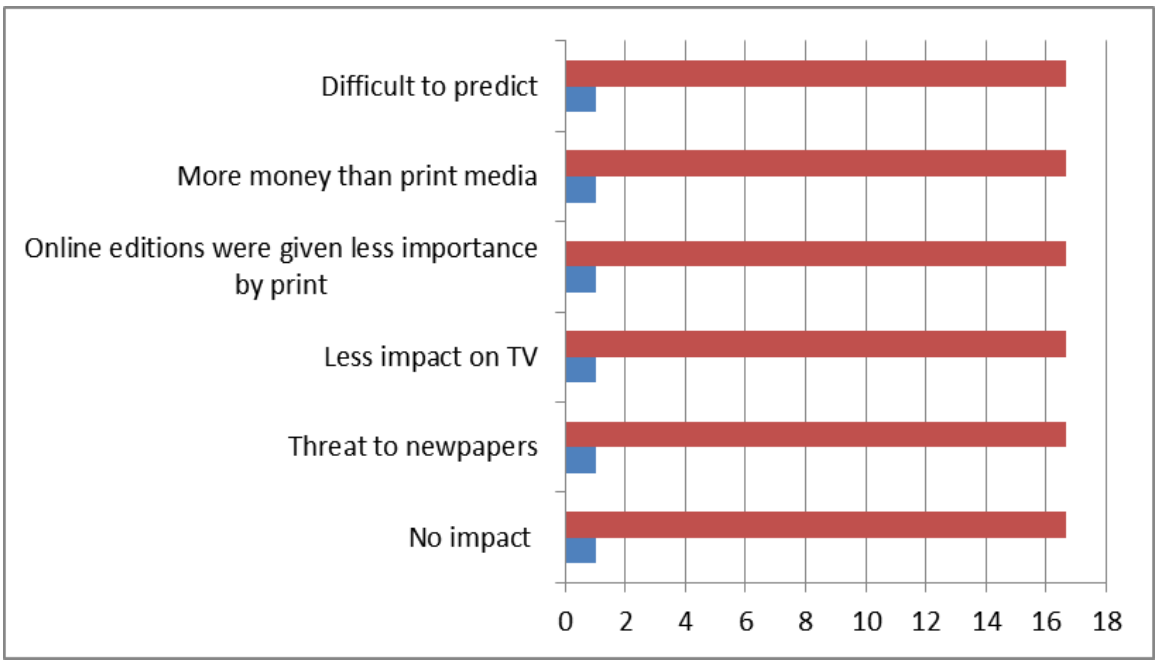


Figure 10: Future of journalism in the age of social media

Table shows veteran journalists views on future of journalism in the age of social media. To this research question six themes that emerged can be seen in the table above. The six themes are – no impact, threat to newspapers, less impact on TV, online editions were given less importance by print, more money than print media and difficult to predict.

The above tables show the data gathered to understand journalists' perspectives on field reporting, pressure of using social media by journalists, impact of social media on news quality, news verification, need for social media guidelines, relevance of guidelines in improving journalists' performance, investigative journalism in the social media age, gate-keeping in digital journalism, journalists perspective on influence of social media on journalism in India and how they foresee the future of journalism in India.

Highest similar views are gathered in the categories of field reporting, pressure to use social media, social media news verification and gate-keeping in digital journalism. The emerging themes in these categories are discussed below using respondents' quotes.

Field reporting has no substitute and absence of field reporting gives rise to fake information in circulation.

P(1): *"There is no substitute to field reporting. Moving away from it has contributed many ills in the present-day media. Flood, famine, riot -- manmade or natural calamity are best covered through field reporting. Manufacturing from air-conditioned offices has led to half-truths and fake narratives becoming news."*

P(2): *"The relevance of the field reporting is increasingly becoming more important due to the trust deficit in the media. In recent years, the media has lost credibility due to planted news and debates. Therefore, the presence of a reporter at the site makes it more genuine information."*

P(3): *"If a journalist is not doing filed reporting he cannot report the nerve of the people. A true journalist is the one who is actively reporting from filed and making news on the core issues. Field reporting is the heart and soul of journalism, without which Journalism is zero. Sitting in AC rooms is not the kind of journalism that would justify a true journalist."*

P(4): *"Field reporting is the basis of journalism. There would be no news if a reporter doesn't practice field reporting and in the absence of news there will be no analysis and debate on any of the perennial problems being faced during the present times. Field reporting holds the same relevance in present times that it had 20 or 30 years ago. A field reporter is well aware of the issues and people affected due to them. Even if there are technological advancements in reporting through social media or any other means, field reporting has no substitute. Any table story without having a feel of the field is lifeless and the readers won't enjoy it."*

P(5): *"Field reporting is absolutely essential. Depending on press notes for writing reports is counter-productive since the organizers of the event in their press note will talk only about themselves, their organization etc. They might want to highlight only the good things, thus making the job of a reporter all the more difficult."*

Due to free and wide reach there is a pressure on reporters and editors to use social media.

P(1): "*Stories on news websites are freely accessible by anyone. Sharing on social media helps reach larger audience. It needs stressing that social media in India is still underdeveloped, used for individual or organisational projection. It doesn't BREAK news as it happens in the West."*

P(2): "*Like a dual-use technology, social media too can be used in spreading false news as well as sharing the correct version. For example, nuclear science offers isotopes to treat patients, but it also generates weapon-grade enriched uranium. The social media sites do not cause any pressure on the mainline media, but force the mainline media to be truthful and objective. The decline in the newspaper circulations and TRPs (television rating points) of news channels are due to the lack of correct content."*

P(3): *"It is true that a reporter/ editor are under pressure to file story on social networking sites. That is reason, reporters are told to send visuals/ footage from mobile shoot with two lines caption for social media sites. A follow up story regarding the same can be filed later by him/her. Since, there is cut throat competition on social media sites, everyone wants more and more hits should come on his/her story."*

P(4): *"The era of social media along with opportunities also brought a pressure on the news room staff. While the social media has increased the reach of a news organization among its readers/viewers, it also made the editors and reporters to share the stories on social media platforms immediately as the news breaks. There is a definite pressure on editors and reporters to share the news stories on social media for two reasons – (1). To ensure their news organization is the first to break a news story and (2). To garner hits and views that would in turn convert into monetization of a website or a social media platform."*

P(5): *"Now-a-days reporters/editors are under pressure to post/share stories on social networking sites because of pressure from their rivals (mainly) as also to make their presence felt in the digital world. But this should not prevent them from updating their*

reports/stories as the day progresses. However, very few reporters/editors make any effort to update their work as the day progresses."

Lack of face-to-face interaction makes it difficult to sometimes verify information and this could be a threat to journalism.

P(1): *"Much of social media in India is in the make-believe world of personal views and motivated campaigns. This decade has brought out the worst of social media. When mainstream media uses it as a prop or as a medium of confirmation, the five Ws and professional ethics go for a toss. Last few years are full of such trends."*

***P(2*)**: *"Social media mostly indulge in rhetoric. Therefore, the reporters cannot depend upon their genuineness. The editors, who mostly sit in their respective offices, should also ensure that they are not swayed by the rhetoric."*

P(3): *"Only big newspapers and news channels have checks and balances in their organization, others have no control on it. Some social media site owners are themselves, reporter, Sub Editor, photographer and chief Editor of their news portals. Unprofessional journalists do not understand the laws of journalism and guidelines which should be followed while reporting for social media. Un-verified news can create law and order problems for the state or district as was seen in recent times."*

P(4): *"The rise of social media has also brought along some perils. Authenticity of videos and reports coming in from social media platforms can lead to major crisis if not verified. During the recent years, many communal riots broke out in different parts of the country due to unverified social media posts. This brings the onus on the editors and reporters to verify a report on social media before running in on television or printing it in a newspaper. A news report needs to be verified from the authorities including local police and district administration before broadcasting it. Information from an unauthenticated source on social media cannot be trusted."*

P(5):*"It is impossible to check every news item which flows in social media. Of course, some fact checking has lately come into play but very little effort is made by the average*

reader/social media follower to take recourse to fact checking. This allows the reporter/editor to get away."

Strong need is felt for having traditional and experienced media professionals as gatekeepers in the newsrooms.

P(2): *"The concept of a gatekeeper only shows that the governments want to introduce censorship through a backdoor."*

P(3): *"Gatekeeper is needed in digital journalism, otherwise fake news or table news is harming the media industry. Social media managers should recruit professional journalists or journalist who is trained by reputed media organizations for such purposes. Traditional /experienced gatekeepers should be appointed in media organization to check and re-check the story before uploading it on social media."*

P(4): *"There is a need to remain vigilant to prevent flow of fake news on social media that reaches across the globe with a click whereas there was enough time to check and verify any controversial news in the traditional system."*

P(5): *"Gate-keeping in the age of digital journalism must come from within the industry. No professional journalist will ever like the government to appoint a gatekeeper to oversee the work of professional. But if the industry is divided then the day is not far when the government might step in to appoint a gatekeeper."*

4.2.10 EMERGING TRENDS

A paradigmatic shift towards a global network journalism structure is shaping up. New technologies that are more portable and convenient to use as compared to traditional mass media are influencing almost every field and journalism. Journalists are no different to this socio-cultural transformation. New kind of journalism is emerging as a result of growing number of news distributors entering news production. Some of the emerging trends in today's journalism especially post the intervention of digital and social media technologies are seen in the following seven broad categories:

1. Online identities

2. Diffusion of new ideas

3. Decentralization of news

4. User generated content

5. Networked journalism

6. New rules of engagement

7. New business model

Having an online presence to sharing about ourselves with others human- Internet interaction is seen within social media communication. Computer mediated communication is used for making an online identity, presentation and distribution of digital content due to increased engagement and reach. Use of search engines to find information is reduced due to the rise of social media as a portal to news. Social media is breaking down traditional social barriers and helping in two-way communication which was not the case with the traditional mass media. Adoption and spread of new social media usage is finding its place in Indian newsrooms as well. With social media's speed and reach, distribution of content is happening at both grassroots level as well as institutional level. A shift is clearly seen towards decentralized news operations. The ability of social media to go directly to the end users of information through social channels is sometimes disrupting the mainstream agenda. Now, journalists are also expected to use social media sites, monitor content and participate in discussions. It won't be wrong to say that social media is inching towards becoming the mainstream media with a difference of being interactive. Social media ecology is enabling expansion of voices and participation. Even traditional media is inviting comments and discussions on various topics on their websites and have already created separate section for user generated content which is becoming a boon to the newsrooms. Content and context are observed as becoming important in evaluating source and message credibility in social media sphere. The news products are also becoming more divergent, include multiple voices and also provide multiple sources. Since anyone can publish and aggregate content in the new media ecology journalists' work is under greater scrutiny. Bloggers, media

activists and citizen journalists are acting as individual information nodes. Information exchange among several such nodes called network journalism is driving the social change and helping in opening the "gates". A lot of people are participating as journalists without necessarily having a press pass, salary or relevant journalistic training. Journalism as a profession is being challenged by the open access and easy publication. Difference between a journalist and audience is vanishing in social spaces and inviting strict social media guidelines for its employees and journalists by their organizations. Considering the ethical concerns, media organizations have started to offer specific rules of engagement to its journalists and professional journalists are also seen relying on official sources of information to deal with misinformation.

Looking at these emerging trends in the industry it can be concluded that one has to go beyond the prism of technological determinism to understand the new news ecology as technological limitations, mechanism or even distribution scope are no more barriers for media in present times. What holds relevance today is what you are saying and to whom (Knight & Cook, 2013). Collaboration, immediacy and engagement with audience seem to be the new principles of journalism in the age of social media.

4.2.11 SUMMARY

The information gathered through the interviews provided interesting opportunities to discuss and address research questions, understand the rise of social media and the way it is impacting journalism through the perspectives of veteran journalists. The initial coding process helped in deriving a number of codes related to Journalists' perspectives on field reporting, pressure of using social media by journalists, impact of social media on news quality, news verification, need for social media guidelines, relevance of guidelines in improving journalists' performance, investigative journalism in the social media age, gate-keeping in digital journalism, journalists perspective on influence of social media on journalism in India and how they foresee the future of journalism in India.

Post the initial coding process, codes similar in nature were grouped together to derive themes like trust, influence, engagement, identity, news values, news flow,

diffusion of new ideas, online culture and power, citizen journalism, definition of social media, social media ethics, reach, bias, trolling, agenda setting and regulation.

The interviews data and its analysis suggest that "social media is killing the traditional media mainly due to citizen journalism" as social media empowers anyone to start his/her own social media page, blogs or YouTube channels under low cost. Though there is a decline in the quality of journalism, social media still continues to have strong influence on journalism and journalists are under even greater pressure. They are expected to pursue stories even faster, have a strong network, including a strong online presence, share stories more often and also respond to their audience. The literature as well as the empirical findings of this research too support the fact that the practice of journalism has changed in many ways leaving aside the fundamentals of journalism which includes being honest, being open, hear all sides and report fairly, Cook (2013).

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CHAPTER-5

CONCLUSION AND FINDINGS

Studies in the past have analyzed how Institutional news media is using social media to enhance news production and distribution. Networked persons are using social media to source and distribute their own information as well as to get independence from the Fourth Estate journalism. Use of search engines to find information is reduced due to the rise of social media as a portal to news (Newman, Dutton, & Blank, 2012). Taking a note of the existing shift in the field of media, the main focus of this study was thus to understand the extent of influence of changing media ecology and social media on Journalism in India through the voice of working journalists in top media organisations, including both print and TV channels, based in Delhi. For this empirical study, the researcher adopted a mixed approach through survey questionnaire and in-depth interviews.

The study was aimed to find out the usage of social media by reporters and editors from print and electronic media and explain how news organizations are adopting to the changing media ecology. An attempt was also made to analyze the extent of influence of social media on journalists and explain emerging trends in Indian journalism.

The practice of journalism has changed in many ways. In the new media ecology a lot of people are participating as journalists and as a result the meaning of journalist has dissolved. For this empirical study, the researcher adopted a mixed approach through survey questionnaire and in-depth interviews to find out social media adaptability and use of social media as a news-gathering and disseminating tool by working journalists in top media organisations including print and TV channels.

The information gathered through the interviews provided interesting insights to understand the rise of social media in journalism through the perspectives of veteran journalists. The data suggested that field reporting has no substitute and absence of field reporting gives rise to fake information in circulation. Due to free and wide reach there is a pressure on reporters and editors to use social media but lack of face-to-face interaction

makes it difficult to sometimes verify information which could be a threat to journalism. Also, a strong need is felt for having traditional and experienced media professionals as gatekeepers in the newsrooms.

5.1 RESEARCH OBJECTIVES

To meet the first three research objectives i.e. to find out the use of social media by working journalists, to study the role of media ecology in news selection and distribution and to analyze the effect of social media and media ecology on journalists in India, a field study was conducted with the help of a survey questionnaire as an instrument to collect data. For the last research objective to evaluate emerging trends in journalism in India both quantitative and qualitative method was applied. In-depth Interviews were conducted with veteran journalists from the industry for broader understanding.

For quantitative results Descriptive stats and Chi square testing was done. Crosstab was used for descriptive analysis of relationship between Independent and dependent variables for selected questions only. To draw the inferences Factorial analysis, One Way Analysis of Variance (ANOVA) Analysis was used to substantiate trends in journalism in India.

Stratified sampling technique was used for the purpose of study and data of 320 sample from print and 270 sample from TV was drawn from the total total population of 1,973 working journalists from print and 910 working journalists from TV with a margin of error plus/minus 5% at a 95% confidence level.

In order to check the reliability of the questionnaire Cronbach's alpha test was applied on 36 items from the questionnaire and the result showed 0.918 reliability. KMO and Bartlett's test was used to check the representativeness and adequacy of the sample. Kaiser-Meyer-Olkin Measure of Sampling Adequacy yielded (KMO) a score of .893 and Bartlett's Test of Sphericity (BTS) result yielded Approx. Chi-Square 9017.534.

Data was collected from working journalists of top 8 print media organisations and top 4 TV channels by distributing the questionnaire developed for the study. The

questionnaire was pre-tested and modified for the final study. Structured questionnaire is used to collect the primary data for the study.

5.2 THEORETICAL & EMPIRICAL IMPLICATIONS

The literature as well as empirical findings of this study show that the practice of journalism has changed in many ways. In the new media ecology a lot of people are participating as journalists and as a result the meaning of journalist has dissolved. Even an amateur journalist who may not be having a press pass, salary or relevant journalistic training can publish and aggregate content as rightly pointed out by a respondent during the in-depth interview, *"Only big newspapers and news channels have checks and balances in their organization, others have no control on it. Some social media site owners are themselves, reporter, Sub Editor, photographer and chief Editor of their news portals. Unprofessional journalists do not understand the laws of journalism and guidelines which should be followed while reporting for social media."*

The findings also suggest that there is a complete decentralization of communicative power. Media in contemporary times is setting an agenda by using social media. Internet and more specifically social media has declined media's agenda setting power. Traditional media's gate-keeping role is also challenged due to the emergence of social media. Network news programs shape public agenda.

Working journalists are using social media and deriving gratifications for professional development. Social media is being used by them in the entire news production process right from news story inception, to news story promotion and to even follow-up their news stories.

The findings clearly indicate that social media a dominant news distribution platform. Working journalists are depending on social media for both professional development and building an online presence. They are seen expressing more on their blogs. There is a growing dependency on social media platforms among working journalists to be in touch with society and also to project oneself in the online communities for reach, followers, likes etc.

Use of social media for information consumption and news production has increased rapidly and over a period of time social media cultivation will flourish among netizens and working journalists. Through the use of social media even journalists will build their worldview.

After examining the social media gratifications of journalists, it was found that maximum respondents around 50.5 per cent used digital media to follow breaking news stories other than news agencies. The most trusted social media platform news organizations used to receive news/follow updates is Twitter followed by Facebook and YouTube. The data showed that nearly 77.1 per cent journalists are using social media for news reporting between age group of 25 to 55 and above. No significant difference was seen in the opinions of journalists regarding the use of social media for news reporting as media technology helped not just young journalists but also senior journalists. It was seen that age as a variable affects the use of social media in professional development of a journalist. However, a significant difference was seen between the organizations' expectation of using social media to post news stories and the age of the journalist.

5.3 DESCRIPTIVE SUMMARY

The broad objective of the study was to examine the use of social media by working journalists. The sample consisted of 590 participants and maximum participation was seen in the age category of 25-34 years constituting 63.2 per cent of the sample.60.5 per cent respondents were males and around 39.5 per cent female participation was seen in the total sample. Maximum per cent age of work experience was seen between 1-5 years of experience. Moreover, 56.6 per cent respondents had Communication and Journalism as their main subjects in their Masters programme. **A series of questions were asked keeping the broad research objectives in mind and results gathered are summarized below using descriptive statistics:**

5.3.1 Social Media adaptability by working journalists

Based on Yuqiong's (2008) survey to determine journalists' adopter status specific questions were asked to measure the social media adopter status of reporters and

editors. Three categories were adopted to reflect on respondents' use of social media for journalistic purposes.

- Out of 590 respondents, maximum respondents 51.4 per cent used social media for news reporting before organizations' guidelines and were thus are categorized as **voluntary adopters.**
- 20.7 per cent respondents opted for not using social media for journalistic purposes before their organization's guidelines and were categorized as **forced adopters.**
- And around 28 per cent respondents indicated "can't say" on use of social media for journalistic purposes before their organization's guidelines and were thus categorized as **non-adopters**.

5.3.2 Media and social media usage among working journalists

- Around 74.1 per cent respondents indicated a neutral stand regarding the use of social media to stay ahead of competition.
- Besides, 39.8 per cent respondents read news online.
- 45.3 per cent respondents liked social media mainly for its speed to deliver message.
- Other than news agencies, the most trusted social media platform news organizations used to receive news/follow updates was found to be Twitter.
- Around 50.5 per cent used digital media to follow breaking news stories.
- 38.8 per cent preferred self-regulation for news content.
- 55.6 per cent selected work place as their choice for best journalism training platform.
- 41.9 per cent strongly agreed that social media helps journalists in improving their work.
- On a 5-point Likert scale to understand how journalists felt regarding the use of social media for news reporting and whether they recommended other journalists to use

social media for news reporting 48.1 per cent strongly agreed and recommended the use of social media for news reporting.

5.3.3 Role of media ecology in news selection and distribution

- 40.2 per cent strongly agreed that social media is a useful field reporting tool and 32.9 per cent agreed that social media is a useful tool in the newsroom as well.
- Besides, 46.4 per cent agreed that organizations do expect them to post news stories on social media.
- 43.4 per cent strongly agreed that social media is their main source of information.
- Around 35.6 per cent neither agreed nor disagreed with the reporters' use of social media for reporting local news.
- 38.1 per cent strongly agreed with reporters' use of social media for self promotion.
- 44.9 per cent agreed that social media has altered news selection and distribution pattern.

5.3.4 Effect of social media and media ecology on journalists in India

- 39.8 per cent strongly agreed that social media is emerging as a new platform for public debates.
- 31.9 per cent strongly agreed that news received through social media platforms has more positive effect on people.
- 44.6 per cent agreed more people can be informed with the help of social media.
- 38.1 per cent agreed that editors have the power to set agenda in the age of social media.
- 52.5 per cent agreed that social media is emerging as the 5th Estate.
- 44.6 per cent agreed that reporters use social media to share information that is not included in their broadcast/ newspaper stories.

- 50.8 per cent agreed that reporters are free to post news stories on social media.
- 38.6 per cent strongly agreed that access use of social media has declined content quality in India.
- 36.4 per cent strongly agreed that social media has improved investigative reporting in India.

5.4 ANOVA SUMMARY

A collection of inferential statistical tests one-way Analysis of Variance (ANOVA) was also used to infer quantitative results. ANOVA examines if two or more categorical independent variables influence the dependent variables (Allen, 2017). The results are inferred by accepting or rejecting the broad research hypotheses as below:

5.4.1 Journalists do not use social media for professional development:

A significant difference between use of social media for professional development and independent variables like age, experience and education was seen among journalists. Journalists were found to have similar opinions regarding the use of social media for professional development.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between use of social media in professional development and as tool in news reporting and the age of the journalist is accepted. It shows that age as a variable encourage use of social media in professional development and as tool in news reporting among the journalist.

The null hypothesis of no significant difference is accepted and alternate hypothesis of there is significant difference between use of social media in professional development and as tool in news reporting and the gender of the journalist is rejected. The analysis data shows that gender as a variable have similar opinion to use of social media in professional development and as tool in news reporting between the journalists.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between use of social media in professional

development and as tool in news reporting and the experience of the journalist is accepted. The data exhibits that experience as a variable inspire among the journalist to use of social media in professional development and as tool in news reporting.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between use of social media in professional development and as tool in news reporting and the education of the journalist is accepted. It reveals that education as a variable encourage to use of social media in professional development and as tool in news reporting between the journalist.

Fail to reject the null hypothesis of no significant difference between use of social media in professional development and as tool in news reporting and the organization of the journalist. Therefore, it reveals that organization as independent variable is associated with dependent variable, it is of similar belief on use of social media in professional development and as tool in news reporting among the journalist.

Based on the results, it can thus be said that social media is an emerging tool among working journalists for professional development.

5.4.2 Editors do not encourage reporters' use of social media:

There is a significant difference between the news organizations' expectation in using social media to post news stories and the age, experience and organization of a journalist.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the age of the journalist is accepted. It shows that age as a variable encourage among the journalists on issues like social media changing the journalistic landscape.

Fail to rejected the null hypothesis of no significant difference between social media changing the journalistic landscape and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It reveals that

male and female journalists with alike belief on the question social media changing the journalistic landscape.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the experience of the journalist is accepted. It shows that experience as a variable encourage among the journalists on issues like social media changing the journalistic landscape.

Fail to rejected the null hypothesis of no significant difference between social media changing the journalistic landscape and the education of the journalist. Hence the independent variable education is associated with the dependent variable. It reveals that education of journalists helps in alike belief on the question social media changing the journalistic landscape.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the organization of the journalist is accepted. It shows that organization as a variable encourage among the journalists on issues like social media changing the journalistic landscape.

From the results, it can be easily inferred that in the age of social media reporters and editors are expected to use social media and also post stories on social media and thus social media is changing the journalistic landscape as far as news selection and distribution is concerned.

5.4.3 Editors do not set public agenda through newspapers in the age of social media

A significant difference was seen between editors having the power to set agenda in the age of social media and the age, experience and education of a journalist.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media changing the journalistic landscape and the age of the journalist is accepted. It shows that age as a

variable effect among the journalist regarding social media changing the journalistic landscape.

Fail to rejected the null hypothesis of no significant difference between social media has changed the overall quality of journalism and the gender of the journalist. Hence the independent variable gender is associated with the dependent variable. It exhibits that journalist have similar viewpoint on the question of social media has changed the overall quality of journalism.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media has changed the overall quality of journalism and the experience of the journalist is accepted. It shows that experience of the journalist influence on the question of social media has changed the overall quality of journalism.

The null hypothesis of no significant difference is rejected and alternate hypothesis of there is significant difference between social media has improved the status of investigating reporting in India and the education of the journalist is accepted. It exhibits that educated journalists have varied outlook on social media as a main source of information for a journalist.

Fail to rejected the null hypothesis of no significant difference between social media changed the overall quality of journalism and the organization of the journalist. Hence the independent variable organization is associated with the dependent variable. It displays that journalists belongs to any organization have similar view point on the question of social media changed the overall quality of journalism.

5.5 FACTOR ANALYSIS SUMMARY: EMERGING TRENDS IN JOURNALISM IN INDIA

- ***Social media helps a reporter in the following manner***

A total of nine categories – breaking news, sharing news, finding people for interviews, generating story ideas, story promotion, connecting with audience, networking with other journalists, more traffic to website and surveillance of news were

developed to understand how social media helps a reporter in their routine work. **Maximum respondents 345 comprising 58.5 per cent agreed that social media helps a reporter in surveillance of news.**54.2 per cent strongly agreed that social media helps them in connecting with audience. 54.1 per cent strongly agreed that social media helps in sharing news. 52.2 per cent strongly agreed that social media helps them in breaking a news story. 51.4 per cent strongly agreed that social media helps them in promoting their stories. 47.5 per cent agreed that social media helps in bringing more traffic to their site and 36.6 per cent agreed that social media helps in networking with other journalists.

- ***Specific news story types covered better by using social media***

Again a total of nine categories – crime news, education news, health news, economic news, business, entertainment/ Bollywood, local politics, national politics and international politics were developed to get the views of journalists on specific news story types covered better by using social media. Out of the total sample of 590 respondents, **maximum respondents 281 comprising 47.6 per cent agreed that health news is covered better by using social media.**45.4 per cent strongly agreed that entertainment/ Bollywood news is covered better by using social media. 44.9 per cent agreed that education news is covered better by using social media. 39.2 per cent strongly agreed that crime news is covered better by using social media. 39 per cent agreed that economic news is covered better with the help of social media.

The information gathered through the qualitative interviews of veteran journalists provided interesting insights to various research questions. Post the initial coding process, codes similar in nature were grouped together to derive themes like **trust, influence, engagement, identity, news values, news flow, diffusion of new ideas, online culture and power, citizen journalism, definition of social media, social media ethics, reach, bias, trolling, agenda setting and regulation.** Some of the emerging trends in today's journalism especially post the intervention of digital and social media technologies are thus seen in the following seven broad categories:

1. Online identities

2. Diffusion of new ideas

3. Decentralization of news
4. User generated content
5. Networked journalism
6. New rules of engagement
7. New business model

Further, with the aim to draw inferences on changing media ecology and social media adoption by journalists based in New Delhi, data was analysed on the basis of responses given to research questions by using factor analysis. Out of 36 items factor analysis of social media influence yielded seven associated factors – information, reach, news beats, surveillance, identity, freedom and content quality.

- **Information:** 'Social media improved investigative reporting emerged as the most important characteristic as perceived by the respondents which explained 26.283 percent of variance. The findings suggest that social media is democratizing the news in terms of both content and access. Journalists can thus be trained to use social media for specific story types by following a proper fact-check before publication.

- **Reach:** Social media helps in story promotion emerged as the most important characteristic as perceived by the respondents. Social media has the potential to extend social interactions. However, journalists must be careful when generating story ideas as they may not be true as observed in socially constructed face-to-face communication.

- **News Beats:** Health news is covered better by using social media emerged as the most important characteristic as perceived by the respondents. The results suggest that journalists will be able to cover almost any beat by using social media provided they are connected with right sources. It is suggested that social-beat reporting would need journalists to build their contact book of all key sources be it online or offline and preferably a cloud-based contact book that can be accessed from anywhere.

- **Surveillance:** Social media helps in finding people for interviews emerged as the most important characteristic as perceived by the respondents. The results indicate that a journalist who can access and organize social network sources into a story will be able to benefit from the social network.

- **Identity:** Reporters use social media for self promotion emerged as the most important characteristic as perceived by the respondents. Human-Internet interaction is found within social media communication and journalists who will be able to negotiate into this fluid place within the social space will frame a strong journalistic identity.

- **Freedom:** Reporters are free to post news stories on social media emerged as the most important characteristic as perceived by the respondents. Social media is primarily used for connecting, networking and voicing opinions. Blogs offer journalists to express news freely without the pressure of corporate news chain.

- **Content Quality:** Access use of social media declines content quality emerged as the most important characteristic as perceived by the respondents. The findings suggest that though social news is fast in reporting and reach it lacks value addition and accuracy in the content.

5.6 CONCLUSION

It is clear from the results that journalists are using social media to consume, create and distribute media content. Rather than relying on traditional sources of information, journalists too are accessing information instantly via the Internet and more so via social media. It is also seen through this study that professional use of social media by journalists is still evolving in India. Some, of the participants from the study have reflected on this shift and according to one study respondent, "*Much of social media in India is in the make-believe world of personal views and motivated campaigns. This decade has brought out the worst of social media. When mainstream media uses it as a prop or as a medium of confirmation, the five Ws and professional ethics go for a toss. Last few years are full of such trend. It needs stressing that social media in India is still underdeveloped, used for individual or organisational projection. It doesn't BREAK news*

as it happens in the West." This suggests that there is a need to reassess news delivery system and business models in India.

The purpose of this research was to find out the usage of social media by reporters and editors from print and electronic media and explain how news organizations are adopting to the changing media ecology. Attempt was also made to analyze the extent of influence of social media on journalists, reporters' freedom to post on social media and evaluate emerging trends in Indian journalism with the help of a mixed method approach.

The results of this study are similar to the conclusions drawn by Megan Knight (2013) that difference between journalist and audience vanishes in social spaces and crumbles the traditional gates. Respondents of this study shared that "social media is killing the traditional media mainly due to citizen journalism" as social media empowers anyone to start his/her own social media page, blogs or YouTube channels under low cost. Though there is a decline in the quality of journalism, social media still continues to have strong influence on journalism and journalists are under even greater pressure. They are expected to pursue stories even faster, have a strong network, including a strong online presence, share stories more often and also respond to their audience. Journalists job is now literally 24/7 and they are under constant pressure to manage their time not just for news stories and follow ups but also people expect them to answer their questions and provide information on demand. Live video reporting is playing an important role in reaching out to a large number of people through social networks. The challenge thus is to deal with false information and validity of reports. According to P Sainath, in present times the largest digital monopolies own, trade and sell personal data which the earlier media never had done. Now, in order to expand public sphere in privately controlled media, struggle for every working journalist is -"how to sell their labour without selling their soul."

5.7 RECOMMENDATIONS FOR FUTURE WORK

Investigations of this study suggest that there are many opportunities for further research on new media ecology. The data gathered through this study indicates that deeper and specific areas of new media ecology like networked journalism, business of

networked ecology and its implications on understanding the human condition could be studied which was not one of the original focuses of this study.

5.8 NEW KNOWLEDGE

With the help of this study new media landscape in context of social media's impact on Journalism was explored through the views of reporters and editors working in the leading media organizations. The study also brings out a better understanding of social media adoption and consumption within the Journalism circles by analyzing the views of reporters, editors as well as veterans on news gathering and disseminating practices among working journalists in leading news organizations in the age of social media. Journalists' perspectives on field reporting, pressure of using social media by journalists, impact of social media on news quality, news verification, need for social media guidelines, relevance of guidelines in improving journalists' performance, investigative journalism in the social media age, gate-keeping in digital journalism, journalists perspective on influence of social media on journalism in India and how they foresee the future of journalism in India was studied in-detail.

Media organizations must encourage journalists to use social media not just for professional development but also as a part of taking corrective action to provide genuine news. By doing this it is suggested that the present challenge of growing fake news menace can be tackled and trust which is the most important concept in media can be rebuild within the broadening social media sphere.

5.9 LIMITATIONS

It is evident through this study that social media has been accepted in the leading Indian newsrooms as a common tool for news surveillance. The study was limited to journalists and editors working in New Delhi to generalize the findings. However, similar study with selected research questions can be conducted on local journalists in other parts to have a better understanding of technological and cultural challenges being faced by local journalists and its impact on local reporting. Thus, direction for future research would be diffusion of new media among local journalists.

ANNEXURE-1

SURVEY QUESTIONNAIRE

Dear Respondent,

As part of my doctoral work on the subject Changing Media Ecology and Influence of Social Media on Contemporary Journalism in India, I request you to kindly spare sometime and support me by responding to the questions related to my work. I assure you that responses given by you will be kept confidential and will be used for academic purpose only.

Ravia Gupta
Research Scholar (Journalism & Mass Communication)
Lovely Professional University, Jalandhar

PART – A

1. Age

25-34 ☐ 35-44 ☐ 45-54 ☐ 55 & Above ☐

2. Gender

Male ☐ Female ☐

3. Industry experience (in years)

1-5 years ☐ 6-10 years ☐ 11-15 years ☐ 16 years and above ☐

4. Education

BA ☐ MA ☐ BA (Journalism) MA (Mass Communication & Journalism) ☐
Other ☐

5. Organization name

Print Media	Electronic Media
1. Dainik Bhaskar	1. Aaj Tak
2. Dainik Jagran	2. ABP News
3. The Times of India	3. Republic TV
4. Hindustan	4. Times Now
5. Amar Ujala	
6. The Hindu	
7. Punjab Kesari	
8. Hindustan Times	

6. Contact Number

7. Email:

PART – B

Objective 1: To find out the use of social media by working journalists (SM adaptability- yes- voluntary adopters, can't say- forced adopters and No- non-adopters)

1. Are you presently using social media for news reporting?

1. Yes ☐ 2.No ☐ 3.Company Policy ☐ 4. Don't like sharing ☐

2. Does your organization have social media guidelines?

1. Yes ☐ 2. No ☐ 3. Can't Say ☐

3. Did you begin using social media for news reporting before the organization implemented social media guidelines?

1. Yes ☐ 2. No ☐ Can't Say

4. Do you use Social media to stay ahead of competition?

1. Yes ☐ 2. No ☐ 3.Can't Say ☐

PART – C

5. Your main source of news. (Select only one option)

1. Reading Newspaper ☐ 2.Reading e-newspaper ☐ 3.Reading online news ☐

4. Watching TV news ☐ 5.News Agency ☐ 6. Radio/Podcast ☐

7.Facebook ☐ 8.Twitter ☐ 9. Youtube channels ☐ 10.Instagram ☐

11.Other (please mention) ☐

6. Social media features you like the most to disseminate news. (Select only one option)

1. Speed ☐ 2.More Sources ☐ 3. Likes ☐ 4.Video sharing ☐

5. Easy to share ☐ Other ☐

7. Other than news agencies, the most trusted social media platform your organization uses to receive news/follow updates. (Select only one option)

1. Facebook ☐ 2.WhatsApp ☐ 3.Instagram ☐ 4. YouTube ☐

5. LinkedIn 6.google+ ☐ 7.Tumbler ☐ 8.Pinterest ☐

9. Twitter ☐ 10. Other (please mention)

8. Which media do you use to follow a breaking news story?

1. Print ☐ 2.TV ☐ 3. Radio ☐ 4. Digital ☐ 5. Social Media ☐

9. Which one of the following do you think is needed in order to regulate news content?

1. Self regulation ☐ 2.Government regulation ☐ 3.External regulatory control ☐

4. Regulation by organization ☐ 5. Other ☐

10. Which one helped you the most in learning journalism?

1. Educational Institute ☐ 2.Work place ☐ 4. Training/ Workshops ☐

3. Internship ☐ 5.Other

PART – D

Objective 1: To find out the use of social media by working journalists

11. By using social media you have improved your work as a journalist.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

12. You recommend journalists to use social media to report news stories.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

13. Social media is a more useful reporting tool for field reporting.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

14. Social media is a more useful reporting tool in the newsroom.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

15. Reporters are expected by their organization to post news stories on Social media.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Objective 2: To study the role of media ecology in news selection and distribution process

16. Social media is becoming a main source of information for a journalist.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

17. Reporters are using social media to report local news.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

18. Reporters are using social media for self promotion.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

19. Social media has altered the news selection and distribution pattern.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

20. Social media is the new platform for public debates.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Objective 3: To analyze the effect of social media & media ecology on journalists in India

21. Social media news has more positive effects on people.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

22. More people can be informed with the help of Social media.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

23. Editors have the power to set agenda in the age of social media.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

24. Social media is emerging as the 5^{th} Estate.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

25. Reporters use social media to share information that is not included in their broadcast/ newspaper stories.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

26. Reporters are free to post news stories on social media?

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

27. Access use of social media has declined news quality in India.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

28. Social media has improved the status of investigative reporting in India.

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Objective 4: To evaluate emerging trends in journalism in India

29. Social media helps a reporter in the following manner:

Breaking News

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Sharing News

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Finding people for interviews

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Generating story ideas

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Story Promotion

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Connect with audience

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Networking with other journalists

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Bring more traffic to organization's website

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Surveillance of news

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

30. Specific news story types are covered better by using social media:

Crime news

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Education news

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Health news

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Economic news

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Business

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Entertainment/ Bollywood

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Local Politics

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

National Politics

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

International Politics

1. Strongly Agree 2. Agree 3. Neither agree nor disagree 4. Disagree 5. Strongly Disagree

Thank you for participating in this survey and sharing your inputs.

ANNEXURE-2

INTERVIEW QUESTIONNAIRE

Respected Sir,

As part of my doctoral work at Lovely Professional University on the subject Changing Media Ecology and Influence of Social Media on Contemporary Journalism in India.

I request you to kindly spare sometime and support me by responding to the questions related to my work. I assure you that responses given by you will be used for academic purpose only.

Regards

Ravia Gupta
Research scholar
Journalism & Mass Communication
Lovely Professional University, Jalandhar

PART – A:

1. **A brief introduction about yourself**
2. **Age**
3. **Industry experience (in years)**
4. **Education**
5. **Organization**
6. **Contact Number**
7. **Email:**

PART - B:

1. What is the importance of field reporting? Do you think it holds any relevance in present times?

2. Do you think reporters / editors are in a pressure to post/ share stories on social networking sites? If yes why/ if no why?

3. Do you think social media enhances the quality of news reporting and helps editors in news rooms?

4. What are your observations on verification of news received by using social media by reporters and editors?

5. Do you think news organizations follow social media guidelines? Why do think such guidelines are needed?

6. How relevant are these guidelines in enhancing the performance of reporters and editors in news industry?

7. What are your views on status of investigative journalism in the age of social media in India?

8. What do you think is the role of a gatekeeper in the age of digital journalism? How different is it from the traditional gatekeepers of news?

9. In what ways do you think social media will influence traditional journalism in India?

10. Do you think this influence will be for the better or not for the future of Journalism and language Journalism in India?

ANNEXURE-3

INDIAN FEDERATION OF WORKING JOURNALISTS
(Founded on 28 October 1950 in New Delhi and registered as trade union) Registration No. 1992
Add. : B-1, Vikram Nagar, Kotla Feroz Shah, Bahadur Shah Zafar Marg, New Delhi-110002

President : B.V. Mallikarjunaiah
Secy. Gen.: Parmanand Pandey

Ph. : 011-23701338, Fax : 011-23701337
Mobile : 09868553507, 09871328595
E-mail : ifwj.ifwj@gmail.com

Dear Ms Ravia,

This is with reference to your letter dated 2nd July 2021 regarding your research on the 'Changing Media Ecology and Influence of Social Media on Contemporary Journalism in India'. There are no two opinions that social media has become the most powerful mode of information in the contemporary India, nay the world over. Thanks to the intense and comprehensive penetration of the internet even in the remotest part of the country.

However, it does not belittle the influence of the Print and Electronic media, which certainly enjoy more credibility than social media even in the present circumstances.

As far as the number of journalists working in the top eight print organisations selected by you for the study from Delhi NCR, which includes Dainik Bhaskar, Dainik Jagran, The Times of India, Hindustan, Amar Ujala, The Hindu, Punjab Kesari and Hindustan Times and four electronic channels namely; Aaj Tak, ABP News, Republic TV and Times Now are concerned, the Indian Federation of Working Journalists (IFWJ) takes pleasure in authenticating the data collected by you. The total number of working journalists would, undoubtedly, be 1,973 for the print in the selected papers mentioned above) and 910 for the selected TV channels mentioned above in2018.

Digitally signed by Parmanand Pandey Date: 2021.07.05 16:17:48 +05'30'

Wishing you all the best,

Sincerely Yours

Parmanand Pandey

Secretary-General: IFWJ

LIST OF PUBLICATIONS				
S.No.	**Paper title**	**Journal name**	**ISSN/ ISBN no.**	**Links**
1.	Changing media ecology and Indian social media	Journal of advanced research in dynamical & control systems, vol. 11, 04-special issue, 2019 (pg 1913-1922)	Issn 1943-023x (received: 07 mar 2019/accepted : 01 apr 2019) Peer-reviewed (SCOPUS-SJR)	http://www.jardcs.org/abstract.php?id=713
2.	Digital journalism: an analytical study of social media usage by media professionals	Shodh Sarita An international bi-lingual quarterly peer reviewed research journal for arts, humanities & social sciences, vol. 6, issue 24, October to December 2019 (pg 88)	Issn – 2348-2397 (Approved UGC-CARE) March 2019 confirmed.	
3.	What missing the Internet means in digital era: A case study of longest ever Internet	International Journal of Advanced Science and Technology Vol. 29, No. 8s, (2020), pp.	ISSN: 2005-4238 IJAST Copyright ⓒ 2020 SERSC April, 2020	http://sersc.org/journals/index.php/IJAST/article/view/10436

	blackout in Jammu & Kashmir	155-171		
4.	Mcluhan's Predictions: An Empirical Study of Social Media an Extension of Journalists	© 2020 IJRAR July 2020, Volume 7, Issue 3	(E-ISSN 2348-1269, P-ISSN 2349-5138) July, 2020	http://ijrar.org/papers/IJRAR2002457.pdf
5.	Effectiveness of Posters as a Medium of Communication: A Study Among the Lower Middle Class	Communicator - UGC Care, peer reviewed journal of the Indian Institute of Mass Communication (IIMC) Volume LV (1-2): 109-119, January-June 2020	ISSN: 0588-8093	http://iimc.nic.in/WriteReadData/userfiles/file/21/Communicator-LV(1%20AND%202)%20-January%20-%20June%202020.pdf
6.	Social Media and Professional Development: A Study Among Journalists In J&K	Turkish Online Journal of Qualitative Inquiry (TOJQI)	ISSN 13096591 (online) Scopus- Volume 12, Issue 3, June 2021:182-190	https://www.tojqi.net/index.php/journal/article/view/709/203

CONFERENCES ATTENDED

S.No.	Conference	Date	Place	Title
1.	27th AMIC Annual Conference "Communication Technology and new Humanism"	June 17-19, 2019	Chulalongkorn University, Bangkok, Thailand	Social Media: An Emerging Reporting Tool For Working Journalists
2.	International Institute of Academic Research & Publications	June 28, 2020	Virtual International Conference on Management, Engineering & Social Sciences	McLuhan's Predictions: An Empirical Study of Social Media an Extension of Journalists

****OTHER ACHIEVEMENTS**

Researcher was awarded with ICSSR Centrally-Administered Contingency Grant for the Year 2019-20- (File No. RFD/2019-20/CONTINGENCY/GEN/15) for this research work.

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